

## Orient launches prostate cancer drug in SE Asia

27 May 2014 | News | By BioSpectrum Bureau



**Singapore:** Orient EuroPharma, a specialty pharmaceutical company focused in marketing and commercialization has partnered with Debiopharm Group, Swiss-based global biopharmaceutical company, for the commercialization and promotion of Pamorelin, for the treatment of locally advanced or metastatic, hormone-dependent prostate cancer, in South East Asia.

Orient EuroPharma has acquired exclusive marketing and sales rights for Pamorelin in Singapore, its first launch territory. The product is exported in finished bulk from Debiopharm Research and Manufacturing SA to Orient EuroPharma. Pamorelin will be made available primarily to urologists and oncologists across Singapore.

Mr J P Chang, President of Pharmaceutical Business Unit, Orient EuroPharma said, "It is great to cooperate with Debiopharm Group for introducing the new drug to South East Asian territories. Orient EuroPharma owns strong connections and an experienced team in the Oncology field; this partnership will provide another therapy option for physicians to treat prostate cancer patients."

"This collaboration opens up an important new market for our backbone therapy of advanced prostate cancer (locally advanced and metastatic)," said Mr Thierry Mauvernay, delegate of the board, Debiopharm Group. "After successful launch in 74 countries, we look forward to bringing Pamorelin to several South East Asian markets, together with Orient EuroPharma," he added.