Research & Technology Development Proposal

DOWZON Pharm Ltd.
Executive Summary

1. Company Profile
   - Introduction
   - Product Line
   - Technology Certificate

2. Technology Offer
   - Abstract
   - Application
   - Features & Benefits
   - Tech Readiness Level

3. Technology Assessment
   - Technology Trend
   - Conventional Technologies
   - Competitiveness

4. Market Assessment
   - Market Potential
   - Market Conditions
   - Players

5. Cooperation Projects
   - Business Model
   - Role of Partner
Executive Summary

A bio venture company, DowjonPharm Ltd., has developed a natural medicinal preparation for treating diabetes in cooperation with a Korean Ginseng industry and research institute at Choongang University. The medicinal compounds with proven record of safeness and clinical trials, are currently exported to Middle East regions, including Kuwait, India, Iran, Dubai.

The technology is a treatment against type-II diabetes, which accounts for 90% of diabetes. The technology is a compound of natural herbs with high anti-diabetes efficacies; the compound include Korean Red Ginseng, cordyceps militaris, acanthopanax, and vitamins.

Diabetes is a modern diseases, which requires a significant amount of social and economic costs for the treatment. To remedy this, there are a number of researches conducted on the natural preparations for the diabetes preventions and improvements, applied for the health foods products. In the R&D, discovering new ingredients and proving the clinical efficacies are the two core areas in health foods. In regards to the market response, the recent trends of health foods market include a shift in consumer preferences toward health and well-being, an aging population, rapid development of biotechnologies and its feasible applications.

Diabetes treatments market annually recorded a notable growth. According to the World Health Organization (WHO) and International Diabetes Federation (IDF), there has been the increasing number of diabetes patients, from 135 million to 170 million; and the number expects to reach at least 300 million by 2025. 90% of the numbers are estimated to be type-II diabetes. The EU national onset rates for diabetes as of 2010 were, respectively, UK 3.9%, France 6.2%, Austria 6.2%, Germany 10.2%. An average rate of 25 EU countries EU was 7.5%, which is estimated to be 25million.

EU companies or agents in health foods industries are being sought to supply products. In addition, a joint venture with EU pharmaceutical companies through technical cooperation are also considered.
# Executive Summary

<table>
<thead>
<tr>
<th>Title</th>
<th>Medicinal herb compounds treating type-II diabetes</th>
</tr>
</thead>
</table>
| Features & Benefits | - Synergy effect of combined natural herbs for improved efficacy against diabetes  
- Outstanding efficacy for reduced blood sugar level, based on improved insulin resistance  
- Packed into capsules for easy intake; ideal for whom dislike the natural Ginseng scent  
- Additional efficacies including aging prevention, fatigue recovery, and improved immunity  
- Improved treatment for diabetes complications |

## Improvement of blood sugar – MOMEZON

![Product Image](Medicinal%20herb%20compounds%20treating%20type-II%20diabetes%20-%20MOMEZON)
Introduction

**DOWZON pharm Ltd.**

- A bio venture company, DOWZON Pharm Ltd., has developed a natural medicinal preparation for treating diabetes in cooperation with the Korean Ginseng industry and research institute at Choongang University. The medicinal compounds with proven record of safeness and clinical trials, are currently exported to Middle East regions, including Kuwait, India, Iran, Dubai.

<table>
<thead>
<tr>
<th>CEO</th>
<th>Establishment</th>
<th>2000. 11. 28</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Website</td>
<td><a href="http://www.dowzonpham.com">www.dowzonpham.com</a></td>
</tr>
<tr>
<td>Address</td>
<td>Fax</td>
<td>02-597-7295</td>
</tr>
<tr>
<td>Financial Information</td>
<td>Capital Stock (million KRW)</td>
<td>Sales (million KRW)</td>
</tr>
<tr>
<td>Closing of Accounts</td>
<td>2008. 12</td>
<td>800</td>
</tr>
<tr>
<td></td>
<td>2009. 12</td>
<td>800</td>
</tr>
<tr>
<td></td>
<td>2010. 12</td>
<td>800</td>
</tr>
<tr>
<td>Company History</td>
<td>2005. 02 : Export contract signed for <code>MOMEZON</code> <code>SOLLOS</code> with Kwait partner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2004. 07 : MOMEZON’s clinical trial conducted at the U.S. research institute</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2004. 06 : Export contract signed with Irani company, Breeze Kish</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2004. 02 : Nominated for the Export Oriented Company by the SME Business Support Center</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2003. 06 : Export contract singed with the Yemen pharmaceutical company</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2003. 06 : Certified by the Korean Health Industry Development Institute(KHIDI)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2003. 04 : Proven the Safetyness and efficacies by the US FDA designated laboratory</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2002. 12 : the MOMEZON launched</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2001. 11 : Establishment</td>
<td></td>
</tr>
</tbody>
</table>
Company Profile

- Introduction
- Product Line
- Technology
- Certification

Treatment for diabetes, MOMEZON

- Anti-diabetes efficacies, ‘MOMEZON’
- Improved immunity level, ‘BAMEZON’
- Chewable glucose, ‘SOLLOS’
- Nutrition tonic, ‘POWER GINSENG RED’

Red Ginseng

Improved immunity level, BAMEZON

Chewable glucose, SOLLOS

Ginseng
U.S. FDA Designed Lab’s Clinical Study Result on the efficacy of MOMEZON Korean Red Ginseng Capsules on Blood Glucose Levels

SUMMARY

The primary purpose of the clinical study was to determine the efficacy of red ginseng on blood glucose levels under weekly intervals of EBS testing on 52 healthy human subjects for approximately four (4) weeks.

A review of the report, evaluated by Robert T. Brown, M.D. indicates that under the conditions of this test, DOWZON Pharm Korean Red Ginseng capsules have noticeable efficacy in decreasing the BSL of 77.8% of the 27 patients in the performed test population.

Respectfully submitted,

Karl Cameron
Laboratory Manager

Nutrition Facts

Serving Size 2.55g (3 capsules) Servings Per Container 20

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories 10</td>
<td>Calories from Fat 0g</td>
</tr>
<tr>
<td>% Daily Value *</td>
<td></td>
</tr>
<tr>
<td>Total Fat 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Saturated Fat 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Cholesterol 0mg</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium 1.38mg</td>
<td>0%</td>
</tr>
<tr>
<td>Total Carbohydrate 3g</td>
<td>1%</td>
</tr>
<tr>
<td>Dietary Fiber 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Sugars 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Protein 0g</td>
<td>0%</td>
</tr>
</tbody>
</table>

Vitamin A 0% Vitamin C 5%
Calcium 0% Iron 2%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

<table>
<thead>
<tr>
<th>Calories</th>
<th>2,000</th>
<th>2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fat</td>
<td>Less than 65g</td>
<td>30g</td>
</tr>
<tr>
<td>Sat Fat</td>
<td>Less than 20g</td>
<td>25g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>Less than 300mg</td>
<td>300mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>Less than 2,400mg</td>
<td>2,400mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>300g</td>
<td>375g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>25g</td>
<td>30g</td>
</tr>
<tr>
<td>Calories per gram:</td>
<td></td>
<td>200% Magnified</td>
</tr>
<tr>
<td>Fat</td>
<td>Carbohydrate 4</td>
<td>Protein 4</td>
</tr>
</tbody>
</table>
Technology • Product Seal of Approval

- Korean Institute of Science & Technology (KIST) Doping Test for Natural Preparation for Diabetes (MOMEZON)

- Korean Health Industry Development Institute (KHIDI) Certificate
  Natural Preparation for Diabetes (MOMEZON)

Certificate of Analysis

Certificate No. 4396

Name of Product: MOMEZON

Test Item(s): Appearance etc. 14 items

Date: January 06, 2003

Purpose for Test: For Admission

Analytical Result(s):

- Appearance: Good
- Crude fat (%): 0.1
- Total Carbohydrate (%): Not detect
- Calories (Kcal): 642.7
- Alcohol (mg/kg): Not detect
- Alcohol (mg/kg): Not detect
- Protein (mg/kg): Not detect
- Sodium (mg/100g): 40.3

We hereby certify that the above are correct.

KHIDI Korea Health Industry Development Institute
President: Chang, Jm Won
57-1, Noryangjin-dong, Dongjak-ku, Seoul, Korea

This certificate is only for the product which is sampled by the applicant and can not be used for commercial advertisement without pre-approval.
<table>
<thead>
<tr>
<th>No.</th>
<th>Type</th>
<th>Registration No.</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Granted patent</td>
<td>10-0722439</td>
<td>Method for producing flour using</td>
</tr>
<tr>
<td>2</td>
<td>Granted patent</td>
<td>10-0644750</td>
<td>Method for Producing Insect Natural Extract</td>
</tr>
<tr>
<td>3</td>
<td>Granted patent</td>
<td>10-0460730</td>
<td>The manufacturing method of barley leaves flour</td>
</tr>
<tr>
<td>4</td>
<td>Granted patent</td>
<td>10-0692286</td>
<td>The manufacturing method of foodstuffs assists healthily using Chinese medicine and glucose and product thereof</td>
</tr>
<tr>
<td>5</td>
<td>Granted patent</td>
<td>10-0376030</td>
<td>Crude drug for 2type diabetes</td>
</tr>
</tbody>
</table>
Natural preparation for type-II diabetes

- Natural preparation treating type-II diabetes, which accounts for 90% of all diabetes
- Improved immunity level based on a unique blend of the natural herbs with high anti-diabetes efficacies; the compounds include Korean Red Ginseng, cordyceps militaris, acanthopanax, and vitamins.

Efficacies of Red Ginseng
The Red Ginseng, produced when Ginseng is steamed and dried repeatedly, is renowned for its efficacies. A number of researches have discovered the outstanding efficacies of Red Ginseng.
Features & Benefits

- **Blended herbs including Red Ginseng, cordyceps militaris, acanthopanax, sinensis**
  - Enhanced efficacies against diabetes

- **Improved insulin resistance**
  - Stabilized the blood sugar level

- **Enhanced immunity and effective nutrition tonic**
  - Reduced exhaustion from diabetes

- **Able to intake in conjunction with other medicine**
  - Halted progression of diabetes

- **Available over-the-counter (OTC) health food**
  - Improved standard of living

- **Produced with natural herbs**
  - Reduced side effects, prevent diabetes complications
Features & Benefits

▶ Safetyness

- A proven, safe health food to improve insulin resistance; the technology uses natural herb extracts including Korean Red Ginseng, Cordyceps militaris, Acanthopanax, and Sinensis.
- Taking with other diabetes treatment, the Preparation reduces the dosages of other drugs and improves diabetic complications.
- Showed 77.8% of reduction in blood sugar level when administered to two groups; one with high blood sugar level and the control group for a month. The clinical trial was conducted by U.S. FDA designated laboratory, RCH Pharmaceutical Laboratories.
SFN Analysis

Seed
- Natural preparation blended Red Ginseng, cordy militaris, acanthopanax, and multi-vitamins

Function
- Stabilize the blood sugar level
- Improve immunity level, strength, and energy

Need
- Health food for the improvement of insulin resistance

Technology [Seed]
- Red Ginseng
- Acanthopanax
- Cordy militaris extracts
- Multi-vitamins

[Function]
- Lowering blood sugar level
- Improving immunity level
- Enhanced strength and energy level

Core Function
- Treatment for type 2 diabetes

Good Function
- Prevention of diabetes complications

Additional Functions
- Improvement of body strength

Products [Need]
- Natural Treatment for Lowering Blood Sugar Level
Health Food Products

Health Foods to Lower Blood Sugar Level

Health Foods for Improved Body Strength and Immunity
This technology is identified as [TRL 9] fully integrated with operational hardware/software systems:
- △ actual system has been thoroughly demonstrated and tested in its operational environment,
- △ all documentation completed,
- △ successful operational experience,
- △ sustaining engineering support in place.

<table>
<thead>
<tr>
<th>Tech Readiness Level</th>
<th>TRL 1</th>
<th>TRL 2</th>
<th>TRL 3</th>
<th>TRL 4</th>
<th>TRL 5</th>
<th>TRL 6</th>
<th>TRL 7</th>
<th>TRL 8</th>
<th>TRL 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space</td>
<td>Basic principles observed and reported</td>
<td>Technology concept and/or application formulated</td>
<td>Analytical and experimental critical function and/or characteristic proof-of-concept</td>
<td>Component/subsystem validation in laboratory environment</td>
<td>System/subsystem/comp onent validation in relevant environment</td>
<td>System/subsystem model or prototyping demonstration in a relevant end-to-end environment (ground or space)</td>
<td>System prototyping demonstration in an operational environment</td>
<td>Actual system completed and &quot;mission qualified&quot; through test and demonstration in and operational environment (ground or space)</td>
<td>Actual system “mission proven” through successful mission operations (ground or space)</td>
</tr>
</tbody>
</table>
Actual system “mission proven” through successful mission operations [TRL9]

Patent Granted

Animal Testing

Clinical Trial
U.S. FDA Designed Lab, RCH Pharmaceutical’s clinical trial showed 77.8% of reduction in blood sugar level when administered to two groups, one with high blood sugar level and the control group.

Product Launched
The natural preparation for type II diabetes, MOMEZON, is packed into capsules for easy intake; is beneficial for all age groups.

Patent:
Crude drug for 2type diabetes (KR 0376030)

The blood sugar level significantly reduced (75.6%) when the compounds administrated orally to fasted kkAY mice (type II diabetes model).

Tech Offer
- Abstract
- Features & Benefits
- Application
- Tech Readiness
- IPR Status

Research & Technological Development Proposal
Tech Offer

IPR Status

1. Patent Title: crude drug for 2type diabetes
   Application No.: 10-2000-0062697
   Registration No.: 10-0376030

2. Patent Title: The manufacturing method of foodstuffs assists healthily using Chinese medicine and glucos and product thereof
   Application No.: 10-2002-0065233
   Registration No.: 10-0692286

[Table] Blood Sugar Level and Resistance Rates (After 14 hrs of Fasting)

<table>
<thead>
<tr>
<th>구분</th>
<th>Control Group</th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood Sugar Content (mg/dl)</td>
<td>90.0±6.0</td>
<td>88.0±15.9</td>
<td>78.6±6.3</td>
<td>94.6±20.4</td>
</tr>
<tr>
<td>Rate of Resistance(%)</td>
<td>-</td>
<td>22</td>
<td>503*</td>
<td>675</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>구분</th>
<th>D</th>
<th>E</th>
<th>Rosiglitazone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood Sugar Content (mg/dl)</td>
<td>108.5±97</td>
<td>105.3±75</td>
<td>86.5±70</td>
</tr>
<tr>
<td>Rate of Resistance(%)</td>
<td>735*</td>
<td>756*</td>
<td>806*</td>
</tr>
</tbody>
</table>

[Diagram] Manufacturing Process of Health Food Using Natural Herbal Extracts and Glucos

1. Washing
2. Drying
3. Sterilization
4. Grinding
5. Blending Herbal Compounds
6. Mixing with Glucos
Technology Trend

▶ IPR Status of Natural Preparations for Diabetes

- There has been growing consensus on the efficacies of natural preparations on the improved immunity as well as for the diabetes; vigorous R&D activities, and subsequent patent applications in regards to the field of natural preparations are taking place, not only in Korea but also in China, Japan, U.S. Europe.

[Patents Related to Natural Treatments for Diabetes]

<table>
<thead>
<tr>
<th>Country</th>
<th>Registration No.</th>
<th>Date of approval</th>
<th>Applicant</th>
<th>Patent Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea</td>
<td>KR 0364390</td>
<td>2002. 11. 28</td>
<td>Kostar World Ltd.</td>
<td>Compositions for the treatment of diabetes</td>
</tr>
<tr>
<td></td>
<td>KR 0395619</td>
<td>2003. 08. 11</td>
<td>S. Lee</td>
<td>A pharmaceutical composition for the treatment of diabetes mellitus</td>
</tr>
<tr>
<td></td>
<td>CN 1401368</td>
<td>2003. 03. 12</td>
<td>Tangganzi Hospital</td>
<td>Greater celandine extract herbal preparation for treating diabetes</td>
</tr>
<tr>
<td></td>
<td>JP 2003.171303</td>
<td>2002. 09. 17</td>
<td>YoungBi Univ</td>
<td>Compositions containing certain plant and its active ingredient, a pharmaceutical composition and health foods</td>
</tr>
<tr>
<td>U.S.</td>
<td>US 6770307</td>
<td>2004. 08. 03</td>
<td>J. Yun, H. Jeon</td>
<td>Medicinal herbal compounds for the prevention and treatment of diabetes</td>
</tr>
<tr>
<td></td>
<td>US 6576270</td>
<td>2003. 06. 10</td>
<td>Leko, Vladimir</td>
<td>Herbal composition and medicament against diabetes mellitus type II manufactured thereof</td>
</tr>
<tr>
<td>EU</td>
<td>EP 1502596</td>
<td>2005. 02. 02</td>
<td>agreda Nabvajas, Martin Pinto</td>
<td>Herbal product to be administered to diabetic individuals and the production method thereof</td>
</tr>
</tbody>
</table>
Competitive Technology Trend

- The Korean Food and Drug Administration granted health food, to lower blood sugar level, include Resistant maltodextrin, lagerstroemia speciosa leaf extract, Pinus densiflora, among others.
- The granted technology in competition with DOWZON Pharm’s product need further safetyness testing, clinical trial to study its feasibility for commercialization.

<table>
<thead>
<tr>
<th>Technology</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resistant maltodextrin</td>
<td>The technology helps to stabilize blood sugar level when taking with the meal</td>
</tr>
<tr>
<td>Lagerstroemia speciosa leaf extract</td>
<td>Less efficient for blood level stabilization, used for health supplements</td>
</tr>
<tr>
<td>Pinitol</td>
<td>Clinical trial required</td>
</tr>
<tr>
<td>Pinus densiflora</td>
<td>Proven efficacies, however has not been commercialized</td>
</tr>
</tbody>
</table>
Conventional Technologies

[1] Weak efficacies in lowering blood sugar level

- Natural preparations based on natural herb extracts, using single element:
  - Limited efficacies against blood sugar level control, when using single element alone
  - Lacked treatments for body exhaustion from diabetes

[2] Lack of safety

- Lack of safety and proven efficacies:
  - Possible to harm persons with allergies when taking with other drugs
  - Highly possible to have products launched, without proven efficacies

[3] Limited efficacies against diabetes complications

- Limited treatment for diabetes complication; despite of its outstanding efficacies in lowering blood sugar level:
  - Important to prevent onset and progress of diabetes complication
  - High demands for safe, longer-term treatments from aged patients
### Competitiveness

<table>
<thead>
<tr>
<th>(1) Improved efficacies for lowering blood sugar level</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Blended with Red Ginseng, cordyceps militaris, acanthopanax and multi-vitamins; natural compounds with outstanding efficacies in lowering blood sugar level</td>
</tr>
<tr>
<td>➢ Improved efficacies against diabetes as blended natural preparations</td>
</tr>
<tr>
<td>➢ Improved insulin resistance, immunity, energy and strength</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(2) Proven safetyness</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Proven product safetyness from the U.S. FDA designated lab</td>
</tr>
<tr>
<td>➢ Showed 77.8% of reduction in blood sugar level when administered to two groups; one with high blood sugar level and the control group for a month</td>
</tr>
<tr>
<td>➢ Proven Health Foods Safetyness from the Korean Institute of Science &amp; Technology (KIST) Doping Test for Natural Preparation for Diabetes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(3) Prevented diabetes complications</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Complications and side effects prevented</td>
</tr>
<tr>
<td>➢ Long-term treatment for diabetes, the control of blood sugar level, and related complications</td>
</tr>
<tr>
<td>➢ Prevented diabetes complications and side effects</td>
</tr>
<tr>
<td>➢ Additional efficacies including aging prevention, fatigue recovery, and improved immunity</td>
</tr>
</tbody>
</table>
Market Trend of Diabetes Treatments

- Diabetes treatments market annually recorded a notable growth;
  - According to the World Health Organization (WHO) and International Diabetes Federation (IDF), there has been the increasing number of diabetes patients, from 135 million to 170 million; and the number expects to reach at least 300 million by 2025. 90% of the numbers are estimated to be type-II diabetes.
  - The EU national onset rates for diabetes as of 2010 were, respectively, UK 3.9%, France 6.2%, Austria 6.2%, Germany 10.2%. An average rate of 25 EU countries EU was 7.5%, which is estimated to be 25 million.

[Rate of Diabetes Onset by Country]

EU Health Foods Market Trend

- The EU market comprises 32% of the world Health Foods market, which is second to the U.S.
  - An estimated EU Health Foods market is 95.5 billion USD; Germany occupies 39% of the EU market, with the market size of approximately 36.9 billion USD.
  - Other EU countries, respectively, France 16.5 billion USD, UK 9.9 billion USD, Italy 7.2 billion USD, Northern EU country each contributes 6.6 billion USD; Spain 5.3 billion USD, Netherlands 3.3 billion USD.

[Health Foods Market Share by Region]

Source: Nutrition Business Journal, 2010

[Health Foods Market Size by Country]

Source: Nutrition Business Journal, 2010
Market Characteristics

▶ EU Health Food Trend

- 80% growth shown in the recent 5 years; coupled with increasing awareness to health and well-being
- Major products include vitamins, mineral, organic food, dietary foods, sport drinks, and other nutritional supplements
  - Rapid increase in dietary foods in recent 5 years
  - Steady increase in organic foods market, 23% of annual growth
  - Increasing trend of sport drinks market, with the growing participation in sports & leisure activities
- Positive growth anticipated for the consumption in vitamins, mineral, and nutrition supplements with the aging population
- Consumer preference in Health Foods is less influence by the brand value; opportunities for SMEs
  - SMEs takes appx. 78% of the entire market
- Positive shifts in consumer preferences and interests towards natural preparations and organic foods
  - Overseas suppliers with high-quality products sought, other than China and India
  - Interests to Korean Ginseng, Red Ginseng, aloe

▶ EU Countries: Health Food Consumption Patterns

<table>
<thead>
<tr>
<th>Country</th>
<th>Consumption Patterns</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>Higher consumption in the form of medicines than beverages</td>
</tr>
<tr>
<td>Netherlands</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>Notable sales in functional drinks</td>
</tr>
<tr>
<td>U.K.</td>
<td>An notable increase in consumption of health foods, “ready to eat cereal”</td>
</tr>
</tbody>
</table>
## Market Assessment

### Market Potential

### Market Characteristics

### Players

| No. | Country | Company            | Webpage                  | Market                          | Field of Activities                                    | Products                                                                                           | Description                                                                                     |
|-----|---------|--------------------|--------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| 1   | Czech   | Walmark a.s.       | www.walmark.biz          | - Asia - East Europe - Middle East - West Europe                             | Vitamins and food supplements manufacturing           | Health foods for the blood sugar level                                                             | ![Dialevel](Dialevel.png) - Health foods for the blood sugar level using cinnamon                |
| 3   | Bulgaria| 3D Media           | www.media3d.us           | - Asia - East Europe - Europe - Middle East - North Europe - West Europe       | Nutrition supplements using natural preparations     | Nutrition supplement                                                                                 | ![CellFood](CellFood.png) - Natural antioxidants - Nutritional supplement                        |
| 4   | Germany | NESTMANN Pharma GmbH | www.nestmann.de          | - Americas - Asia - America - Europe - Middle East - North Europe - West Europe | Medicine, health foods manufacturing                   | Nutrition supplement                                                                                 | ![Chlorella Pyrenoidosa](Chlorella Pyrenoidosa.png) - Nutrition supplement (chlorella, vitamins, Proteins etc.) |
| 5   | Ukraine | Elit-Pharm         | www.elit-pharm.com       | Worldwide                                                                     | Manufacturing and distribution of health foods products with medicinal purposes | Food additives, Nutrition supplement                                                              | ![Gotu Kola Extract](Gotu Kola Extract.png) - Blood circulation - Improved energy & strength      |
**Cooperation Projects**

- **Business Model**
  - **Role of Partners**

**Business Model / Role of Partner**

**Supplier**

- Technology / Product Export
- Technology Cooperation
- Joint Venture

**Role of Partner / Business Model**

- Possess health food sales channels
- Have experience in R&D Projects on the blood sugar level control
- More than 2 designated staff
- More than 2 yrs of int’l trade experiences

**Joint Venture**

**Distributor**

**Sales Agents**

- Natural preparations for Diabetes
- Health Food

**Research & Technological Development Proposal**
문의처

▶ 공급자

DOWZON pharm Ltd.

Mr. Jaesoo Kim, CEO
Tel : 82-2-583-4400
Fax : 82-2-597-7295
e-mail : dowzonpharm@hotmail.com

▶ 중개자

Mr. Ik soo Ju
Program Deputy Director
Tel : 82-2-3278-2715
Fax : 82-2-714-9785
e-mail : jixen@dtk3.com