

Click on any of the titles to begin reading the article.

## CONTENTS

### COMPANY NEWS

- 122 [Seoul Dairy Cooperative Plans to Stay on Top](#)
- 122 [Celera to Invest in Japanese Company](#)
- 123 [Asian Star to Merge with Chinese Pharmaceutical Company](#)
- 123 [China Hopes to Eliminate Small, Low-Tech Pharma Firms](#)
- 123 [Glaxo's Zyban to Help Smokers Quit](#)
- 123 [Ranbaxy Aims to Acquire Biotech Firms](#)
- 124 [Shantha Biotech Not Listing in Nasdaq](#)
- 124 [Two Australian Companies Receive Awards for R&D](#)

### POLICIES & REGULATIONS

- 124 [Australia's CRC Receives A\\$16 million Funding Boost](#)
- 125 [Thai Agri Dept Says GM Crops Under Control](#)
- 125 [China to Handle GM Technology with Caution](#)
- 125 [Chinese Leader Calls for Healthcare Reform](#)
- 125 [KFDA Approves New Biotech Products](#)

### RESEARCH NEWS

- 126 [Taiwanese Scientist to Test AIDS Vaccine in Mainland China](#)
- 126 [China to Improve Test Tube Baby Technology](#)
- 127 [Harvard Univ. and HKU to Jointly Offer Course on Medical Administration](#)
- 127 [China and HK Scientists Use Microwaves to Treat Liver Cancer Patients](#)
- 127 [AgResearch's Interim Profits Up 40%](#)
- 127 [Vaccine for Australia's Rabbits](#)
- 128 [Korean Scientists Elucidate Bacterium Genome](#)

### ALTERNATIVE MEDICINE

- 128 [Asia's Largest TCM Plant Set Up in China](#)
- 128 [TCM Production Base to be Built in Yunnan](#)
- 128 [New Anti-malaria Ayurvedic Medicine to be Included in India's Health Program](#)

### GENERAL INFORMATION & STATISTICS

- 129 [India to Cultivate Hybrid Maize](#)
- 129 [Sharp Increase of HIV Cases in Victoria](#)
- 129 [Current Trends in Australian Biotech Industry](#)
- 129 [WHO Certifies Australia Polio-free](#)
- 130 [Chinese Healthcare Industry Spends Heavily on Ads](#)
- 130 [China Takes Steps to Protect Nature Reserve](#)
- 130 [New Zealand Wine Exports Show Strong Growth](#)
- 130 [Chinese Experts Concerned about Drug Prices and Agriculture Modernization](#)

### CALENDAR OF EVENTS

## COMPANY NEWS

# Seoul Dairy Cooperative Plans to Stay on Top

Seoul Dairy Cooperative is the largest milk producer in Korea. The Cooperative (Co-op) was formed 63 years ago, and has since, continued to stay as Korea's leader in the dairy supervisory business. Recently, however, the Co-op is facing stiffer market competition from private companies. For instance, in 1999, Seoul Dairy lost its novel yogurt product, Zzayo Zzayo, to a rival company. This product was a huge loss to the Co-op as it was deemed highly profitable. The yogurt is fortified with vitamins and calcium, mixed with bits of jellies in fun-sized tubes; it was expected to be among the most saleable products on the market. Seoul Dairy had originated the idea, but due to the delays in the production process, a competitor company seized the initiative.

According to Cho Heung-won, the president of Seoul Dairy Co-op, major steps have to be taken in order for the Co-op to stay on top in the market. Within the Co-op, a new and improved core structure has to be created. Strategies including the team management system and the contractual annual salary system have thus been implemented to ensure that the decision-making process is speed, and the employees are rewarded according to merit and achievement.

For more active market penetration and stronger sales system, 20 percent of the administrative employees will be repositioned to the sales department. In addition, a new product planning team will be formed specially to promote the Co-op's new products.

The Co-op is also planning a 50 percent increase in its research and development fund. With this research budget increase, the Co-op aims to seek further biotechnology developments, and improve milk production volume and quality. A research center for transplantation of fertilized egg was recently completed in Yangpyong. The Co-op will also continue to initiate new products to meet the changing demands of the consumer.

Though an increase in budget expenditure will lead to a decrease of the profit share per Co-op member, this investment is perceived to be profitable in the long run. Members of the Co-op are ready to forego individual profit for the development of the industry. So far, they have collected 21.4 billion won (US\$17.1 million) as funds for improvement of milk quality, reform of the structure of the dairy industry and environmental improvement. The employees of Seoul Dairy have also returned their bonuses, which added up to six billion won (US\$4.8 million).

Through the implementation of new structural plans and the support and cooperation of employees and members, Seoul Dairy Co-op is confident of retaining its position as the market leader in the dairy industry. 🌱

# Celera to Invest in Japanese Company

Celera Genomics Group has recently announced that it will be acquiring a stake in Japanese company, HuBit Genomix Inc. Although financial terms of the investment have not been disclosed yet, Celera's stake in HuBit will be almost one third of the total, making it the second-largest shareholder.

HuBit is a young Japanese company dedicated to identifying genetic variations associated with disease. It is currently building a database of genetic variations among Japanese people.

According to HuBit, the information it discovers could be useful in developing therapeutics and diagnostics. The company hopes to make available its finding to