

Media release

DKSH Japan and AnalytikJena partner to promote Biometra product in Japan

DKSH MES Japan Co., Ltd. has signed an exclusive sales agreement with Analytik Jena, a scientific equipment manufacturer, to promote product sales in Japan

Tokyo, Japan, December 1, 2023 - DKSH Business Unit Technology has entered into an exclusive distribution agreement for Biometra brand equipment from Germany-based scientific equipment manufacturer Analytik Jena. As part of this new partnership, DKSH will promote Biometra's wide range of products.

At the same time, DKSH MES will integrate also products from Analytik Jena US (formerly known as UVP) into their product portfolio.

For more than 30 years, the Biometra thermal cycler series sold by Analytik Jena, which is indispensable for research in the field of genomics, has been used by many customers around the world for its superior PCR technology, contributing to research achievements in that field.

Frieder Meidert, General Manager of Analytik Jena Japan, commended: 「For Analytik Jena DKSH MES is the perfect partner in the Japanese market. With their long history and strong reputation DKSH MES will help us to serve our customers in the best way and further increase our brand awareness all over the country.」

Yasuo Hayashi, Representative Director and President, DKSH MES Japan, added: “We are very honored to partner with Analytik Jena and to promote their professional Biometra brand in Japan. We will fully utilize our strong life science related capabilities to enable growth and strengthen brand awareness for Biometra brand of Analytik Jena in the Japanese market”.

About AnalytikJena

AnalytikJena is a scientific equipment manufacturer whose predecessor was Carl Zeiss Jena, which was founded in 1864 by Mr. Carl Zeiss in Jena, Germany. They are expanding their business globally in the world market through technological development and business acquisitions. They handle products in a variety of portfolio, including analytical equipment such as atomic absorption spectroscopy, ICP emission spectroscopy, and TOC meters, life science products such as thermal cyclers and real-time PCR, and laboratory automation products that improve research efficiency.

About DKSH

DKSH's purpose is to enrich people's lives. For more than 150 years, we have been delivering growth for companies in Asia and beyond across our Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, we offer sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services. DKSH is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. Listed on the SIX Swiss Exchange, DKSH operates in 37 markets with 32,600 specialists, generating net sales of CHF 11.3 billion in 2022. The DKSH Business Unit Technology offers complete solutions for specialized industrial applications. With around 1,690 specialists, the Business Unit generated net sales of CHF 513.2 million in 2022.

<https://www.dksh.com/jp-en/home/technology>

For further information about the product, please contact:

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