



2024 FROST & SULLIVAN COMPETITIVE STRATEGY LEADERSHIP AWARD

*IN THE ASIA-PACIFIC BIOTECHNOLOGY CONTRACT
RESEARCH ORGANIZATION INDUSTRY*



Southern Star streamlines clinical trials with end-to-end services, reducing bureaucracy, compressing the customer value chain, and accelerating trial timelines.



The company prioritizes trust and personalized solutions for clients, fostering strong relationships and competitiveness in the evolving biotech landscape.



THE COMPETITIVE STRATEGY LEADERSHIP AWARD

recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Southern Star Research excels in the following criteria in the biotechnology contract research organization industry:



**STRATEGY
EFFECTIVENESS**



**COMPETITIVE
DIFFERENTIATION**



**CUSTOMER PURCHASE
EXPERIENCE**



BRAND EQUITY