

# Ai Ken NEWS

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Q4

2020



## Topics

**Ai Ken Pharma 4th years anniversary - Laos**

**Pharmacy meeting - Laos**

**Thatluang festival - Laos**

**Public cancer - Laos**

**TS-ONE Seminar from Dr. Yamaguchi - Cambodia**

## Management Message

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



### Kentaro Imamoto

It is pleased to communicate with you here again at our Ai Ken News Q4 2020. First of all, it was a very happy moment to celebrate our 4th year anniversary of Ai Ken Pharma Laos. I really appreciate all Laos customers who supported our partnership for the past 4 years, and Mr. Anol, Director of Unison Laboratory who supported our company from the beginning,

even before the company started. We will keep working hard to make our service better for our customers every-day for the next 1 year. The Corona situation in Laos is getting calm compared to before. Therefore, we started to initiate some events with medical professionals and pharmacies. Also in Cambodia, we successfully initiated the first TS-ONE seminar from Dr. Yamaguchi, Cancer Institute Japan for oncologists in Cambodia. TS-ONE is the No.1 Oral cancer medicine in Japan, and has been sold in Cambodia since Sep 2020. Again, thank you all very much for your kind cooperation with us 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 in Q4 2020, we have many events to share with you.

I am very happy to celebrate our 4th year anniversary. I would like to say thank you to all of you for supporting our company for the last 4 years.

We initiated a big event last month, Laos public cancer seminar in cancer center, Mittaphab hospital, with a strong cooperation from Taiho pharma. We welcomed more than 300 attendees in the event and VIP officers from hospital and government. We were very happy to contribute to the patient in Laos for their future treatment. We have also enjoyed pharmacy meetings and a booth at the Taatluan festival. Thank you so much for joining those events. We will keep on working with customers closely for the year 2021!! Thank you.

## Pharmacy meeting - Laos



On November 14th, 2020, Ai Ken Pharma Company initiated a pharmacy meeting to introduce 4 best seller brands, such as Bain Syrup and Uniren Spray, and so on. Nearly 30 pharmacies joined the meeting and took product training together.



Ai Ken Pharma also provided a special promotion to the pharmacies in the meeting. Afterwards, we had a warm lunch together. We would like to thank all the pharmacies who joined the meeting, and continue a great support to our company. We will keep on providing high quality medicine and the information.

# Ai Ken Pharma 4th years anniversary - Laos



Ai Ken Pharma Company celebrated the 4th anniversary on October 10, 2020. We would like to appreciate all the customers for your constant support for the past years. We promise you all to continue improving the quality of our services for better customer satisfaction to the future.



Our first day of Bain syrup sales, back in January 2018. Our first month was only limited customers. Now, Bain syrup became No.1 DHA + Kids Vitamin product in Laos, and more than 600 outlets introduce it to consumers everyday. Thank you very much for customers and consumers who became big fans of Bain syrup!



Our first real customer engagement, trip to Unison factory in Thailand back in 2018. It was a great moment to introduce a high quality factory of Unison Thailand and spent wonderful time together for dinner and beer!! It was one of our greatest memory of our company.



TS-ONE, the No.1 Oral Cancer Medicine in Japan, was launched in Laos back in January 2019. We invited Dr. Harit for TS-ONE launch seminar as a guest speaker. Nearly 80 specialist doctors joined the seminar and we celebrated this new medicine from Japan. Now, TS-ONE became a standard treatment for cancer in Laos, and widely used by specialist doctors.

## Thatluang Festival - Laos



Ai Ken Pharma opened a Bain Syrup booth for the 2020 That Luang Festival at the Lao-I-Tech Shopping Center from October 24, 2020 to November 1, 2020. This year we initiated games with free toys, sweet snacks, special T-Shirts, and Halloween kids event. In the Halloween event, more than 30 children participated on our Bain

syrup Facebook, and we found very cute monsters there. We rewarded 1 Mio KIP for the best performance photos. Thank you very much for all the parents and kids who joined our facebook event and our booth. Bain Syrup is the only one 70% DHA in Laos for strong and smart kids!!

## TS-ONE guideline for safety use seminar - Laos



On 16/10/2020, Ai Ken Pharma Company held a meeting for TS-ONE guidelines for safe use management seminar at Crowne Plaza Vientiane. Ms. Sengvan Siphaisanlert, General Manager Taiho Pharma Thailand, presented how to apply TS-ONE for many cases of patients, managing side effect, with showing cases of Thai patients. From Laos side, Dr. Phouvong Vongphakdee, Dr. Phouangphet Khunsamnan, Dr. Boualith Inthapanyasack,

Dr. Sahaengxay Dalasard and more doctors joined the seminar in Crowne Plaza, as well as by ZOOM from nationwide, and asked many questions for Thailand cases to Ms.Sengvan with her experience and guideline. We thank you to all the doctors who joined the event on the day. TS-ONE is the best oral cancer medicine in Japan, and trusted by many doctors to cure cancer for a long time.

**Public cancer - Laos**



Public seminar for Cancer awareness was held at Mit-taphab hospital Cancer center on November 21, 2020. More than 300 people registered to learn about Cancer disease, the prevention and treatment from specialist doctors. Ai Ken Pharma and Taiho Pharmaceutical, a Japanese No.1 Cancer medicine company, cooperated with the Lao Cancer Center and provided cancer education to Laos people. Currently, the number of cancer patients is increasing in our country,

especially stomach, colorectal, breast and cervical cancer. However, if the patient is initially recognized and treated in the early timing, the disease can be cured in a safe way. 300 participants enjoyed learning, watching Laos traditional dance and music. It was the first time in Laos to welcome so many people for a public disease seminar. We appreciate all the attendance, the team from cancer center, and Taiho Pharmaceutical Japan.

**TS-ONE seminar by Dr. Yamaguchi - Cambodia**



Ai Ken Pharma Cambodia initiated the first TS-ONE seminar in Cambodia on November 7th at Rosewood hotel. Taiho pharma invited a famous Oncologist from Japan, Dr.Kensei Yamaguchi, Deputy hospital director & Department director of Gastroenterological Chemotherapy in Cancer Institute of Hospital, Japan. We have invited 20 doctors for the seminar and a few doctors also joined by ZOOM from outside of the hotel.

Dr.Yamaguchi presented "The role of oral fluoropyrimidine in gastric and colorectal cancers" to Cambodia doctors, and many questions from Cambodia doctors for this new treatment. We appreciate all the attendance and Dr.Yamguchi. TS-ONE is the No.1 Oral Fluoropyrimidine medicine in Japan, and has been sold in Cambodia since September 2020.

# Ai Ken Crew Snap shot



**Profile:**

**Name:**  
Miss Khamphuang Sypaserth

**Position:**  
Medical Sales Representative,  
Up country

**Born and grown up:**  
Kuayaudom Village, Paksan  
District, Bolikhamxay Province

**Education:**  
National University (French  
Teachers)

Today we would like to introduce Miss Khamphuang Sypaserth, our Medical Sales Representative, Up country at Ai Ken Pharma Laos

**What is your career experience?**

After I graduated from University in 2016, I started working at M. Pay Export-Import Company as a warehouse accountant and was promoted to head of the warehouse the following year. Even though I did not graduate in accounting, I tried to learn and got more experience. After that, I moved to Ai Ken Pharma Company as a salesperson in 2018. I started to like sales jobs after starting this career. Nowadays, I also have learned more about medicine and the challenge to increase customers in the upcountry to be successful in sales.

**What motivate you to work with Ai Ken Pharma?**

Actually, my friend asked me to work together but she left already.. (Laugh). After I joined Ai Ken Pharma, I started to be interested in selling drugs and wanting to develop myself in sales. In addition, the company also provides a lot of training to develop skills as well. That also motivate me to keep working on this company.



**When do you feel happy on your work?**

My job is to sell medicine to pharmacies and clinics in the provinces, so I enjoy meeting and talking with many customers in many provinces. Each month, I have to achieve my sales goals and I am very happy to be able to reach my goals. So, I feel that it is an important thing to do and very proud to have feedback from customers and everyone in the company.

**What is your challenge on your job?**

The difficult and challenging thing in my work is meeting new customers who do not give me the opportunity / time to meet for a while and wait for them, but I have to manage my time to visit many provinces in limited time. Also collecting money from customers who can not pay on time is challenging as well. But I try hard!

**How about your family?**

I left my hometown to study in Vientiane from 2012 until now, I still live an independent life (single) and live in Vientiane by my own. When I have a holiday, I often go to my hometown to visit my parents and family.



**What do you do on your holiday?**

In my free time on the weekends, I like cooking, going out with friends to relax in the fresh air on the suburbs and I also like to go to the temples on the weekends with my friends.

**Any comment to customers**

Thank you very much to all our loyal customers for your support in achieving our sales goals every month, and always believe in our products. At the same time, on the New Year 2021 will be coming soon. I wish all our customers and your families are healthy, achieve in your business, and very happy all year. Thank you very much.

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