



Pharma Plans

Tete-a tete with Dr. Henk Pluim, CEO, Dishman Netherlands

*Dishman has been present in the Netherlands for nearly a decade. An early mover, it has grown and consolidated its position as a global pharma company in the last 10 years. Dishman Netherlands plays a central role in realizing its global ambitions. Connect caught up with **Dr. Henk Pluim, CEO, Dishman Netherlands** on the company's recent developments and its future plans.*

Dishman has been present in the Netherlands for nearly a decade now. What are its current operations like in the NL?

Dishman took over the business unit Vitamins & Chemicals from Solvay Pharmaceuticals in 2007. This deal included the cholesterol production plant which was built in 1948 and which is located in Veenendaal. The current operations include the production of cholesterol and cholesterol/wool grease related products as well as manufacturing of Vitamin D analogs. Other than manufacturing Dishman Netherlands has an extensive global supply network to cover all applications areas; we deliver our products into the Pharma, Food, Feed, Cosmetic and Technical markets.

What have been some of the recent developments at Dishman Netherlands (in the last 2 to 3 years)?

Dishman Netherlands has been very active in growing its business in the last 2-3 years. In order to do so, Dishman has invested ca. 5 MEUR into a new manufacturing facility for our Vitamin D analog products, which meanwhile has been inspected and approved by the US-FDA in October 2011. This facility also allows Dishman to develop into the Contract Manufacturing area for highly potent APIs. To gear up this activity, Dishman has also invested in a research team including chemical process experts, analytical expertise and project management. Dishman has expanded its cholesterol production capacity by starting to operate the plant in a 24/7 mode, as well as backwards integrating into the process steps of producing cholesterol. In general, Dishman has grown its market share, turnover and profit margins as well as its human capital to provide a solid base for further growth in the coming years.

How does Dishman NL fit into Dishman's European/global strategy?

The activities of Dishman Netherlands are part of the business unit vitamins and chemicals. For development and production of certain intermediates and also some APIs a close collaboration with Dishman's production location at Bavla in India has been established, which means that earlier outsourced products now can be produced within the Dishman group. A very important step has been to strengthen the presence in the vitamin D market; a new production facility for vitamin D3 resin as well cholecalciferol has been built in India. This facility is currently in the final stages of the start-up and will play an important role to grow Dishman Netherlands business being a fully backwards integrated, cost effective activity.

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What are the advantages of being located in the NL? What advantages does Dishman leverage in particular?

The advantages of being in the Netherlands are a well-developed infrastructure combined with good reach into Europe due to its geographical location. For the complete product portfolio all support activities are available.

In today's context, what are the advantages that Indian pharma companies offer as against global firms?

Next to the well-known advantages like availability of highly educated personnel, competitive labor and investment costs, Indian companies are strong in R&D. In our global setting, Dishman Netherlands benefits strongly from that. Further, Indian companies are

increasingly acquiring footholds in other geographical areas, which helps them to globalize their business and access key customers with more ease. To this purpose, Dishman has early on established sales offices in all important markets globally for direct interactions with its customers.

Specifically for Dishman, its acquisition of Dishman Netherlands' business, the acquisition of Carbogen Amcis in Switzerland in 2006 and before that of SynProTec in the UK have been very important steps. Their activities are focusing on contract research and manufacturing and fit perfectly with our Indian activities providing globally a seamless solution for the customer for development and production from gram up to MT scale in a cost effective setting.

What are Dishman's future plans in the Netherlands and for Europe? How does the current economic crisis impact these plans?

Dishman Netherlands aims to grow its business into the future by optimizing its current market shares through investments into production capacity and by launching new products. In the coming 12 months Dishman Netherlands will launch Vitamin D3 500 (for feed applications) as well as a range of Vitamin D3 formulations (for human and food applications) as an extension to the current product portfolio. In addition, Dishman Netherlands is also investing into new areas like contract research and manufacturing of highly potent APIs. The current economic crisis is not really impacting our plans. Due to the nature of our product portfolio, we have been able to grow despite the financial setbacks in the rest of the world.

What would be your advice for Indian companies looking at the Netherlands as a possible destination for business?

Since the investment and taxation climate is friendly for companies and strongly supported by the Dutch government, the Netherlands offers the right environment to organize their European business activities. Moreover, the Netherlands is a central hub in Europe for trade and logistic activities due to its excellent infrastructure and international business attitude.

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