

## Sunsho Pharmaceutical Opens Malaysia Sales Office

~Commencement of Overseas Expansion of the Nutraceutical Business~

Sunsho Pharmaceutical Co., Ltd., a contract development and manufacturing organization (CDMO) specializing in health foods and supplements (Headquarter: Fuji City, Shizuoka Prefecture, Japan; CEO: Row Imamura), is pleased to announce the opening of its Malaysia Sales Office in Penang, Malaysia. This marks the official start of the company's overseas expansion of the Nutraceutical Business.

Positioned as a strategic base, the Malaysia Sales Office defines the AIM region, comprising Asian countries (excluding South Korea, Taiwan, and China), India, and the Middle East, as its primary focus. The office will drive initiatives such as market research, opportunity development, and partnership formation. With the AIM region's diverse and rapidly growing demand, it is expected to become a core pillar of our global expansion strategy.



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### ▼Background and Objectives

According to market forecasts, the global dietary supplement market reached approximately US\$197.8 billion (JPY29.7 trillion) in 2024, and is expected to grow to US\$357.6 billion (JPY53.7 trillion) by 2033. (Custom Market Insights, 2024)

The AIM region, comprising Asia (excluding South Korea, Taiwan, and China), India, and the Middle East, is considered one of the most promising areas in the global market, driven by rising health consciousness and strong economic growth. For Sunsho Pharmaceutical, it represents a new frontier for delivering value through innovative health solutions.

- Southeast Asia: Demand for preventive healthcare is expanding driven by the rise in lifestyle-related diseases, dietary changes associated with urbanization, and growing concerns over public healthcare systems. Countries such as Malaysia, Thailand, and Indonesia are seeing increasing adoption of dietary supplements as part of daily health routines.
- India: With rapid urbanization and rising disposable incomes, a lifestyle of using supplements for daily health maintenance is becoming increasingly common, particularly among younger generations and working women. The market is experiencing strong growth as sustained demand is expected in the years ahead. (Grand View Research, 2024)
- Middle East: Demand is also expanding in Islamic markets particularly for halal-certified products. Countries such as the UAE and Saudi Arabia are experiencing steady annual growth of 7-8%, driven by increasing health awareness among consumers. (Mordor Intelligence, 2024).

In response to this dynamic market environment, Sunsho Pharmaceutical will accelerate its business development in the AIM region by leveraging its formulation technologies, OEM development capabilities, and quality assurance systems cultivated in the Japanese market.

Our key strategic initiatives are outlined below in three main areas:

- Conducting Localized Market and Customer Research  
Designing products and services tailored to local needs and health challenges based on a deep understanding of each country's cultural background, consumer behavior, and regulatory environment.

- Strengthening Collaboration with Local Partners

Building a reliable network of local partners in distribution, sales, and manufacturing to establish a sustainable supply system.

- Enhancing Region-specific QA Systems

Establishing a quality management system that balances global standards with regional adaptation, including compliance with region-specific certifications such as halal.

## ▼Local Operations and Future Outlook

Professionals with expertise in international sales and local business practices have been assigned at the Malaysia Sales Office. Working in close coordination with the Japan headquarters, the team is responsible for executing key operations such as market research, sales activities, regulatory compliance, and partner development. This structure enables a fast and effective response to market needs.

Looking ahead, the aim is to deepen understanding of consumer trends and legal frameworks across various countries and regions. Capabilities and supply chains will gradually be enhanced starting from Malaysia. Sunsho Pharmaceutical is committed to strengthening the value delivery system throughout the entire AIM region.

## ▼Message from the CEO, Row Imamura



The opening of our Malaysia Sales Office marks a symbolic step in the full-scale globalization of Sunsho Pharmaceutical's business. This is more than just overseas expansion - it is a bold initiative to adapt and apply the formulation technologies, development capabilities, and QA systems we have cultivated in Japan to local cultures and regulatory environments. We aim to

establish ourselves as a “trusted global healthcare partner” through this initiative. The AIM region is a dynamic market characterized by a rich diversity of religions, languages, and regulatory systems. We are committed to understanding these differences, listening closely to local voices, and co-creating regionally rooted products and services in collaboration with our local partners.

With the establishment of this sales office, Sunsho Pharmaceutical is committed to evolving into a global company that contributes to the physical and mental well-being of people around the world. This transformation will be built upon the solid technologies and expertise we have cultivated in Japan.

### ▼Overview of the New Office

- Name: Sunsho Malaysia Sales Office
- Location: Penang, Malaysia
- Opening Date: May 6, 2025
- Coverage Area: AIM (Asia, India, Middle East) region
- Core Functions: Market research, sales, partner development, exploration of manufacturing opportunities

※The office has been legally established as a local subsidiary under the name “Sunsho Asia Sdn. Bhd.”

### ▼Inquiries

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