

Ai Ken NEWS

Q1
2019



Topics

Unison 2018 Thailand Prime Minister award

University of Laos, Marketing lecture - Laos

TS ONE luanching Event - Laos

Internal Medicine Association - Laos

Dr. Tawesak Tanwandee visits Laos for LIVACT for BCAA lecture - Laos

LIVACT Siminar and Party - Laos

Sunrise Japan Hospital visit - Cambodia

Management Message



**Founder & Managing Director,
AI KEN PHARAMA Group.**

Kentaro Imamoto

It's very happy to introduce our Ai Ken News 2019 Q1 version. We had 2 big event in Laos. 1st, we have initiated TS-ONE launch event with inviting Dr.Harit from Bumgungrad Hopital. TS-ONE is the No.1 Cancer medicine in Japan, and I am very honor to introduce such a great medicine for health and medication of Laos people.

We also invited Dr.Tawesak Tanwandee, Siriraj Hospital for lecture of LIVACT in Internal medicine association in Feb. LIVACT is also 1st choice for Liver Cirrhosis patient in Japan. We will also launch LIVACT in Cambodia in a few months. We are very happy to introduce those prominent Japanese medicine to Laos and Cambodia doctors and patients. Thank you very much for your cooperation with Ai Ken Pharma Laos and Cambodia all the time. We wish you the best for Buddhist new year.



**General Manager, A member of the
Board Director, AI KEN PHARAMA LAOS**

Kaisone Souvannasan

Sabaidee, welcome to Ai Ken's Newsletter Vol.4 or the 1st Quarter of this year. First of all, I would along with Mr. President Kentaro Imamoto concerned 2 important events for healthcare in Lao PDR, such as: 1. TS-ONE Launching Symposium, 2. LIVECT Symposium with the meantime of Laos Internal Medicine Association , we have the very important person to be our speaker is Assoc. prof Dr Tawesak Tanwandee President of Thai Association for study of the Liver, Associate Professor of Medicine and Head of division of

gastroenterology and hepatology at Siriraj Hospital, Mahidol Universit, Bangkok, Thailand ; and I appreciate that all honorable participants with sharing the valuable experience and comment for us. In addition, we express admiration with Unison Company, our business partner, which got the Prime Minister's Industry Award 2018 in Thailand. Prides the above mentions is one of our inspiration for helping Lao society The team now takes into account the product quality and service quality at the highest level to increase the enjoyment of our customers. Thank you very much.

Marketing Lecture at the University of Laos - Laos



Ai Ken pharma visited the National University of Laos, faculty of Business Management and did lecture about Marketing/Branding shared a bit of job opportunity. It was a great of discussion about what is brand? why we know the brand? how we create brand? with those who study

business, economy and marketing. Their intellectual and learning attitude with many questions were very impressive to us (compared to Japanese university students...) I hope those prominent students will knock on our door to see the future to grow with us soon. We look forward to working with you. Special thanks to Mr. Sisomphet, Ms. Nidavone, from NUOL.

Unison Laboratories received Thailand Prime Minister Award 2018



รางวัลอุตสาหกรรมดีเด่น ประจำปี 2561
(The Prime Minister's Industry Award 2018)
ประเภทการรักษาคุณภาพสิ่งแวดล้อม จากกระทรวงอุตสาหกรรม

เมื่อวันที่ 20 ธันวาคม 2561 บริษัท ยูนิชั่น จำกัด ได้ผ่านการพิจารณาคัดเลือก ให้ได้รับรางวัลอุตสาหกรรมดีเด่น ประจำปี 2561 (The Prime Minister's Industry Award 2018) ประเภทการรักษาคุณภาพสิ่งแวดล้อม จากกระทรวงอุตสาหกรรม โดยมีนายกรัฐมนตรี พลเอกประยุทธ์ จันทร์โอชา ให้เกียรติเป็นประธานมอบรางวัล ณ ตึกสันติไมตรี ทำเนียบรัฐบาล ซึ่งมีตัวแทนจากบริษัทฯ นายอนล อินศวกรกุล กรรมการบริหาร บริษัท ยูนิชั่น จำกัด ขึ้นรับรางวัลแห่งเกียรติยศ และความภาคภูมิใจสูงสุดในครั้งนี้



ขอขอบคุณผู้บริหารที่ให้การสนับสนุน และพนักงานทุกท่าน ที่ได้ความร่วมมือร่วมใจ จนได้มาซึ่งรางวัลอันทรงเกียรติในครั้งนี้อีกครั้ง (รางวัลอุตสาหกรรมดีเด่น ประจำปี 2559 ประเภทการบริหารงานคุณภาพ) หวังเป็นอย่างยิ่งว่า รางวัลนี้จะช่วยสร้างแรงบันดาลใจ และเป็นกำลังใจให้ทุกท่าน ได้นำไปพัฒนาการทำงานต่อไป

Our important business partner, Unison Laboratories received Thailand Prime Minister Award 2018. Please join us to celebrate their honorable award!! Congratulations to

K.Anol and all the members of Unison Lab, Ai Ken Pharma is so proud and confidence to deliver your high quality medicine to Laos doctor, pharmacy and patients.

EA Pharma Company event in Bangkok



EA Pharma, a leading Japanese pharmaceutical company specialized in Gastrointestinal medicine, had an event for discussion on medication for Liver cirrhosis with LIVACT Granules, with 16 prominent doctors from 5 countries such as Thailand, Cambodia, Laos, Myanmar and Japan. Opening remark from Assoc Prof. Dr. Wattana Sukeepaisarnjarcon from Thailand and chairperson by assoc.Prof. Dr. Tawesak Tanwandee from Thailand, Assoc.Prof. Dr. Teerha Piratvisuth from Thailand

and Prof. Khin Maung Win from Myanmar presented LIVACT treatment of Liver cirrhosis with LIVACT in those country, and Assoc Prof.Dr.Takumi Kawaguchi, Kurume University Japan, also presented his study. From Laos, Dr.Bouachan, Dr.Sengdao, Dr.Khampason, Dr.Daolouny (Mahosod) and Dr.Pay (Mitaphap) joined with Ai Ken Pharma Laos. From Cambodia, Dr.Chhay kimpav and Dr.Leansopheap joined with Ai Ken Pharma Cambodia.

TS-ONE Launching Event - Laos



Mrs Kaisone Souvannasan introduced VIP attendees for this event.



VIP attendees (from left): Dr. Phetsmone Alounrungsy, Dr. Phouvong Vongphakdy, Mr. Yoshimasa Nishimura, Dr. Harit Suwanrusme and Dr. Vanhliem Bualavong.

oncology treatment workshop and TS ONE launching was place on December 15, 2018 at the Crowne Plaza Hotel, Vientiane capital. TS ONE is the new generation of oncology medication number 1 from Japan there are 2 strengths 20mg and 25mg capsule type. This medicine can treat many types of cancer such as Stomach cancer, gastric cancer,

head and neck cancer, lung cancer and many types of cancer that can't surgery. We planned to start selling TS ONE in early 2019.

At the technical meeting, we were invited to attend the 60 participants with special speakers, Dr Harit Souvanratsamee, from Bumlungrat Hospital, Thailand.



Internal Medicine Association - Laos



The 16th Internal Medicine Conference was held on 14-15 February 2019 at the International Cooperation and Training Center (ICTC), Vientiane Capital with more than 350 delegates from across the country. In addition, Ai Ken Pharma Laos company joined with booths to presented more than 30 medicines



and supplements. In particular, we introduced a new medicine from EA Pharma Japan, a company specializes in Gastrointestinal Medicine. Our booths received a lot of attention from customers. Thank you very much for all the customers visiting our booth and buying many products.

Dr. Tawesak visited Laos for BCAA lecture - Laos



Ass. Prof. Dr. Tawesak Tanwandee, a former head of the Department of Dermatology at the Faculty of Medicine, Faculty of Medicine, University of Mahidol, President of the Liver-Clinic of Thailand.

On February 14, 2019, at the first day of Internal Medicine conference, Ai Ken Pharma Laos Company invited Dr. Tawesak, Associate Professor of Mahodol University, Siriraj Hospital Thailand, to speak about the treatment of cirrhosis as LIVACT.



Dr. Tawesak Tanwandee presented cases of liver cirrhosis patient, and the medication with Amino Acid (BCAA). He also introduced how to use LIVACT a new medicine in Laos and Cambodia from Japan where it is already the standard medication. After that, Dr. Tawesak visited our company booths introducing LIVACT to Laos doctors. We deeply appreciate Dr. Tawesak for his joining to Laos Internal Medicine Conference in 2019.

LIVACT seminar on February 14, 2019 - Laos



The LIVACT launch seminar was held on February 14, 2019 at the Red River Restaurant in Vientiane. 40 prominent doctors in Internal Medicine, GI, ICU, doctors joined this event for their new product learning. During Seminar, Mr. Takuya Hirano, Area Manager, Myanmar, Laos Cambodia, EA Pharma Tokyo, presented LIVACT efficacy, how to use and the scientific data for liver cirrhosis patients. Many doctors asked questions about the this new high



quality products product from Japan on Q&A Session as well. After that, Ai Ken Pharma Company invited all guests to have friendly dinner with EA Pharma team, and enjoyed games and talking. We would like to special thanks to Dr.Sengdao, Mahosod hospital, who initiated discussion and Q&A session, also Dr.Channita, on residence training, who translated from on presentation.

Sunrise Japan Hospital visit - Cambodia



Ai Ken Pharma Cambodia took a special training at Sunrise Japan Hospital with their favorable kindness. Sunrise Japan Hospital is a first Japanese hospital in Cambodia, and provide cutting edge medical technology and service to Cambodian people in Phnom Penh.



We learned excellent Japanese Hospital service quality, equipment, utility, system and respectable team culture there. Their service really focus quality of service for patients with respect. Ai Ken Pharma Cambodia learned and started how we can change our future better. Thank you very much to all team there, especially Mr.Fukuda(CEO), Ms.Nika (Pharmacy) for your very kind introduction.

Uniren Spray Football Event - Cambodia



Uniren Spray is the No.1 share Diclofenac Spray in Thailand and widely sold in Watsons, Pharmacies, Drug Stores in nationwide. It was launched in Laos 2014 and already familiar with more than 600 pharmacies and clinics there. It was also launched in Cambodia in July 2018. Uniren spray has been distributed over 300 pharmacies and cabinet in Cambodia already and introduced to their patients as analgesic pain reliever.

Uniren spray is also introduced to many football players in Cambodia as the best for quick, easy, pain reliever. Uniren football Event has been taking place over 30 football field in Phnom Penh, such as Western football club, F1, World cup, V-spot - Sen sok, V.Soccer, Platinum - Chroy Chongva, Diamond, All stars, Emperial, New sony - Mean chey, and more.



Uniren event is initiated 26 times / month - 6 times per week, to introduce Uniren and communicate with football players. Uniren girls provide free sampling to use Uniren Spray to relief pain, take photo and Video, put on Uniren Spray facebook page and give special gift to them with cheer for play. Uniren spray supports football player to perform without pain.

Uniren Spray supported Champion Team of local tournament. Uniren spray supported Blue Dragon Football Team for their final match in Domray Sor League 2018-2019 on Feb 26th. Blue Dragon team showed energetic play in the game with Uniren support and finished with 3 VS 1 to be a area champion. We would like to congratulate Blue Dragon Football Team with Uniren Spray wish!

AI KEN Crew Snapshot


Profile:

Name: Ms. VongRasmey LAO
 Position: Sales Supervisor, Pharmacy Channel, Ai Ken Pharma Cambodia.
 Born and grown up: Phnom penh, Cambodia.
 Education: Registered Pharmacist, Bachelor of Pharmacy, University of Health and Science, Pharmacy School

Today we would like to introduce Ms.Rasmey, our sales supervisor in Ai Ken Pharma Cambodia

What is your career experience?

After graduate from pharmacy school, I start working for a local pharmaceutical company for 10 months, then I moved to Sanofi as Medical Representative. I started sales with a small area for 2 years, then promoted to manage class A pharmacy. I got "The best Sales Champion for Customer Award 2015" and sent to Paris, France as a Sanofi Cambodia representative. It was very happy experience and thank to customers. After that, I worked in Quality Assurance and Regulatory Affairs in Sanofi for learning a new experience for 1 year.

What motivate you to work with Ai Ken Pharma?

I joined Ai Ken Pharma as marketing, then moved to supply chain, then now I am sales supervisor. This company provides me many opportunity, and training to learn something new from the beginning like a little baby to growing up. Actually, before I join the company from Sanofi, I heard about Ai Ken Pharma Laos that provides many training and takes care of the team. So I was confidence to apply for the job to learn something new. I want to have more learning and experience for the future

When do you feel happy to do this job?

I can say 3 things. First of all, When I feel not confident about my decision or strategy, my boss teach me and motivate me how to find solution then suddenly it looks brighter to move forward. 2nd, in our company, we work like a family. We talk very closely, joke and laugh each other. Lastly, we have many trainings in Ai Ken Pharma. Our boss teach many things to all of us. I really appreciate him for his leadership and fair opportunity to us.


What is your most difficult challenge on your job?

Now I work as supervisor, and the difficulty is my leadership. I have now 3 staffs in my team and train and explain them how to be a great sales, motivate customers, and increase our brand and trust. This is my big challenge now but I also learn my leadership attitude from our company which opens my eyes little by little to change myself as well.


How is your family?

I live with my parents and younger sister together in Phnom Penh, very close to our office. My sister works as auditor in Phnom Penh as well.

How do you spend holiday for relax?

I help my mother to sell grocery at her shop, or I listen music, or watch history movie on Youtube. I love learning history.

Any message to our customers?

Thank you very much for our customer to buy our products, even though we are new company in Cambodia. We provide good quality medicine to you. Pls give us any feedback and we can be better little by little. Ai Ken Pharma provides high quality medicine and service!!

AI KEN PHARMA (Cambodia) Co., Ltd.
 #B35 (E3), St. Lum, Phnom Penh City Center, Sangkat Srah Chok, Khan Daun Penh, Phnom Penh
 e-mail: Info.kh@aikenpharma.com
 099 569 769

AI KEN PHARMA (Laos) Co., Ltd.
 Unit J4, Asean Mall, Phonthan Village, Xaysettha District, Vientiane Capital, Laos PDR
 e-mail: Info.la@aikenpharma.com
 030 9974 999

