



Our chemill**pharma** business unit is specifically designed to optimize the route to market for your product, ensuring the highest chances of success. With our extensive experience in navigating diverse market dynamics, regulatory landscapes, and evolving consumption trends, we excel in providing precise Hospital and Institutional market access services.

Through our effective market access activities, we have established robust networks and garnered the attention of major group procurement organizations in the region. Our capabilities and track record in successfully launching key generic drugs across various segments have attracted numerous generic drug companies to partner with us. Many large and medium-sized generic drug companies have already reaped the benefits of our market access solutions, leading to the continuous expansion of our client base.

By collaborating with us, you can tap into our expertise and leverage our market access solutions to propel the growth of your product in the pharmaceutical industry. We are committed to delivering exceptional results and maximizing your product's potential in the market.

***Our wide-ranging networks and abundant resources enable you to seize the expanding opportunities in these markets with ease and confidence.***

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**Current Markets** : China, Hong Kong, Macau & Singapore

## Generic Drug Market Access Solutions:

**Our comprehensive solutions encompass the entire value chain, starting from initial market analysis and research, all the way to drug registration, enlistment, tendering, supply chain management, and last mile fulfillment.**

### Market Research:

We provide in-depth market research to identify market opportunities, analyse competitive landscape and compliance requirements.

### Drug Registration:

Our team of experts provides end-to-end drug registration services, including dossier preparation, submission, and follow-up with regulatory agencies.

### Drug Enlistment:

We assist in getting drugs enlisted with various government agencies and health institutions to increase market penetration.

### National / Local Tendering:

Our team helps clients participate in national/ local tenders, providing a competitive advantage and facilitating access to large-scale procurement opportunities.

### Hospital Supply and Distribution:

We facilitate hospital supply and distribution to ensure our clients' products have maximum coverage in the regions we operate.

### Inventory Planning, SCM & Fulfilment:

The most critical part of hospital supplies and national tendering is well managed by our competent and committed team, with specialised experience.

**To find out more about how we can support your market access ambitions for our regions. Write to us [xs@chemill.com](mailto:xs@chemill.com)**



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Our expertise in market access services extends to the Consumer Healthcare (CHC) and over-the-counter (OTC) segments, with a particular focus on retail and e-commerce in our region. Based in Hong Kong, Asia's premier logistics hub and gateway to China, we benefit from favorable policies and leverage our capable and dedicated teams to become an effective partner in driving the success of consumer brands in our markets.

With our innovative strategies and relentless efforts, we provide strong support to our partners in navigating the competitive and fragmented CHC/OTC space in our regions. Our comprehensive Retail/B2B2C/B2C market access services are well-suited for both established OTC and innovative CHC products. As a result, our network of sales outlets continues to expand, and our portfolio of brands continues to grow.

By collaborating with us, you can benefit from our extensive market knowledge, robust distribution channels, and proven track record in achieving success for consumer brands. Together, we can overcome challenges, seize opportunities, and drive growth in the dynamic CHC/OTC landscape.

**Current Markets** : China, Hong Kong, Macau & Singapore

**Consumer Health Care Market Access Solutions :**

***Our comprehensive solutions encompass the entire value chain, from initial market analysis and research to brand strategy and positioning, brand localization, registration, enlistment, sales and marketing management, and last mile fulfillment.***

**Market Research:**

We provide extensive market research to identify new opportunities and understand market dynamics.

**Innovative Products :**

Our strength lies in launching new categories and introducing innovative medical device and OTC products to the market.

**Branding and Localisation:**

Our team is experienced in develop effective branding and localisation strategies to ensure success in the market.

**Enlistment:**

We assist in getting consumer health care products enlisted with various key chain stores and across local pharmacies to increase market penetration.

**Sales and Marketing:**

We provide end-to-end sales and marketing services, including product launches, PR, advertising, market positioning, and channel development.

**Distribution:**

Our extensive distribution network helps clients reach consumers efficiently and effectively using traditional and non-traditional channels.

**E-Commerce:**

We help clients establish an e-commerce presence, enabling them to reach a wider audience and increase sales across platforms and segments.

**Our extensive networks and abundant resources grant you access to seize the emerging opportunities in these markets with ease and confidence.**

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