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UK-based strategy consultancy BioBridge and China specialist VaxiAm Group, of Manhattan Kansas USA & Beijing China, announce initiative to help EU animal health companies take advantage of the new possibilities for EU-China trade & China-to-Europe investment.

The service is aimed at animal health companies, especially medium-sized and smaller ones, to develop efficient and effective two-way business-building. It will provide support for animal health business development for the China market. In addition, as there will no longer be a need to manufacture in China or create a JV to sell there, the joint BioBridge-VaxiAm initiative will ensure companies looking to China can be more confident about maintaining control of their business flow by making use of our networks and joined-up expertise.

Jishu Shi, President of VaxiAm, says “It now becomes more possible than ever before for European companies to have good business prospects in China without needing to establish either a manufacturing base there or get involved in Chinese-owned joint ventures. With our access to the Chinese animal health market and the major players, we can create positive links with the most appropriate companies and strong routes-to-market, especially for medium-sized and smaller companies with interesting products.”

Meredith Lloyd-Evans of BioBridge says “Jishu and I have been working together for some years on strategies and actions for linking China and the rest of the world, and we’re looking forward to putting our joint expertise at the service of EU companies. Chinese companies are ready to invest in Europe and the service will also match suitable companies with the best sources for appropriate expansion and investment capital.”

Contact jishushi@vaxiamgroup.com and mlloydevans@biobridge.co.uk to discuss your needs.

Notes for Editors

VaxiAm Group: Having worked in China and the U.S. in the last three decades, Dr. Shi is a frequent consultant to animal health companies in the U.S., China, Japan, and Europe. In 2010, Dr. Shi founded VaxiAm Group, a global consulting firm with offices in Beijing and Kansas that focuses exclusively on the Chinese animal health market. VaxiAm Group builds bridges between research labs and commercial entities in the U.S. and China and transforms innovative ideas to successful products. In addition, VaxiAm Group provides the following services to its clients: investment due diligence, market analysis, regulatory affairs consultation, product registration, and selection of business partners including sales agents, distributors, product co-developers, and manufacturers. jishushi@vaxiamgroup.com

BioBridge: BioBridge is one of the longest-established independent innovation consultancies in the Cambridge UK area, with expertise in product strategy, business strategy, technology analysis and market dynamics as well as regulatory strategy for animal health and other bioscience-based industries. Meredith Lloyd-Evans, founder, trained as a vet, worked in veterinary practice in Canada and the UK and in the animal pharma industry and then in IP management with British Technology Group. He worked briefly for PA Technology in strategy consultancy before setting up BioBridge in 1989. BioBridge's client-base is international, from standalone companies to global corporations and government agencies. mlloydevans@biobridge.co.uk