DIỆP AN PHARMA

Company Overview

Diep An Pharmaceutical and Medical Equipment Company Limited — a Hanoi-based distributor of mother & baby products, dermocosmetics and medical equipment for the Vietnamese market.

2019
Established in Hanoi (24 Jan 2019)

200+
Agents nationwide

2,000+
Points of sale

Exclusive
Lavena distributor in Vietnam

Who we are

Since 2019, Diep An has built a stable distribution network and strong partnerships across pharmacies, mother & baby stores, distributors and e-commerce platforms. We understand Vietnamese consumers deeply — especially in the mother & baby sector, where product quality, brand credibility and user safety come first.

We act as a strategic bridge between brands and the market: beyond distribution, we help partners build awareness, expand coverage and grow sales sustainably in Vietnam.

Business fields

Mother & Baby Care
Gentle, safe products for newborns, children and mothers

Medical Equipment
Healthcare devices for families and clinics

VISION

To become a leading distribution company in Vietnam in the pharmaceutical, medical equipment and mother & baby sectors.

MISSION

To bring safe, high-quality products to Vietnam while partnering with brands to develop the market and build a sustainable distribution system.

TRACK RECORD

Experience & Achievements

Exclusive distributor of Lavena (Bulgaria) since 2019

Founded in 1962, Lavena is a European manufacturer whose products are present in more than 100 countries. Diep An holds exclusive distribution rights in Vietnam for its two leading lines:

Bebble

Gentle care for the sensitive skin of newborns and young children (0+): baby bath, skincare creams, massage oils and daily essentials.

Maternea

Specialised skincare for pregnant and postpartum women — skin care, recovery and support through the maternity journey.

Marketing & professional activities

Organiser of the largest annual Mother & Baby Seminar in Hai Phong.



Prenatal expo
Exhibitor at the largest prenatal fair in northern Vietnam



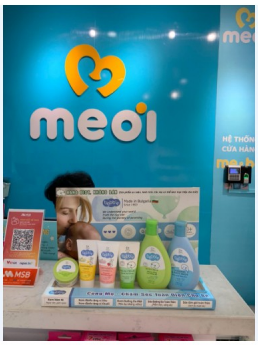
Clinical study
Bebble Nappy Cream evaluated at the National Hospital of Dermatology



Hospital seminars
Prenatal seminars for expectant parents at hospitals



Medical training
Product training for staff at the National Children's Hospital



In-store display
Branded displays at mother & baby shops



Retail consulting
Product consulting for customers at partner stores

MARKET REACH

Distribution Network

A nationwide, multi-channel network with strategic partnerships across hospitals, pharmacy chains, mother & baby store systems, modern trade and e-commerce.

200+
distribution agents

2,000+
stores nationwide

5
channel types

Channel mix



Agents / agency partners **Distributors** **Modern trade** **Retail stores & chains**

Mother & baby store chains

- Bibo Mart — 200 stores
- Kidplaza — 150 stores
- Shop Trẻ Thơ — 95 stores
- Bé Bụ Bẫm — 50 stores

Hospitals & clinics

- Vietnam National Children's Hospital
- National Hospital of Dermatology
- National Hospital of Obstetrics & Gynecology
- Provincial general hospitals
- Private & international hospitals

Pharmacies & distributors

Nationwide pharmacy network, regional distributors and supermarket systems.

E-commerce

Optimised sales on TikTok Shop, Shopee and other platforms.

Market development capabilities

01 · Product evaluation for quality, compliance and market fit

02 · Positioning, channel selection and go-to-market planning

03 · Experienced sales & marketing team

04 · Digital marketing and brand communication

05 · Merchandising, trade execution and customer care

06 · Performance monitoring and continuous optimisation

DIEP AN × TOKIO LAB

Strategic Partnership

Diep An is proud to partner with TOKIO Lab (Japan) to bring SUUPY — Japanese-designed baby nasal care — to Vietnamese families, combining Japanese product quality with our nationwide mother & baby network.

WHAT TOKIO LAB BRINGS

- Japanese R&D and manufacturing standards
- SUUPY nasal aspirator product range
- Product know-how and brand guidelines

WHAT DIEP AN BRINGS

- 200+ agents and 2,000+ points of sale
- Hospital and pediatric expert relationships
- Local marketing, e-commerce and customer care

"We are committed to long-term partnerships built on professionalism, credibility and sustainable growth — bringing high-quality products closer to Vietnamese consumers."

Vu Duy Hoang — Director, Diep An Pharma

Get in touch

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