

“OUR CLIENTS PREFER US TO MANUFACTURE IN NEW ZEALAND.”

Will Gould, *Director, NuPharm Laboratories*

NuPharm Laboratories Ltd is a rapidly growing contract pharmaceutical development company based in North Wales, UK. When the NuPharm directors, Will Gould and Steve Tickle, saw their Australian business more than double in a year they thought they'd better investigate the market further.

Steve Tickle arrived on a Trade Mission which took in the major Australian cities as well as New Zealand and Singapore. It was in New Zealand that Steve was approached by Derek Fairweather, CEO of Waikato Innovation, with the idea that NuPharm establish an operational base at Hamilton.

Will Gould said “The Welsh Development Agency has a very proactive approach to business development and growth. In New Zealand we found the same. People were very active in coming to us and telling us what was on offer, what they could do for us and how we could take advantage of the opportunities. We liked that.” Also key to the success of this venture was the support of the Investment New Zealand Biotechnology Team who introduced NuPharm to potential site locations and business partners.

In particular the NuPharm directors were impressed by the development opportunities, the proactive business stance and enthusiastic follow up offered by the newly established Waikato Technology/Innovation Park. The business park specialises in life sciences, ICT and the high-tech sector and was an ideal location.

Consequently, NuPharm opened a state-of-the-art, custom-built facility in the park to offer contract drug formulation, clinical trial manufacture and testing for local and international clients. Work has already started, with a customer base coming from Australasia, Europe and South Africa.

As a relatively new and still small company, one of NuPharm's strengths is being flexible and responsive to customers. Growth from its UK-based operations was strong but it was important to keep this key competitive advantage, Mr. Gould says. This was one reason to look at Australasian operations. New Zealand scientists and researchers have a reputation for providing an innovative approach, versatility and ability to respond to requests at short notice.

Another key advantage of setting up in New Zealand was to be able to offer service to customers in Australia, New Zealand and the Asia Pacific region from a more advantageous time zone. “They prefer us to manufacture in New Zealand where they have more control and are on the same or similar time zone,” Mr Gould says.

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