

Kiwi-led CARECERT quality mark to lift healthcare tech standards across Asia

Carefore Global NZ and partners FeelZen and Care For Vietnam launch CARECERT, a Kiwi-led quality mark to raise healthcare tech standards across Asia.

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EINPresswire.com/ -- [Carefore Global](#)

New Zealand has launched a New Zealand-developed quality mark, CARECERT, as part of a three-country healthcare technology partnership designed to embed Kiwi science into products for millions of Asian consumers.

Under a new Memorandum of Understanding signed in Ho Chi Minh City last week, Carefore Global New Zealand (CFG) will lead the

development of CARECERT, an independent quality certification programme intended to set New Zealand-grade safety and performance standards for healthcare technology and household products sold in Vietnam and wider Asian markets.

CARECERT is designed to give consumers, retailers, and regulators greater confidence that products carrying the mark have met rigorous, evidence-based testing and benchmarked performance expectations aligned with New Zealand's research and innovation system.

The agreement brings together [Care For Vietnam](#) (CFVN) as the exclusive distributor in Vietnam, [FeelZen](#) as the manufacturing partner meeting South Korean quality expectations, and CFG as the New Zealand science and standards lead. Together, the partners aim to scale safe, reliable healthcare technology across Asia using CARECERT as a common quality framework.

"CARECERT represents a long-term commitment to building trust in healthcare technology across



(L-R) G Washington-Smith, Executive Director, Carefore Global NZ Ltd; Dr Walter Kim, Scientific Director, Feelzen Co Ltd, South Korea; Tracy Hue Tran, COO, Carefor Vietnam Co Ltd; Loo Leong Fatt, Chairman, Carefor Vietnam Co Ltd; and Min-Ji Kim, President

the region,” said Grant Washington-Smith, Scientific Director, Carefore Global New Zealand. “Our goal is to help professionalise the market in Vietnam and beyond by raising the bar on product quality and safety through New Zealand science and systems thinking.”

About Carefore Global New Zealand

Carefore Global New Zealand develops science-led quality systems and product innovation to support trusted health and wellness products for Asian markets.

About CARECERT

CARECERT is an independent quality certification programme being developed to set robust safety and performance benchmarks for healthcare technology and household products in Vietnam and wider Asian markets.

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