

## **Indian - Danish life sciences merger: Nordic contract research goes global**

India and Denmark, May 18<sup>th</sup> 2011: Ecron Acunova, a full-service international CRO, today announced the merger with Danish aCRONordic, specialized in Nordic clinical research. Ecron Acunova thereby extends its global activities and aCRONordic – now Ecron Acunova A/S - goes global.

Ecron Acunova A/S is based in bio-science park, SCION DTU near Copenhagen. Mr. Søren Strøh, Founder of aCRONordic, continues his role as CEO, and Pharma Executive and biotech pioneer Ingelise Saunders has been elected Chairman of the Board of Ecron Acunova A/S.

Mr. Prasanna, Chairman and Founder of Ecron Acunova said: “Several examples of innovation in GE medical and Wipro have inspired me to apply similar principles to accelerate speed to market in clinical research. In clinical trials a basic factor is fast enrolment of patients. Through an intelligent combination of countries and competencies, we can speed new drugs to market at a modest cost.”

Invest in Denmark has helped Ecron Acunova establish in Denmark and appreciates the increasing Asian interest. Director of Invest in Denmark, Ole Frijs-Madsen, explains: “Denmark has unique life sciences competences, especially within research and development, and we further strengthen this business area by welcoming a global player like Ecron Acunova.”

CEO Søren Strøh stated: “aCRONordic goes global as the first Danish CRO. We may offer international clinical services and a flexible cost effective high quality approach leveraging resources in Asia and Europe without potential cultural barriers. We expect to attract international clinical trial projects offering access to Nordic sites and highly qualified clinical research experience and skills. “

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### **[www.ecronacunova.com](http://www.ecronacunova.com)**

Ecron Acunova is an expert CRO, offering full-service clinical research, including clinical operations, data management, biostatistics, pharmacovigilance, PK/PD services and central lab to pharma, biotech, medical device, nutrition and diagnostic companies. Ecron Acunova covers 19 Western & Eastern European countries as well as nine South Asian & South East Asian countries. Ecron Acunova operates each region as a priority market with European HQ in Frankfurt, Asian HQ in Bangalore, and US HQ at Princeton. With a team of 385 professionals including 73 MDs and PhDs Ecron Acunova is reputed to accelerate pharma time-to-market cost effectively.