



## **bioMérieux Opens a Subsidiary in Vietnam, Strengthening its Footprint in High-growth Southeast Asia**

*Marcy l'Etoile, France, December 4, 2012* – bioMérieux, a world leader in the field of *in vitro* diagnostics, announces the opening of its 41<sup>st</sup> commercial subsidiary in Hanoi, Vietnam. This wholly owned company in Vietnam will be bioMérieux's 7<sup>th</sup> subsidiary in Southeast Asian emerging countries.

In Vietnam, bioMérieux has a leadership position in automated bacterial identification and susceptibility testing. This success has been built through a long-standing collaboration with distributors, who will continue to work with bioMérieux.

“Our extensive international commercial network is a key asset for our development,” said Thierry Bernard, bioMérieux Corporate Vice President of Global Commercial Operations. “Following our 2012-2015 roadmap, we have created two commercial subsidiaries in emerging countries this year, in Malaysia and now in Vietnam. Our strong, well-structured operations in the region enable us to address customer needs and contribute to improving public health.”

The *in vitro* diagnostics market is expanding rapidly in Vietnam. bioMérieux intends to reinforce its clinical microbiology business through a broad offering of manual and automated solutions. The country offers excellent growth opportunities for the Company's VIDAS<sup>®</sup> immunoassay range, which is being enhanced by the launch of a new generation system. Industrial applications will be another development area.

bioMérieux will also bring its expertise to Vietnamese laboratories, offering training programs adapted to their needs.

## **About bioMérieux**

### ***Advancing diagnostics to improve public health***

A world leader in the field of *in vitro* diagnostics for over 45 years, bioMérieux is present in more than 150 countries through 41 subsidiaries and a large network of distributors. In 2011, revenues reached €1.427 billion with 87% of sales outside of France.

bioMérieux provides diagnostic solutions (reagents, instruments, software) which determine the source of disease and contamination to improve patient health and ensure consumer safety. Its products are used for diagnosing infectious diseases and providing high medical value results for cancer screening and monitoring and cardiovascular emergencies. They are also used for detecting microorganisms in agri-food, pharmaceutical and cosmetic products.

bioMérieux is listed on the NYSE Euronext Paris market (Symbol: BIM – ISIN: FR0010096479). Other information can be found at [www.biomerieux.com](http://www.biomerieux.com).

## **Contacts**

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