

## Pharmaceuticals sales force levels in China surpass USA for the first time.

Cegedim Strategic Data audit of sales force activity puts rep levels in largest Asian market at 80,000.

**Paris, May 22, 2012** – [CSD - Cegedim Strategic Data](#), leading provider of healthcare market research and worldwide promotional audits, has released first quarter 2012 audited pharmaceuticals sales force figures for over 30 countries covering The Americas, Europe and Asia Pacific.

In the 12 months ending March 2012, sales force levels in China were up over 17% to 80,000 full time rep equivalents. Over the same period, sales force numbers dropped in the United States – down 8% on the previous year to 72,000.

Commenting on these developments in the regions' most dynamic market, Delphine Perridy, Managing Director of CSD China observes: "Sales force growth here reflects the huge potential that the industry sees for this market. Having covered the major cities, companies are now focussing expansion efforts on more hospital types and lower tier cities. We expect to see continued expansion through next year."

Meanwhile, major western markets and notably the USA have continued expected cuts to sales force sizes as major brands go off patent and pipelines fail to deliver new treatments at a rate that can justify maintaining current sales force levels.

CSD monitors pharmaceutical marketing investments in over 30 countries, tracking industry sales force, sampling, meetings/events, clinical trials, DTC, e-promotion, print advertising and other marketing channels. GPs, specialists and pharmacists are covered with a pool of 200,000 healthcare professionals reporting their exposure to industry promotional activity on a daily basis.

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### About Cegedim Strategic Data:

CSD is a leading Market Research company dedicated to the healthcare industry and operating worldwide. With over 40 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs. To learn more, please visit our website: [www.cegedimstrategicdata.com](http://www.cegedimstrategicdata.com)

### About Cegedim:

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

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