

Zydus inks pact marketing pact with Eczacıbaşı,

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Zydus Cadila, a global healthcare provider and Eczacıbaşı Sağlık Pazarlama A.Ş., a leading healthcare company of Turkey have signed a strategic collaboration agreement to market biotech products in the Turkish market. The agreement involves the import of biosimilars which are currently unavailable in the country especially for the treatment of cancer and also paves the way for a long term strategic collaboration to produce and launch new products in the market.

The agreement was signed at the headquarters of Eczacıbaşı Holding located at Kanyon Ofis in Istanbul by Mr Pankaj Patel, Chairman and Managing Director of Zydus Group, Dr Sharvil Patel, Deputy Managing Director of Zydus Group and Mr Mehmet Eczacıbaşı, Chairman of Eczacıbaşı Holding, Dr Erdal Karamercan, CEO of Eczacıbaşı Group, and Ms Elif Ateş, Eczacıbaşı Healthcare Group President.

Speaking on the agreement, Mr Pankaj Patel stated, "We are glad to partner with Eczacıbaşı, a leading group in the field of healthcare in Turkey, to make available biotech therapies for patients in Turkey. The long term agreement between both partners to enrich this collaboration through introduction of new products, will augur well for healthcare access beyond geographies."

In his speech at the ceremony, Mr Mehmet Eczacıbaşı stated that as Eczacıbaşı Group, they believe that new collaborations enabling innovation and creating added value in the field of healthcare are very important and also said, "Our target is to ensure that the important worldwide advances in the field of biotech products are simultaneously reflected and reach more people in our country, and think that Zydus is a very right partner in this regard".