

Pramex International supports IMV Technologies with its external growth operation in China

Paris, November 4th 2011

IMV Technologies was founded in 1963 and is the world leader in assisted animal reproduction technologies (artificial insemination and embryo transfer). Present around the world through five commercial subsidiaries in the United States, Italy, India, the Netherlands and China, and a vast distribution network in more than 120 countries, IMV Technologies achieves 80% of its turnover outside France.

With a representative office in Beijing since 2002, IMV Technologies is pursuing strategic development in China, with the acquisition of Chinese companies in Shanghai, Shanghai Nelson Techno Medical, Shanghai Nelson Trading and Shanghai DoFU AI Technology, specialized in the manufacture and distribution of products in the same sector, driven by the rapid growth of needs for innovative reproduction solutions.

As a result of this operation, IMV Technologies has gained a production and direct sales capability in continental China.

Its teams based in continental China and Hong Kong enabled Pramex International to contribute to IMV Technologies' growth as well as supporting it with the integration of these acquisitions.

Company Advisors: Pramex International in Hong Kong and continental China (Catherine Song, Vincent Gao)

Company Legal Advisors: JunZeJun Law Firm in China and Tse Yuen Ting Wong in Hong Kong

About Pramex International

Pramex International is the international development consulting firm of BPCE, the second-largest banking group in France.

In supporting the business development of its clients, PI can rely on two major assets:

- an integrated worldwide network of consultants specialized in the various disciplines of business development and located in 16 countries;*
- a network of consultants in Paris and across the regions working on all business internationalization procedures.*

The firm's top-notch banking affiliation allows access to the leading financial institutions around the world.

About BPCE

Groupe BPCE is the second-largest banking group in France, comprising two autonomous and complementary retail banking networks: the network of 20 Banques Populaires, and 17 Caisses d'Epargne. It is a major player in investment banking, asset management and financial services with Natixis and in property with Crédit Foncier, Foncia and Nexity. Groupe BPCE has more than 37 million clients and enjoys broad coverage in France with 8,200 branches, 127,000 employees and more than 7 million cooperative shareholders.

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