



## SupHerb Engages The Harel Group to Identify Commercial Partners in International Markets

January 6, 2017

**SupHerb** will be working with **The Harel Group** to identify commercial partners in international markets for their Vitamins, Minerals and Supplements (VMS) as well as for their unique delivery technologies.

SupHerb is the leading company in Israel in the field of VMS. Established in 1986, SupHerb is well-known in the nutritional supplement industry, as an innovator and a top-quality manufacturer. The powerful combination of research, scientists and cutting-edge technologies enables SupHerb to provide unique and innovative formulations and top of the line finished products. SupHerb manufactures a broad array of nutritional supplements and therapeutic herbs and specializes in developing and manufacturing soft gel capsules.

Recently, SupHerb has introduced their new development, "*Tab in Gum*" Tab in Gum is a unique concept and technology, in which a dietary supplement tablet is encased in chewing gum. For the first time, through the Tab in Gum technology, SupHerb is offering attractive dietary supplements tablets coated with a chewing gum, at a high a quality as of a tablet or a capsule - The *Tab in Gum technology* is now also available for licensing.

To support the expansion internationally, SupHerb has assigned The Harel Group, a business development advisory firm founded and led by Jacob Harel, to search for commercial partners in international markets. By entering into this collaboration SupHerb will leverage The Harel Group's network of more than 450 pharmaceutical companies in Latin America,

### About SupHerb

SupHerb is the leading company in Israel in the field of VMS. Established in 1986, SupHerb is well-known in the nutritional supplement industry, as an innovator and a top-quality manufacturer. The powerful combination of research, scientists and cutting-edge technologies enables SupHerb to provide unique and innovative formulations and top of the line finished products. SupHerb manufactures a broad array of nutritional supplements and therapeutic herbs and specializes in developing and manufacturing soft gel capsules.

For more information about SupHerb, please visit:

[www.supherb.co.il/en/](http://www.supherb.co.il/en/)

### About The Harel Group

The Harel Group is a business development advisory firm with in-depth industry knowledge and wide network of contacts in the pharmaceutical, biotechnology, diagnostics and medical devices industries. The main focus of the company is the identification and facilitation of business

Eastern Europe, Middle East, Asia Pacific, Africa, USA and Europe.

Jacob Harel, the founder of The Harel Group commented: "SupHerb is an impressive VMS company with cutting edge delivery technologies. I trust that with our knowledge, experience and the wide network of contacts to support SupHerb with the search for strategic partners".

Eitan Markovich, SupHerb's CEO said: "We look forward to a successful collaboration with The Harel Group. We believe that their wide network and unique cross cultural and international commercial experience will serve well our international needs".

opportunities by connecting innovative pharmaceutical companies with leading local and regional companies in international markets. The Harel Group offices are located in New Jersey and in Florida and it has collaborating agencies in every continent.

For more information, please visit:

[www.theharelgroup.com](http://www.theharelgroup.com)

**SupHerb Contact:**

Maya Sasi

Email: [mayan@supherb.co.il](mailto:mayan@supherb.co.il)

Tel: +972-9-8637274

**The Harel Group Contact:**

Doron Ben Ami, Senior Consultant

Email: [doron\\_benami@hareloconsulting.com](mailto:doron_benami@hareloconsulting.com)

Tel: +972-54-777-0180



[LinkedIn](#)



[Google Plus](#)



[Email](#)



[Website](#)

---

Copyright © 2016 The Harel Group, All rights reserved.

[www.theharelgroup.com](http://www.theharelgroup.com)