

## SU BioMedicine and Diapharm collaborate to register and market high quality Chinese Medicine in Europe

**Zeist (NL), Münster (DE), 17 April 2015** – SU BioMedicine and Diapharm

have signed a strategic collaboration agreement for bringing Chinese Medicine faster and more widely spread into the EU market. Both companies have already been managing marketing authorisation processes for Traditional Chinese Medicines (TCM) in European countries. Together, they will become the leading party for registration and distribution of TCM in Europe. "Dedicated to the improvement of health care, SU BioMedicine is proud to have Diapharm as strategic partner to accelerate the introduction of high quality products for cure and care into the European market", said Jan van der Greef, PhD, CEO of SU BioMedicine.

"Our strategic partnership will bring new choices for prevention and personalized medicine to patients in Europe. At the same time, it creates added value to our long term expertise in herbal medicine registration", said Ralf Sibbing, general manager of Diapharm. SU BioMedicine has been the first company to establish in 2012 the registration of a Chinese Medicine product produced in China in the EU according to the Traditional Herbal Medicinal Products (THMP) guidelines. This is a requirement to assure the highest level of quality in production and safety for herbal medicine.

Furthermore, SU BioMedicine's unique knowledge in systems biology enables the translation of Chinese concepts for the intervention into a Western scientific understanding.

Diapharm has a long expertise and strong reputation in the field of registration of (herbal) medicine in Europe, including all related aspects of regulatory affairs, quality management and an extensive network of partners to establish marketing and sales in the various EU member states. The company is a leading global service provider and consulting firm for pharmaceutical and

**Contact:**

Diapharm  
Press Office  
Hafenweg 18-20  
48155 Münster, Germany

Contact person:  
Nicole Sibbing

phone: +49 (0)251 - 60935-517  
nicole.sibbing@diapharm.com  
www.diapharm.com

**Agency contact:**

co-operate Wegener & Rieke GmbH  
Zumsandstrasse 32  
48155 Münster, Germany

Contact person:  
Christian Rieke

phone: +49 (0)251 - 3222611  
wort@co-operate.net  
www.co-operate.net

*Press releases from Diapharm and photo material in print quality may be downloaded from:  
[www.diapharm.com/pr.html](http://www.diapharm.com/pr.html)*

healthcare companies. Diapharm's Shanghai (China) office advises and assists Chinese pharmaceutical companies making their way to Europe.

Chinese medicine is based on unique knowledge in diagnosis and personalized treatment of patients. Synergetic effects of components present in herbal formulas are the key in intervention strategies. This is of major importance for global health care systems as there is an unmet medical/societal need for products and knowledge for prevention and for personalized health strategies.

*(approx. 2.280 characters)*

***Photo caption (Sibbing\_Ralf\_DIAPHARM.jpg)***

Ralf Sibbing, General Manager of Diapharm.

***Photo caption (Greef\_J\_van\_der.jpg)***

Jan van der Greef, PhD, CEO of SU BioMedicine

***Background information: SU BioMedicine BV***

SU BioMedicine is a daughter company of TNO ([www.tno.nl](http://www.tno.nl)) that focuses on systems biology and herbal medicine. The company's unique systems biology know-how enables the translation of Chinese concepts for intervention into a Western scientific understanding. In 2012 SU BioMedicine was the first company to register a Chinese drug for use in the European Union. In the same year the project was selected and awarded as one of the top ten innovations in China.

***Background information: Diapharm GmbH & Co. KG***

Diapharm ([www.diapharm.com](http://www.diapharm.com)) is a leading global service provider and consulting firm for the consumer healthcare and pharmaceutical industry. Founded in 1988, Diapharm supports clients in the fields of medicinal products, medical devices, food supplements, dietetic foods and cosmetics. Its work focuses on regulatory affairs and marketing authorisation, medical and scientific tasks, quality assurance and consulting. With around 100 employees in Germany, the United Kingdom, Austria and China, Diapharm supports multinational corporations, recent start-ups and medium-sized companies.

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