



## **BEXIMCOPHARMACEUTICALS LTD.**

**Dhaka, July 15, 2006 (Saturday)**

### **Beximco Pharma debuts in Cambodia Pharma Market**

#### ***Strategic entry to an LDC to take advantage of Doha Declaration***

In its massive overseas business expansion plan in Asia, Beximco Pharmaceuticals Limited (BPL), the leading pharmaceutical manufacturer and the largest pharmaceutical exporter of Bangladesh, has launched exports in Cambodia.

The first export consignment comprising of six products of BPL has already been shipped to Cambodia in the first week of this month. These six drugs include Neoeptin-R 150mg Tablet (Ranitidine), Omastin 150mg Capsule (Fluconazole), Pretin 10mg Tablet (Loratadine), Yamadin 20mg Tablet (Famotidine), Yamadin 40mg Tablet (Famotidine) and Neopril 5mg Tablet (Lisinopril),

On the occasion of entering Cambodia drug market, Beximco Pharma Chief Executive Officer (CEO) Mr. Nazmul Hassan said 'The Doha Declaration of WTO/TRIPs has exempted Bangladesh from implementing pharmaceutical patent upto 2016. This has revealed enormous opportunities for us to export patented pharmaceuticals to the Least Developed Countries (LDCs). And to take full advantage of these export opportunities, at the very right time, BPL has entered Cambodia- an LDC of Asia'.

To get a overwhelming response in this LDC, Beximco Pharma has also launched formal marketing and promotional campaigns of its products in Cambodia with VimpeX Ltd.- BPL's partner in Cambodia. VimpeX Ltd. will be responsible for registration, import, sales and distribution of BPL products in Cambodia. In Cambodia, Beximco Pharma has also recruited field sales forces to promote and sell BPL products.

Beximco Pharma CEO also said that 'Cambodia would be the forth ASEAN country after Singapore, Vietnam and Myanmar, where BPL has launched its operation'. 'Being an import based country for pharmaceuticals, Cambodia would be an ideal overseas market for BPL to have a sustainable & steady growth and expand its business & market share', the CEO of the company added.

Its worth mentioning that BPL has also applied for the registration of more 28 new and exciting products in Cambodia. Most of these 28 new products are either patented products or high tech specialized & difficult-to-manufacture products.

Beximco Pharma, a sister concern of Beximco Group, manufactures and markets its own 'branded generics' for almost all diseases.