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Tracking China Healthcare

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Novo Nordisk: Still sweet on diabetes

For domestic and multinational pharmaceutical companies, China's type 2 diabetes market is shaping up to be one of the most important indications of the coming decade. Diabetes and associated complications are responsible for more than 3.8 million deaths every year, making it the fourth leading cause of mortality, worldwide. The disease's incidence is rapidly increasing with the greatest jump expected to occur in Asia, namely China and India. This fall, Danish pharmaceutical company Novo Nordisk announced plans to invest USD

400 million to build a biopharmaceutical plant in Tianjin Economic-Technological Development Area (TEDA). When completed in 2012, the new Tianjin factory will produce insulin products for China. The project marks the largest investment for Novo Nordisk outside of its home country of Denmark and represents a major commitment of resources on the part of the company. In the wake of such a significant announcement, many ques-

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