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A need to revive performance for this Chinese pharma company

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Singapore:Ã?Â

CHINA RESOURCES SANJIU MEDICAL & PHARMACEUTICAL, China
Chairman: Mr Li Fuzuo
Revenue: $1138mn
Business: Engaged in research, development and production of pharmaceuticals and healthcare products

Ã?Â China-based China Resources Sanjiu Medical & Pharmaceutical, a company principally engaged in the development, manufacture and distribution of pharmaceuticals, healthcare products and medical appliances, is reported to acquire Shandong Huawei Medical from Shan Dong Dong-E E-Jiao for around $13.2 million to strengthen its product line in nutrition and gastrointestinal profile. Shandong Huawei is reputed to have strong base in traditional Chinese medicine in Shandong province.

China Resources Sanjiu Medical and Pharmaceutical is also involved in development, transfer and services of pharmaceutical related technologies, provision of medical healthcare services, packaging printing, international trading, as well as property and food businesses. It manufactures over the counter (OTC) drugs, anti biotic drugs and raw material drugs, Chinese prescription medicines and traditional Chinese medicine (TCM) formula granules.

The company acquired 97 percent interest in Guilin Tianhe Pharmaceutical, a company that makes OTC patch products, at around $94 million. In 2015 first quarter, the company clocked net profit of $54.65 million, up by 17.2 percent.

China Resources Sanjiu Medical & Pharmaceutical strategy is to keep the sales advancing steadily by adjusting its focus on marketing, production, R&D and capacity management.

The company strives to strengthen its consumer-centred product and marketing strategy to further consolidate its branding influence.