

Biofarm – Dedicated to your health, since 1924 !

SC BIOFARM SA, by its production structure, manufactures the main range of biologically active substances in the most diverse pharmaceutical forms worldwide known: tablets, molded tablets, solutions, syrups, soft gelatinous capsules.

SC BIOFARM SA:

- ?? Is the unique producer of soft gel capsules in Romania;
- ?? One of the major Romanian producers of tablets;
- ?? Leader of the Romanian market of syrups and solutions in volume, with approx. 15% of the market (including imports);
- ?? Has over 80 brands in the portfolio, some of them with tradition on the Romanian market: Bixtonim, Triferment, Colebil, Cavit, Anghiol, Panzcebil, etc.
- ?? 83% of the company revenues are ensured by OTC products (released without a medical prescription) and Nutritional Supplements, and the remaining 17% are released only with medical prescription (Rx).

According to CEGEDIM Romania, SC BIOFARM SA occupies the 5th place among the Romanian producers as sales in units in Y2004, and the 6th place as sales in USD.

Starting 2004, BIOFARM's products are manufactured according to international production standards for pharmaceutical products (GMP).

Biofarm holds a wide range of products processed under the most diverse pharmaceutical forms. Most of Biofarm's products are well-known to the large public, being used by Romanians for over 30 years.

The list is always enlarged with the most recent achievements in the field. Currently, Biofarm's portfolio covers 11 therapeutic classes and holds over 80 brands well known in Romania.

The launch of new products and the permanent size of the products' portfolio is a key point in the company development strategy, the objective pursued being the launch of at least 8 to 10 new products every year.

The development of the products' portfolio will focus on strengthening Biofarm's market leader position on segments where it is already present and on penetrating other new market segments, along with offering complete therapeutic packages for sundry prescriptions.

Further to the implementation of the GMP production standards and due to extremely competitive prices, Biofarm is developing towards the foreign market, continuously increasing the number of its foreign partners and hence exports. The GMP certification has brought opening to other markets in Europe, so that the contracts concluded will bring a substantial increase in the turnover.

Biofarm plans to expand collaboration with famous international companies of nutritional supplements, as it already does with Jamieson Canada, Solanova Eckhart Co US, Poly Pharma Corp, etc.

With regards to the import-export activities, Biofarm has already initiated promotional actions in order to regain markets and penetrate others by improving the price/quality ratio of the products.

One of the promotional slogans for Biofarm's products conceived based on their characteristics is: "Maximum affordable treatments." This determines and will determine a better awareness and appreciation of Biofarm's products, not only due to quality but also due to their financial affordability.

