

AI KEN PHARMA – Your CLM (Mekong 3) Regional Partner

# Ai Ken NEWS

Q4  
2019

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## Topics

**Ai Ken Pharma Lao - 3rd year anniversary - Laos**

**The Psychiatric disorders conference - Laos**

**The conference of BCAA treatment case study - Laos**

**Hepato-Gastroenterology congress - Cambodia**

## Management Message

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

### Kentaro Imamoto



Dear valuable customers  
It is pleased to communicate with you here again at our Ai Ken News Q4 2019. First of all, it was a very happy moment to celebrate our 3rd year anniversary of Ai Ken Pharma Laos. I really appreciate all Laos customers who supported our partnership for the past 3 years, and Mr. Anol, Director of Unison Laboratory who supported our company from the beginning, even before company starts. We will keep hard effort to make our service better for our customers everyday.

2nd, I visited Taiho factory in Japan in Oct, and saw very impressive state of the art quality factory. I am very confident to introduce TS-ONE to Laos and Cambodia doctors and patients with such as high standard production quality. Mission of Ai Ken Pharma is to introduce high quality medicine to Laos and Cambodia with Japanese high quality service which is a promise to our customers as well. Please give your trust in our product that I visit and confirm how it is produced in high quality factories in Thailand or Japan. Thank you very much and please enjoy our latest newsletter!

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

### Kaisone Souvannasan



I am pleased to communicate with all of our very important customers again with Aiken News vol 7 in Q4 2019, we have many events to share with you. I am very happy to celebrate 3rd year anniversary. I would like to say thank you to all of you for supporting our company. Our company has many scientific events in Q4 2019 to provide new information for update new treatment guideline, especially psychiatric disorders event.

It's the first events in Laos and we invite doctor in VTE and province to join this events. We also have BCAA treatment case study to share experience to doctor for liver and other diseases with nutrition disorders. In the same day, we also do this events in Cambodia too. I promise I would like to continue to support more training and scientific events for Laos doctor to improve the quality of patient care for all citizens.

## Ai Ken Pharma Lao - 3rd year anniversary - Laos



On October 10, Ai Ken Pharma Laos celebrated 3rd year anniversary. We visited a temple to appreciate and pray for safety and success of our team in the morning, and celebrated our company birthday with a whole team. We deeply appreciate our customers who supported our partnership for the past 3 years. We also appreciate to



Mr. Anol and Unison Laboratories who strongly support partnership with Ai Ken Pharma from the beginning of the company. We keep our promise to our customer for quality of medicine and our service, and improve them for our 4th year for our mutual success. Thank you very much.



## TS-ONE Factory visit - Japan



Mr. Ken, Managing Director of Ai Ken Pharma group, visited TS-ONE factory in Japan in September, and here is the tour report:

TS-ONE has 2 factories in Tokushima prefecture, Shikoku Island in Japan. First, I have visited Tokushima factory. Mr.Suzuki, Plant Manager, introduced me to a whole factory that they produce 68 kinds of medicine at the time, capsule, tablet, granule, and syrups. TS-ONE is produced and sold to Japan, US, EU, Korea, China, South East Asia, therefore, they have each quality standard already. They produce TS-ONE 120,000 tablet per hour. With their quality technology, they can produce 100 million capsules and might have



only 4 capsules with crack theoretically, but the result is always less than that, almost ZERO defect (!!). I also visited Kitajima factory where they produce TS-ONE OD tablet (Oral Dissolving). This factory is cutting edge technology high class in the world. Such a huge factory keeps only 23 people working (!! ) and it's almost all automated production. One production step needs only 2 people, sometimes 1 person. Both TS-ONE factory was very impressive in terms of production quality technology, and made me very confident to introduce to Laos and Cambodia doctors and patients for their future treatment.

## The Psychiatric disorders conference - Laos



The first Psychiatric Disorders Conference was held by Ai Ken Pharma on Sept 28th at Lao Plaza Hotel, Vientiane with more than 60 doctors. Dr. Bounhom Kanthavong, Head of the Psychiatry Department, Mahosod hospital, opened a speech as chairperson of the conference. Dr.Niphath Kanjanathanalerd, Psychiatrist, Chulalongkorn University Hospital, Thailand was invited as honorable lecturer for 60 Laos doctors for overview and diagnosis of psychiatric disorders and

pharmacologic treatment. Dr. Chinsouda Pharpmixay and Dr. Oufin Lee shared their patient cases to the attendees, and initiated interactive discussion. Ai Ken Pharma opened booth for introducing new products such as Apalife, Olapin and Quantia from Unision Laboratories Thailand, PIC/GMP European standard factory. Thank you very much for all doctors who joined this event, and especially Dr. Bounhom and Dr. Niphath.

## The conference of BCAA treatment case study - Laos



BCAA treatment case study was held on Oct 26th with more 35 doctors attendance. Pr.Dr. Buachan Raschak, University of Health Science opened a speech for the conference. Dr. Sengdao Vannalath, Head of GI Department, Mahosod Hospital, provided a lecturer for importance of BCAA treatment to all the doctors in the first session. Dr. Saikham Phaxaiyaseng, Head of Internal Department at Setthathirath Hospital, and Dr. Sonephet Keointhavong, Specialist of Internal Department

at Bolikhamxay Province Hospital, shared interesting patient cases and initiated interactive discussion. Ai Ken pharma opened booth to introduce LIVACT, highly condensed BCAA granules, and AMIYU, Essential Amino Acid granules. Both products are produced in Japan and widely used by Japanese doctors as original brand medicine. Ai Ken Pharma strongly believe those medicine will contribute quality of life for Laos patients.

## TS-ONE case sharing discussion - Laos



TS-ONE Case sharing discussion was held by Ai Ken Pharma on November 4th at Lao Plaza Hotel. 14 cancer treating doctors were invited from hospitals nationwide of Laos and Japan. Mr.Yoshimasa Nishimura, President of Taiho Asia, opened a speech with honor and followed by patient case by Dr.Khamtai, Khammouan Hospital, Dr. Xaisanook, Champasak Hospital and Dr.Phouangphet. Mahosod Hospital. Dr. Phouvong, Dr. Phesamone, and Dr.

Katsuhiro Miura also initiated a great discussion in the group. TS-ONE is the international standard medicine produced in Japan and obtained 7 indications in Laos such as: Gastric Cancer, Pancreatic Cancer, Colorectal Cancer, Head and Neck Cancer, Non-small cell Lung Cancer and Biliary Tract Cancer. Ai Ken Pharma strongly believes TS-ONE will significantly support Quality of Life of Laos cancer patients from now on.



## Uniren Spray, Run for children LPB - Laos



Uniren Spray participated Run for Children Half Marathon event on October 18-20, at Luang Prabang city. Uniren Spray also supported by free testing for runners at each points to help the joint pain, leg cramps and injuries that occur while

running. Uniren Spray thanks to all runners who had come to test the spray and also some runners said that they had used the Uniren Spray already and it is easy to use and good for muscle pain.

## The exhibition at Thatluang festival at ITECC - Laos



Ai Ken Pharma joined Thatluang festival special exhibition at ITECC from Nov 6th to 17th. There were more than 100 booths in the exhibition and Ai Ken Pharma introduces Bain Syrup, Uniren Spray and many supplements. At our event, we initiated great activities for visitors such as playing games for kids and mothers with gift toys. During the event, we appreciate many bain syrup users visiting our

booth checking our facebook. We enjoyed time with you all and received great feedback that those kids really likes Bain syrup and it promote their appetite. Bain Syrup is multivitamin syrup with DHA 70% for kids. So, we would like to thank you all our customers for throughout supporting and following us.

## Medical conference activity - Laos



Ai Ken Pharma joined the 5th Annual surgery conference on 8th Nov at International Cooperation and Training Center (ICTC) with over 200 surgeons and the other doctors. Ai Ken Pharma supported the conference for sponsorship and opened a booth to introduce many products such as TS-ONE oncology medicine. We also joined the 1st annual Lao Infectious Disease Society (LIDS) held on 7-8th



Nov at Midtapharp with more than 200 infection, internal medicine doctors. Ai Ken Pharma opened booth to introduce many products such as Floctil (Azithromycin), Fascar (Clarithromycin) and Rexacine (Nofloxacin) to many doctors. Thank you very much for visiting our booth and it was an honor to be a part of this memorial first conference.

## Hepato-Gastroenterology congress - Cambodia



The 16th Annual congress of Cambodian Society of Hepato-Gastroenterology was held on Oct 19th at Phnom Penh Hotel. With opening of Prof. Om Srey Vichith, more than 250 hepatologists, doctors and specialists and students joined this congress. Ai Ken Pharma invited Prof. Taweesak Tanwadee, Siriraj Hospital, Mahidol University, Thailand, for a guest speaker for Nutrition in Cirrhosis and HCC patient at the session of scientific program. Ai Ken



pharma opened booth to introduce LIVACT, highly condensed BCAA granules, and AMIYU, Essential Amino Acid granules. Dr. Taweesak also visited our booth to recommend LIVACT to Cambodia doctors. LIVACT and AMIYU are produced in Japan and widely used by Japanese doctors as original brand medicine. Ai Ken Pharma strongly believe those medicine will contribute quality of life for Cambodia patients.



## BCAA treatment seminar - Cambodia



Ai Ken Pharma held a seminar for BCAA treatment on October 26th at Sunway hotel, Phnom Penh with more than 30 doctors. Dr. Him Yukui provided lecture about "New insight on the use of Albumin in Cirrhosis" and introduce some patient cases. After the seminar, some specialist doctors interactively discuss about usage of BCAA treatment. Ai Ken Pharma set up a booth to introduce BCAA granule

called LIVACT from Japan and introduced attended doctors. LIVACT is produced in Japan and widely used for albumin improvement for any liver related disease. Only Ai Ken Pharma import and introduce this high quality medicine to Cambodia and Laos doctors. Thank you very much for all doctors who joined the seminar, and special thanks to Dr. Him Yukui.

## TS-ONE Agreement - Cambodia



Mr. Yoshimasa Nishimura, Managing Director Taiho Asia (Left)  
 Mr. Masayuki Kobayashi, President & CEO, Taiho Pharmaceutical (Center)  
 Mr. Kentaro Imamoto, Managing Director, Ai Ken Pharma Group (Right)

Taiho Pharmaceuticals Singapore and Ai Ken Pharma Cambodia has signed contract for distribution partnership for a new oncology medicine called TS-ONE, tablet combined Tegafur/Gimeracil/Oteracil. TS-ONE is the first line in Japan and widely used in many countries as well as Singapore, Malaysia, Thailand, Vietnam, Myanmar, Indonesia, Laos and the other ASEAN countries. In Laos, Ai Ken Laos launched TS-ONE January 2019, and now supporting doctors for their treatment. In Cambodia, Ai Ken Pharma is planning to launch the product in Q3 2020. Ai Ken Pharma is strongly believes TS-ONE will help treatment of many doctors and QOL of patients in Cambodia.

# Ai Ken Crew Snap shot



## Profile:

**Name:** Mr. Sarath Pal

**Position:** Medical Sales Representative, Medical Channel, Ai Ken PHarma Cambodia

**Born and grown up:** Kampot Province, Education, Business Management, National University of Management

Today we would like to introduce Mr. Sarath, our sales medical channel in Ai Ken Pharma Cambodia

## What is your career experience?

After graduating from university, I joined Zipharm as medical rep in 2008, selling anti-biotic, anti-allergy. After that, I moved to Healol company as medical rep in 2012, selling PPI and Antibiotic. After that, I moved to Trufarm n 2014 selling psy-chiatry medicine. Then, I joined Ai Ken Pharma 2018.

## What Motivate you to work with Ai Ken Pharma?

Ai Ken Pharma is different from the local/Indian companies I used to work before. First, policy and system. Ai Ken Pharma provide strong system and policy that all of us have to follow, and very strict. Sometimes too strict (laugh) but we all respect it. Company also pay incentive right on time, not like the other local, and follow government regulation including holiday. 2nd, Ai Ken Pharma provide a lot of training to us which company take care of employee future as well. It is a very good relationship between company and employee.



## What is your challenge on your job?

Only IT system. I am not good at computer (Laugh). We have to prepare customer data every day, that is sometime difficult for me.

## When do you feel happy on your work?

First, I feel happy when I achieve 100% of sales target, of course I am a sales. But especially when I initiate meeting with doctor collaborating with marketing team for scientific product presentation, then the doctors place order. I feel very happy for it. I was also happy last GI association we invite Prof.Tavisak from Thailand, and many Cambodia doctor interested to learn about our products.



## What do you do on your holiday?

I like to spend time with my family, wife and daughter. I sometimes go fishing with my friends, and drink beer there. It's a good refreshing time.

## Any comment to customers?

Thank you very much for your partnership with Ai Ken Pharma. We are Japanese company with high quality Thai and Japan products for Cambodia people. Please trust on us and our products. Orkon Chiran!!

**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](mailto: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](mailto:Info.la@aikenpharma.com)  
 85630 9974 999

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