

## **ZELTIA NEWS:**

### **GENOMICA opens a Trade Representative Office in the People's Republic of China**

**As a step forward in its successful internationalization process, GENOMICA is the first Spanish company to be established in the Biotechnology Park Wuhan (People's Republic of China)**

**Madrid, 2nd December 2013:** As of today, internationalization process represents one of the cornerstones of GENOMICA's business. It started in 2006 and we are currently exporting to over 35 countries worldwide.

China represents one of the main target markets in terms of volume and growth rate, however, both processes, the implementation of foreign trade offices and the importation of products, are extremely complicated due to the bureaucracy deployed.

The GENOMICA trade representative office is based in the Biolake (National Bioindustry Base), Wuhan, main location for multinational biotech and pharmaceutical companies. Biolake was established in 2008, in an area of technology development close to the city East Lake. It covers an area of 15 km<sup>2</sup>, including six specific clusters: Bio-innovation Park, Bio-pharma Park, Bio-agriculture Park, Bio-manufacturing Park, Medical Device Park and Medical Health Park.

With this new opening, GENOMICA S.A.U will promote the CLART® Technology in the main Asiatic markets, in the same way that will enable a better delivery of services to those customers that are already working with our technology.

#### **About Zeltia**

Zeltia S.A. is a world-leading biopharmaceutical company specialised in the development of marine-based drugs for use in oncology. Grupo Zeltia consists mainly of the following companies: PharmaMar, the world-leading biotechnology company in advancing cancer care through the discovery and development of innovative marine-derived medicines; Genómica, Spain's leading molecular diagnostics company; Sylentis, dedicated to researching therapeutic applications of gene silencing (RNAi); and a



chemical division comprising Zelnova and Xylazel, two highly profitable companies that are leaders in their respective market segments.

**About GENOMICA**

GENOMICA S.A.U. is Spain's leading molecular diagnostics company. Founded in 1990, the company is based in the Madrid region. It is wholly owned by Zeltia. The company's mission is to apply quality and automation to improve the current approach to molecular diagnostics in the life sciences. The company's main goal is to lead the Spanish market in genomic applications and expand internationally in the area of molecular diagnostics and personalised medicine by designing, developing and selling new diagnostic applications based on the CLART® (CLINICAL ARRAY TECHNOLOGY) platform. GENOMICA has developed a diagnostic test for human papilloma virus (associated with cervical cancer), a system for diagnosing respiratory viruses, and a method for detecting human herpes virus; it also markets a test for detecting genetic markers associated with response to therapy. GENOMICA is a leading supplier of genetic identification services in legal and forensic medicine and in technology transfer (turnkey laboratories). <http://www.genomica.es/>

**For more information, contact Zeltia at +34 91 444 4500.**

*This note is also available in the "News" section of the Zeltia ([www.zeltia.com](http://www.zeltia.com)) and GENOMICA ([www.genomica.es](http://www.genomica.es)) websites*