

TRANSFORMATIONAL GROWTH LEADERSHIP

From Biobank to Biopharmaceutical: How MEDEZE Is Building the Future of Regenerative Medicine

**Veerapol
Khemarangsarn**
CEO of MEDEZE Group

in conversation with

Unmesh Lal
Vice President, Frost & Sullivan





As global interest in regenerative medicine accelerates, few leaders are navigating this transformative journey with the clarity and conviction of **Dr. Veerapol Khemarangsarn**, CEO of **MEDEZE** Group. In this exclusive Transformational Growth Leadership (TGL) interview, Dr. Veerapol outlines MEDEZE's evolution from a pioneering stem cell biobank to a full-fledged regenerative medicine ecosystem with a bold mission: to transform lives by enabling the real-world application of stem cell therapies and advanced biologics.

Three Paradigm Shifts Reshaping the Industry

Unmesh Lal: Dr. Veerapol, what are the biggest shifts you see transforming the regenerative medicine landscape?

Dr. Veerapol: There are three fundamental changes we are seeing. First, regenerative medicine is moving beyond banking to usage. People are no longer satisfied just preserving cells; they want to use them for treatments. Second, automation and robotics are redefining lab infrastructure, making cell processing faster, more precise, and scalable. Third, there is a move toward integrated

ecosystems. Companies must do more than offer a single service—we must build comprehensive value chains from R&D to application.



From Biobank to Regenerative Ecosystem: The Five-year Vision

Unmesh Lal: *Where is MEDEZE headed in the next five years?*

Dr. Veerapol: Our aim is to transform MEDEZE from a biobank into a regenerative pharmaceutical company. We have already started clinical trials under the Advanced Therapy Medicinal Product (ATMP) sandbox with the Ministry of Health in Thailand. These include five studies involving 100 patients each, covering conditions like degenerative disc disease, skin aging, and more. We are also building infrastructure for upstream capabilities such as culturing media and recombinant protein production. This full-circle ecosystem ensures quality, control, and scalability.

Robotics and Cleanrooms: Raising the Bar on Innovation

Unmesh Lal: *Tell us about your recent technological milestones.*

Dr. Veerapol: One of our proudest innovations is the partnership with Shibuya Company in Japan. We are implementing the world's first robotic culture system that operates in an entire cleanroom designed to mimic optimal incubation conditions. This

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room maintains the pressure, humidity, and temperature equivalent to 37°C with 5% carbon dioxide (CO₂), ideal for cell growth. Human scientists cannot work efficiently under these conditions, so our robots will manage the culturing process entirely. This significantly enhances consistency and potency.

We are also expanding our infrastructure. Our new five-story biobank in the Philippines is a compact, vertically integrated facility with labs, cleanrooms, and a design that optimizes space without compromising functionality. This complements our expansion into Oman and Laos.

“Our ultimate goal is not just innovation, but democratization — to ensure that anyone who banks their cells can actually use them safely, effectively, and affordably.”

— Dr. Veerapol, CEO, MEDEZE Group

Hair Follicle Cell Banking: A New Frontier

Unmesh Lal: *You have also launched a hair cell banking service. Can you share more about that?*

Dr. Veerapol: Yes, we launched MEDEZE Hair Renaissance, a dedicated subsidiary for hair follicle cell banking. This service uses follicle hair restoration (FHR) biotechnology to store and eventually regrow hair using one's own cells. We collect around 50 hair follicles, culture them to produce up to 50 million cells in just 30 days, and package them for future use. These can be used for up to five transplants. The process is supported by PhotoFinder and AI diagnostics. It's a complete, personalized restoration solution.

Clinical Trials and Real-world Use Cases

Unmesh Lal: *How are you ensuring your clients can actually use their stored cells?*

Dr. Veerapol: This has always been the key challenge. That's why we created the ATMP sandbox, a partnership with the Thai government to enable clinical trials within a regulated framework. We are establishing clinical facilities in Bangkok and Phuket to conduct trials on stem cell applications for degenerative disc disease, skin rejuvenation, and anti-aging. We are also working on NK cell therapy for stage 4 colorectal cancer, particularly for patients who have failed chemotherapy. This allows people who have banked their cells to use them meaningfully.

AI and Social Listening: Closing the Feedback Loop

Unmesh Lal: *How is MEDEZE using AI?*

Dr. Veerapol: Beyond the lab, we are using AI for social listening. This means scanning social media platforms like YouTube, Facebook, and forums to understand public sentiment and emerging concerns. The insights are then visualized in dashboards that inform our marketing, customer service, and R&D strategies. This helps us understand what customers really want—be it better service, pricing, or product innovations.

Expanding Access While Maintaining Trust

Unmesh Lal: *MEDEZE is known for its client trust. How do you maintain that while growing globally?*

Dr. Veerapol: Credibility is everything. That's why we went public, not just for funding, but to enhance our transparency and market validation. Our revenue grew 20% last year, and profit margins improved by 27% in Q1 this year. We maintain a strong connection with our clients through magazines, newsletters, call centers, and monthly events like our Family Club. We even have a private clinic for members to receive consultations and care. Everything is designed to keep the client at the center.



Southeast Asia and Beyond: Regional Growth Strategy

Unmesh Lal: *You are expanding across the region. What's the roadmap?*

Dr. Veerapol: We are expanding into the Philippines, Oman, and Laos. In each region, we adapt to the local context while maintaining our clinical and GMP standards. In the Middle East, clinical trial validation is critical. That's why we are focusing on FDA-approved indications in Thailand first. Once we have that data, we will return with validated therapies for high-need areas like diabetes and inflammation.

Partnering for Scale: Collaborating with Biotech Companies

Unmesh Lal: *Are you partnering with biotech firms as well?*

Dr. Veerapol: Yes, we recently started discussions with a biotech company from Taiwan working on MSC stem cells for spinal cerebellar ataxia. They plan to run phase 2 trials in Thailand through our platform. Our strength lies in the infrastructure we have built—many biotech firms don't have access to high-quality biobanks and clinical-grade labs, which we can provide. So yes, collaboration is an important part of our future.

What Keeps You Inspired

Unmesh Lal: *At a personal level, what excites you most about the road ahead?*

Dr. Veerapol: I am excited about creating a sustainable, complete ecosystem for ATMP products. That includes opening a factory to manufacture culturing media and developing recombinant proteins in-house. These are the core ingredients for scalable, effective stem cell production. By owning the supply chain from R&D to manufacturing to clinical trials, we reduce costs and improve access for patients across Asia.

Our ultimate goal is not just innovation but democratization. Everyone who banks their cells should be able to use them safely, effectively, and affordably. That is the transformation I'm committed to delivering.

Final Thoughts

As MEDEZE transitions from a stem cell bank to a regenerative pharmaceutical ecosystem, the leadership of Dr. Veerapol offers a compelling blueprint for others in the space. Through strategic partnerships, cutting-edge automation, and patient-centered innovation, MEDEZE is not just imagining the future of medicine—they are building it.





Dr. Veerapol Khemarangsang | CEO of MEDEZE Group

Dr. Veerapol Khemarangsang is the visionary founder and CEO of MEDEZE Group Public Company Limited, guiding the company's transformation from a biotech-focused stem-cell biobank into a regenerative medicine ecosystem. A medical doctor by training, he founded MEDEZE with a mission to enable real-world applications of stored cells through clinical trials, robotics-driven cell processing, and supply chain integration. Under his leadership, MEDEZE has launched multiple ATMP clinical trials in Thailand, built Asia's first robotic cleanroom culture labs, and developed innovative services like hair follicle banking and NK cell therapies. Dr. Veerapol is committed to making advanced cell based treatments safe, accessible, and affordable.



Unmesh Lal | Vice President, Frost & Sullivan

Unmesh Lal brings over 20 years of experience in healthcare strategy and consulting, with a focus on global life sciences and precision health. He specializes in identifying transformative technologies, innovative business models, and growth opportunities across pharmaceutical contract services. A recognized thought leader, Unmesh has authored key industry insights and presented at leading global events including J.P. Morgan, Bio-Asia, and Bio-IT World. He holds a master's degree in biomedical engineering from the University of Michigan–Ann Arbor

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Appendix: Advancing Regenerative Medicine with Purpose

For a deeper understanding of how regenerative therapies, stem cell innovation, and clinical translation are transforming global healthcare, explore these Frost & Sullivan thought leadership pieces aligned with MEDEZE's mission:

- ▶ [Global Pharmaceutical Industry Outlook, 2025](#)
- ▶ [Technological Advances in Regenerative Medicine](#)
- ▶ [Innovative AI-enabled Clinical Trial Companies: Strategic Profiling and Growth Opportunities](#)
- ▶ [Growth Opportunities in Global Biotech Investment](#)
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Each resource offers actionable insight for healthcare executives, biotech innovators, and regulatory leaders committed to shaping the future of accessible, safe, and scalable regenerative medicine.

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