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euro adhoc: Semperit AG Holding / Mergers - Acquisitions - Takeovers / Semperit acquires Brazilian sales and distribution company for medical gloves

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The Semperit Group has concluded the purchase of a Brazilian sales and distribution company for medical gloves. The acquired company, Fenix Comercio Exterior Ltda., has served for years as the sales and distribution partner of Sempermed in the medical examination glove segment. The acquisition is designed to enable Semperit to further expand its market share in Brazil, as well as comprehensively penetrate the growth region of South America in a structured manner.

"The takeover of this company represents a strategically important step to further drive the growth of Sempermed. Our medium-term target is also to gain a leading position in the promising, future-oriented region of South America", says Rainer Zellner, Chairman of the Management Board of the Semperit Group.

The acquired company will particularly market and distribute Sempermed examination gloves in South America, operating under the name Sempermed Brazil Comercio Exterior Ltda. "We are aiming to increase our market share in Brazil from the current level of 8% to about 15% in the 2009 financial year by building up structured sales operations", says Clemens Eichler, Managing Director of the Sempermed division. The integration of Fenix in Sempermed's global distribution network will also enable the Brazilian company to do business with large customers, an opportunity it did not previously have.

Sempermed Brazil will operate as affiliate of Sempermed Singapore Pte Ltd a newly set up joint venture company in cooperation with Sri Trang Agro Plc, a Thailand-based rubber trading and processing company which is a long-established and successful joint venture partner of the Semperit Group. Similar to the ownership structure of the joint production companies for examination gloves located in Thailand and China, Semperit and Sri Trang Agro will each hold a 50% stake in Sempermed Singapore Pte Ltd.

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