



**ALKALOID  
SKOPJE**

# Health above all

## Market

Alkaloid AD Skopje is one of the most successful companies in the Republic of Macedonia with more than a seventy-year long tradition. The successful story of this pharmaceutical giant begins in a very modest way, in as early as 1936 and during the last decades of strengthening and ascent, Alkaloid AD has merged into a modern pharmaceutical-chemical industry with a rich range of products, recognizable not only in the country, but also abroad.

Today, Alkaloid AD Skopje is a brand, internationally established as an affirmed, safe and certified producer and partner in the field of pharmaceuticals, cosmetics, chemicals and botanicals. The product portfolio of Alkaloid is present on the market in more than 28 countries in the world, among which the EU member-states and the USA. Its 13 subsidiaries in exactly the same number of states operate to accomplish the defined Company strategy for continuous growth in all operational segments, conquering new markets, strengthening the brand and expanding the business.

## Achievements

The successful story of the Macedonian leader in the pharmaceutical sector is based on the continuous investment in technologies, equipment, staff... Only in the past 20 years, the commitment to the permanent development resulted in investments of over 70 million EUR in production facilities, quality control, laboratories and warehouses – all that in accordance with the strict norms of the Good Manufacturing Practice (GMP).

Alkaloid as a generic pharmaceutical company and its products, regularly and successfully pass the controls of the world renowned Pfizer, F. Hoffmann La Roche, Sanofi-Aventis, GMP inspections of the Slovenian and Romanian Ministry of Health, as well as the Jordan Food and Drug Administration. Of great importance is the Certificate of compliance with the requirements for Good Manufacturing Practice of MHRA (Medicines and Healthcare Regulatory Agency) from Great Britain whereby Alkaloid has obtained the right of placing its products on the EU market and worldwide. The Company has also successfully passed the pre-inspection conducted by the American FDA.

The Company is proud of having issuing its own formula patent (for the Novamorf product) in the USA.

The SAP system implementation, which is a world leader in provisioning ERP solutions for full synchronization of all segments in the corporate operation, cost decrease and more efficient production, is an especially important project, worth over 2 million EUR.



According to the research of the prestigious CEE Business Magazine, Alkaloid is the 6<sup>th</sup> ranked pharmaceutical industry in the region.

Alkaloid AD is a socially responsible company that always insists on improvement of every individual's health, and thus committed to a higher quality living. At the same time, Alkaloid is a partner of the Macedonian health and the Macedonian pharmaceutical industry. In the direction of investing in the scientific and research activity - the commitments traced by the patron of the modern pharmacy and of the first man of the Company for many years, the Foundation "Trajce Mukaetov" was established, which exists and operates for supporting projects from the field of

pharmaceuticals, medicine and science and currently provides scholarships to 62 talented medicine and pharmacy students.

## History

Since the first production facilities which represented the seed of one new industrial branch not only on the Macedonian territory, but also in the region, throughout its ascent, Alkaloid AD goes through several development phases. The biggest investment cycle begins in 1996 with the building of the new factory for solid dosage forms. In terms of quality, a new step forward in this period is the cooperation with the European Bank for Reconstruction and Development (EBRD) and the International Finance Corporation (IFC). Thanks to the large investments in the last two decades, the Macedonian pharmaceutical brand keeps pace with the worldwide renowned pharmaceutical producers.

## Product

Alkaloids AD, as a brand, and its products with their quality have become all the more recognizable, and the evidence for that is certainly the selection of Caffetin and Becutan for Superbrands in their relevant categories on several markets.

The Alkaloid AD strategy in the pharmaceuticals segment is aimed at portfolio expansion and specialization of the production portfolio for certain pharmaceutical therapy groups, that will globally strengthen the position of Alkaloid AD on the market.

The development plans for the chemicals,





cosmetics and botanicals segments are based on permanent technological improvements, maintenance of the top quality and meeting the customers' needs. New products have been recently introduced on the market, and will be based on promoting the real values as it was done so far:

### Recent Developments

The vision of Alkaloid AD is to develop as an export-oriented pharmaceutical company which produces and represents generic top quality medicine, using the latest production technologies and business standards with a stable position in the countries where it is present, openness to new markets, as well as expansion and even closer business cooperation with world known multinational companies.

The general orientation of the management team for continuous investing as a condition for perseverance and even better positioning on the world market, besides by investing in technology

and equipment, also extends on the field of science and research.

In the function of the "Health above All" motto there is also the increased level of investing in development and research projects, such as the contract for cooperation with the internationally renowned "Ruger Boskovik" Institute in Zagreb, Croatia. Alkaloid established close cooperation with the Ss. Cyril and Methodius University, assured that the tradition and experience, together with the practical knowledge and the youth shall result in accomplishment of the joint objectives of the academic and business community.

This year, the strategy of Alkaloid AD shall continue with the opening of the new Development and Quality Control Institute, designed in accordance with the highest standards for Good Manufacturing Practice. The establishment of the Institute primarily presents the additional value of the medicine, from an aspect of development and introduction of new technologies and methods, as well as a step forward in the continuous improvement and meeting the most rigorous demands of the European and American regulatory bodies,

which undoubtedly presents another additional competitive advantage. Approximately 9 million EUR have been invested in the Institute, while the installed modern laboratory and pilot-production equipment should provide development of new, modern forms of generic pharmaceuticals.

### Promotion

As a pharmaceutical company, Alkaloid AD continuously strengthens its brand and becomes even more attractive, and the quality of a richer portfolio is recognized just as the corporate "Health above all" slogan.

In the past few years, Alkaloid AD has qualitatively accelerated the development of the entire OTC business in which Caffetin with its extensions has the leadership position. In the countries where there is no possibility of using ATL campaigns in promoting medicine, Alkaloid AD focuses on BTL promotion in the drugstores. This function is also served by the web page [www.caffetin.com.mk](http://www.caffetin.com.mk), which has introduced a new, interactive relationship among the producer, the

pharmacist in the drugstore, doctors and, of course, the medicine consumer.

The most recognizable product of the cosmetics line of Alkaloid AD, the Becutan brand, under the slogan "Gentle from the First Touch", in the communication with the customers relies on the top quality, safety and the long-year tradition. With the edition of the organic Good Nature teas, the company is the Macedonian leader in the production of untreated and completely natural food, created in strictly controlled internationally certified conditions for organic production, verified by worldwide recognized authorities from the EU, the USA and Japan.

### Brand Values

The Alkaloid brand is recognizable to the customers in the region and wider. The top quality, efficiency and safety, as well as the affordable pricing are the carrying features of the image for the overall production portfolio of the Company which is a synergy of more than 70-year-long tradition and the latest scientific-technological accomplishments. The customers, undoubtedly, perceive this additional value and for them the Alkaloid brand is a synonym for maximum trust.

Besides the building of a leading brand in the pharmaceutical industry in the region, Alkaloid successfully builds a brand as an employer and presents a successful example for corporate governance of a socially responsible company.

The high value of the Alkaloid brand and the value of its products with the consumers is witnessed by many acknowledgements and awards and it presents an excellent base for upgrading and expanding the already affirmed values.

[www.alkaloid.com.mk](http://www.alkaloid.com.mk)



### THINGS YOU DIDN'T KNOW ABOUT...

#### Alkaloid

- Caffetin and Becutan are the most recognizable Macedonian brands abroad.
- Caffetin was declared Superbrand in Serbia in 2006, and it also received that acknowledgement on the market in Bosnia and Herzegovina in 2008.
- Becutan is a Superbrand in Bosnia and Herzegovina in 2008.
- Alkaloid AD is the only certified producer of organic teas in the Republic of Macedonia.

