



# ANIMAL HEALTH INNOVATION ASIA

**Glenn, thank you so much for doing an interview with us, in your new role you have responsibility for the Asia region, what do you see as the market drivers for that region?**

Thank you for inviting me. First, let me highlight that I am very proud of Animal Health contribution to society in bringing health to animals and people alike. But I am also very excited about the opportunities ahead of us as we continue to grow as pets become a bigger part of our lives and our population continues to grow around the world.

Asia is one of the most dynamic markets around the world and the underlying Macro-Trends of the industry are very positive. Pet ownership is increasing, and those owners are willing to spend more for their companion animals, and the increasing demand for animal protein will continue in ASIA. There is still room for innovation in the industry to help seize the market growth opportunities while raising healthier animals in a more sustainable way.

**For China in particular, what makes that space so unique for animal health and where do you see opportunities for Zoetis?**

China is one of the fastest growing companion animal markets globally and China's Animal Health industry is growing faster than the country's GDP growth, mainly driven by:

- Middle class is rising, urbanization and technology are changing lifestyle
- Increasing animal protein consumption in middle class
- Industry consolidation is increasing
- ASF outbreak impact will remain for the next couple of years

In terms of opportunities, Zoetis has been operating in China since 1995 (prior to 2013 as part of Pfizer). Through our long-term commitment to China, we have been growing our business with investments in commercial operations, innovation and quality manufacturing in China and tailored for the unmet local consumer need.



China is the most important overseas market for Zoetis. Two major trends are driving growth in China for Zoetis. First, the recovery of the Swine Market driven by Integrators investing in large swine production system and in quality animal health protocols to capture value from current high pork prices. We are also bringing innovation to market with the recent launch of the swine vaccine PCV MH (August 2021). Secondly, the increased medicalization of Dogs and Cats and exponential growth of the number of cats delivering high growth for Zoetis vaccines (Fel-O-Vax). With recent product launches in Companion Animal Apoquel 2019, Rimadyl & Simparica 2020,

Zoetis accelerates direct to consumer communication and accelerates product adoption with pet owners. We are finally investing in customer education to develop the market. Through the Zoetis Academy, we have conducted 3000+ courses for 100,000+ vets over the last 10 years. We also sponsored the International Veterinary Collaboration for China (IVCC) – formed in 2010 – and that programs has supported 50+ DVMs as part of a joint DVM scholarship program.

### **What other emerging markets in Asia are a focus for you?**

As an industry leader we have a significant presence in many markets in ASIA. I am inspired by our Zoetis colleagues in ASIA, many of whom are vets or grew up on a farm. With their help, we are capturing growth in our markets in ASIA as Zoetis continues to gain share in those markets. We are investing in new spaces like diagnostics for companion animals, we are launching Apoquel in India and we are expanding the reach of our Virtual Recall digital solution for vets in Japan. We are confident with the strength of our colleagues, our portfolio and the investments we are making in these markets that we will achieve the number 1 position in ASIA.

### **How do you foresee the relationship of the APAC region with Europe and the USA changing in the next 5 years?**

In ASIA, like in many other regions in the world, Pet owners are willing to spend more for their companion animals, and the increasing demand for animal protein will continue. The

only difference is that ASIA does it quicker! We see an acceleration in adoption of digital technology, telemedicine, diagnostic solutions. As we see this exponential growth continue, we believe that ASIA will become a more powerful trade player side by side with Europe and the USA.

### **If you could click your fingers and solve one problem in animal health overnight what would it be?**

For aquaculture the answer is sea lice which, in Norway alone, adds an extra production cost of >700 mill US per year and results in damaged fish health and welfare due to the fish having to undergo many de-lice treatments. This is the biggest growth limitation for salmon farmers worldwide.

For animal health in general, I would wish we could come up with innovation for African Swine Fever as this disease continues to spread across pig farms in many markets in Asia and starting in Europe too.



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