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VÃ?Æ?Ã?Â©sale, Chinese pediatric firm enter probiotic deal

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Singapore: Leading probiotics supplier from Belgium, VÃ?Æ?Ã?Â©sale Pharma has entered into a partnership with China's leading pediatric drug company, Hainan Honz Pharmaceuticals to distribute its patented probiotic Intelicaps in China. The company would have its headquarters in Guangzhou and the agreement would covers VÃ?Æ?Ã?Â©sale's children's probiotics products.

"Our distribution agreement with VÃ?Æ?Ã?Â©sale Pharma draws on the strengths of both our companies, creating a strong, strategic partnership for the development, registration, distribution and sales of VÃ?Æ?Ã?Â©sale's probiotic portfolio. The localization of Intelicaps probiotic line for the Chinese market is the first time Honz has brought in leading edge international probiotic technologies and products to enhance our children's health product lineup," said Bin Xiao Honz, marketing director of the firm.Ã?Â

VÃ?Æ?Ã?Â©sale has also announced its plans to expand into the Middle East as the company already has market authorizations for the United Arab Emirates and Kuwait.