



EMSA Healthcare and Harel Consulting sign Cooperation Agreement to facilitate jointly Pharmaceutical and Medical Devices Licensing Arrangements between global innovative companies and Pharmaceutical companies in China

Amsterdam and New Jersey, February 8, 2015

EMSA Healthcare, a healthcare consulting company with activities focused on the Chinese market, and **Harel Consulting**, a U.S. based business development consultancy firm with strong ties to global innovative companies, announced today that they had signed a Cooperation Agreement. According to the terms of the agreement, EMSA Healthcare and Harel Consulting will leverage their knowledge and relationships in the pharmaceutical sector in developed markets and in China to facilitate licensing arrangements between global innovative companies and local Chinese companies. Once the potential licensors and licensees are identified, the two companies will work together to facilitate the execution of the licensing transactions.

Harel Consulting is led by Jacob Harel, a seasoned pharmaceutical executive with over 25 years of experience in the industry. Prior to founding Harel Consulting, he most recently served as Head of Corporate Business Development at Merck & Co., during which time he structured and negotiated a variety of deals around the globe and especially in Emerging Markets.

EMSA Healthcare is led by Emile Van Dongen with over 30 years of pharma experience in various executive and non-executive roles across the globe. Emile has vast experience in commercialisation of pharmaceutical products and in business development, including the facilitation of Mergers and Acquisitions and IPO.

Jacob Harel, founder of Harel Consulting, commented on the agreement saying:

"EMSA Healthcare has an in depth understanding and expertise in the Chinese pharmaceutical and medical devices sectors. EMSA Healthcare is well-suited to help us find, facilitate and execute licensing deals introducing innovative products in the Chinese market. We look forward to a fruitful collaboration."

Emile Van Dongen, founder of EMSA Healthcare commented on the Agreement, saying:

"We are very pleased to have this opportunity to work with Harel Consulting. Through their contacts with a range of innovative pharmaceutical companies we will be able to offer interesting business opportunities to our partners in China."

These future licensing deals are expected to bring more therapeutic choices to millions of patients in the China. EMSA Healthcare and Harel Consulting are proud to make a contribution to the improvement of patients' health in China.

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About Harel Consulting

Harel Consulting is a business development consultancy firm with in-depth industry knowledge and wide network of contacts in the pharmaceutical, biotechnical, generic and medical devices industries. The main focus of the company is the identification and creation of business opportunities by connecting innovative pharmaceutical companies with leading local and regional companies in international markets through long term licensing arrangements. Harel Consulting office is located in Scotch Plains, New Jersey, USA.

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About EMSA Healthcare

EMSA Healthcare supports the development and implementation of China entry strategies for healthcare companies to ensure their portfolios reach their full potential. EMSA's knowledge of the market and networking capabilities provide companies with the support required to navigate in China's complex business environment. In collaboration with their clients EMSA prepares and implements market entry strategies and support the growth in the Chinese market.

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