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ASIA EDITION

Huwel Lifesciences & ASMS onboard Singapore-based partner to accelerate Southeast Asia expansion

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Reinforces Indiaâ??s growing role as a global hub for advanced, cost-efficient diagnostics

India-based Huwel Lifesciences and Avio Smart Market Stack (ASMS) have initiated a strategic international expansion by onboarding a Singapore-based regional commercialisation partner to drive market access and business growth across Southeast Asia.

The collaboration aims to build a scalable export platform across key markets including Singapore, Indonesia, Malaysia, Thailand, Vietnam, and the Philippines regions witnessing rising healthcare investments, growing diagnostic awareness, and rapid expansion of laboratory infrastructure.

Southeast Asia is emerging as one of the fastest-growing healthcare opportunity zones globally, driven by large populations, increasing urbanisation, expanding medical tourism, and heightened focus on infectious disease management and public health preparedness. Governments across the region are actively investing in screening infrastructure, laboratory modernization, women’s health diagnostics, and decentralized testing systems.

Under the partnership, ASMS will lead commercial execution, including strategic sales development, channel partnerships, and regional rollout planning. Huwel Lifesciences will focus on technology development, manufacturing, regulatory support, and product innovation.

The expansion will be anchored by Quantiplus, Huwel’s flagship molecular diagnostics platform, which will serve as the lead product for market entry. Designed for affordability, scalability, and clinical reliability, Quantiplus is well-suited for institutional, laboratory, and public health applications across high-volume and cost-sensitive healthcare systems.

Following the initial rollout, the partnership plans to introduce additional solutions from Huwel’s diagnostics portfolio, including portable testing platforms, decentralized molecular systems, rapid screening solutions, and specialised diagnostic applications tailored to regional healthcare needs.

For ASMS, this development strengthens its emerging healthtech vertical, complementing its existing focus on financial inclusion and agritech initiatives. The company has identified healthcare technology as a key long-term growth driver with both domestic and international potential.