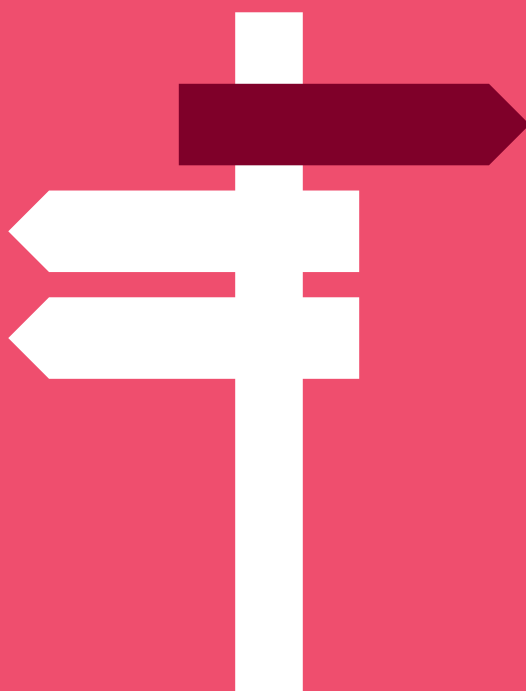

Find your market niche? *Know how.*

With funding from the European Union, we helped a dynamic pharmaceutical company from Kosovo to increase their product portfolio and bring their quality standards up to meet EU regulations.



Manufacturer of pharmaceuticals, Kosovo

We helped TrePharm, a manufacturer of pharmaceuticals from Kosovo, to expand their product range and align with EU quality standards. By the end of the project, Trepharm had doubled their product offer and the company is now ready for certification.

TrePharm is a family-run business established in 2008. When we started working with them, they had just launched the sale of their first products. TrePharm was facing fierce competition, as most of its products were already present in the market. A quality assurance system was in place, but was not fully implemented.

We matched TrePharm with Dr Lino Filippo Ciceri, an international adviser from our network of industry experts, and a chemist from Italy with 30 years of experience in product development and business planning, who had worked in senior positions at several well-known international pharmaceutical companies.

Working closely with senior managers at TrePharm, our support included:



TrePharm's new quality and safety procedures mean their products meet EU standards.

- Developing a new business strategy, focusing on products with the potential to become leaders in their segment
- Simplifying procedures and focusing on Good Manufacturing Practices (GMP) and Quality Assurance (QA)
- Designing a pilot Research & Development laboratory to expand the existing product range
- Increasing knowledge about new manufacturing methods and equipment and establishing new business contacts through a training visit to Italy
- Introducing a number of new management tools, such as cost accounting, and improved internal logistics.

At TrePharm's request, our adviser also presented best practices in pharmacy management to around 100 pharmacists from across Kosovo in a seminar accredited by the Kosovo Ministry of Health.

Equipped with a strategic business vision, a brand new R&D laboratory and improved management *know-how*, TrePharm launched new products focused on generics unique to the local market. TrePharm has almost doubled their number of products, increasing turnover by 46 per cent in 2013 and exporting 10 per cent of its manufactured products. With the enlarged product range, its work force also expanded by 12 per cent.

www.ebrd.com/knowhow

Turnover

+46%

Employees

+12%

Number of products

x2

Exports

10%

Total project value

€57,000