

COMPANY OF THE YEAR



Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

Visionary Innovation and Performance

- Criterion 1: Addressing Unmet Needs
- Criterion 2: Visionary Scenarios through Mega Trends
- Criterion 3: Implementation of Best Practices
- Criterion 4: Blue Ocean Strategy
- Criterion 5: Financial Performance

Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

NOVOTECH SETS ITSELF APART IN THE GROWING CRO MARKET BY ADEPTLY NAVIGATING COMPLEX REGULATORY LANDSCAPES AND OVERCOMING CULTURAL BARRIERS. ITS DEEP UNDERSTANDING OF LOCAL REGULATIONS AND REGIONAL LEADERSHIP POSITIONS IT AS A PREFERRED GLOBAL PARTNER.

**- UNMESH LAL,
GLOBAL RESEARCH DIRECTOR**

To receive the Company of the Year Award requires a company to demonstrate excellence in growth, innovation, and leadership. This excellence typically translates into superior performance in three key areas—demand generation, brand development, and competitive positioning—that serve as the foundation of a company’s future success and prepare it to deliver on the 2 factors that define the Company of the Year Award.



As a leading full-service contract research organization (CRO), Novotech excels in the biotech sector’s shift towards one-stop-shop services, partnering with companies to accelerate the development of advanced therapeutics. Leveraging its comprehensive early- to late-phase CRO services, global presence, strong industry relationships, and robust infrastructure, Novotech expedites and diversifies clinical development. By navigating the complex regulatory landscape, Novotech has evolved from an Asia-Pacific leader to a preferred international partner.

With its strong overall performance, Novotech earns Frost & Sullivan’s 2024 Global Company of the Year Award in the biotech contract research organization industry.