



Market

In 2000 first from the chain of pharmacies was opened, and EURO-FARM imposed a new fresh concept of the professional relationship and communication with its patients. The new concept meant immediate contact "face to face" between the pharmacist and the patient, without any physical or any other type of barrier between them. This enabled the ease in the communication and the complete dedication to the needs of the patient. This sincere intention was recognized by the patients, so by supporting EURO-FARM the number of pharmacies reached 40, on elite locations across the country, selected according to strictly determined criteria. The pharmaceutical wholesaler EURO-FARM is behind the pharmacies, which managed to promote and establish itself

as one of the most successful companies in the sector for wholesale with pharmaceutical products in our country. In the frames of the everyday activities, cooperation has been realized with all the renowned pharmaceutical companies present on this pharmaceutical market.

Since 2006 EURO-FARM acquired the exclusivity for trade with products from the German company Dr.Wolz for the territory of Macedonia, Serbia, Albania and Kosovo. That same year, cooperation was established on the principle of exclusiveness and the products of Microlife – one of the best worldwide companies for production of blood pressure monitors, digital thermometers and other digital measuring instruments, as well as with the company Alfa which produces medical disposables and material. The pharmaceutical wholesaler EURO-FARM is the exclusive representative and importer of other world famous pharmaceutical companies: NeoStrata (USA), Heliocare (Spain), Dr.Wolff (Germany), Riemser (Germany), TG-farm (Serbia), Sofarma (Bulgaria), Fysioline- Ice Power (Finland), Babyjoy (Germany), Steiner (Germany), Niva (Serbia), Blistex (USA), Denty (UK).

Achievements

The continuous improvement in service, offering a wider range of medicines, over the counter drugs and products for consumers, as well as the investment in their own staff are the main achievements of EURO-FARM. The number of pharmacies is growing continuously in order to be more available to the patients, and the expert advice has to be easily and quickly accessible to those who need it the most. Of course, there are the administrative and business facilities in their ownership, in total of 2,500m², and their own fleet of cars. The competent, educated and experienced professional staff is completely dedicated to the needs of the patients, offering products and services according to the highest standards and top quality.

To satisfy and exceed the wishes of the customers, to realize the processes and realize the activities in accordance with the legal and other requirements, in connection with the protection of the environment, in EURO-FARM the Integral system for quality management and protection of the environment was established and applied, and it has been coordinated with the standards ISO 9001:2008 and ISO 14001:2004. In 2011 recertification was acquired for the integrated system ISO 9001:2008 and ISO 14001:2004.

In 2007 as a result of the growth of the total revenue in percentage, the company EURO-FARM was ranked 83rd on the list of 200 most successful companies in the Republic of Macedonia, by the Euro Business Center. In 2010 as a result of the total revenue in percentage, the company EURO-FARM was ranked 186th on the list of the 200 largest and most successful companies in the Republic of Macedonia, by Euro Business Center.

History

On December 9th 2000 in Skopje, the first pharmacy of Eurofarm was opened and this started



the realization of the pharmaceutical dream of Tatjana Sterjeva, who combined the youth enthusiasm and the expert knowledge, created something in the function of the patient, something different, with world renowned quality, available on the Macedonian market. The number of pharmacies of the wholesaler EURO-FARM expanded from month to month, in accordance with the high standards in the choice of location, equipment, unification and the distinguishing, and reached the number of 40 pharmacies until the beginning of 2012, where the standard quality is represented for EURO-FARM. Of those, 22 are in Skopje, 5 in Bitola, two in Veles and one in Strumica, Gevgelija, Kochani, Shtip, Makedonski Brod, Radovish, Krushevo, Kratovo, Kavadarci, Kumanovo, Kichevo. Speaking of locations, they have been carefully selected under strict criteria on exclusive locations, where the availability to the clients is the best.

The development moved gradually, depending on the needs and opportunities, but the biggest expansion was realized in 2010, when 18 new pharmacies were taken over; but not for a second neglecting the quality on account of the quantity and maintaining the recognizable dedication and expertise. Since their establishing in 2000 to date, the Pharmaceutical wholesaler Euro-Farm along with the pharmacies has noted a constant development and is a famous brand on the domestic and foreign market. As a result of the efforts and the professional relationship with the work, in the period so far, EURO-FARM has managed to gain the trust of around 500 pharmacies in Macedonia, which is 80% of the total number of registered pharmacies in our country, and indirect business cooperation has been established with the rest.

Product

In the EURO-FARM Pharmacies, products of all renowned domestic and world famous pharmaceutical companies can be found which are present on the local pharmaceutical market: Alkaloid, Jaka 80, Replekfarm, Lek, Krka, Pliva, Belupo, BosnaLijek, Pfizer, Sanofi Aventis, GlaxoSmithKline;

Astra Zeneca; Novartis, Eli Lilly, Alcon, Bayer Schering, UPSA etc. The suppliers, as have been chosen partners by assessing their competence, by fulfilling the requirements, in terms of the production of quality pharmaceutical products and protection of the environment. In addition to the excellent cooperation with the companies in the country, an excellent cooperation with the renowned companies has been established and keeps developing, which see a safe partner in EURO-FARM. The policy of the company has always been to offer a wider range of medicine and over the counter drugs, cosmetics, and care products, consumer products so that the customers can find everything they need in one place.

In order to strengthen the already established connection between the team of experts of EURO-FARM and its patients

on one hand, but also the doctors and the pharmacists on the other, in every pharmacy the magazine "Semejno zdravje" (Family Health) is available, where in addition to getting to know the products, the readers can be introduced to advice for prevention of various diseases and acquiring new, healthy life habits.

Recent Developments

Every year EURO-FARM places new top products of world famous producers on the Macedonian pharmaceutical market, from medicine, to high quality food supplements, to cosmetics and skin, hair and body care products, decorative cosmetics, care products for all generations.

The development of EURO-FARM is a continuous one, but especially expressed in the last few years, by opening three new pharmacies in 2011, there was complete coverage of all the unsuitably covered places, on the map of precisely chosen locations.

In 2010, the biggest expansion of EURO-FARM was realized by taking over 18 new pharmacies in a few cities in Macedonia. Also in the last few years, there have been newly acquired exclusivity of world renowned pharmaceutical products, such as the products for quick pain relief Ice Power; the baby line of Baby joy, the lip care products Blistex, the oral hygiene products Dentyl and many more, where it is obvious that the world famous companies see a highly professional cooperation partner in EURO-FARM.

Promotion

In addition to the care to satisfy the needs of the customers, EURO-FARM cares for many aspects of the social living. It provides constant education and raising the awareness of the employees for preventive acting and constant improvement of the quality and protection of the environment. EURO-FARM is a socially responsible company, a loyal friend of the culture and sports.

Regarding the fact that products from world famous brands are often launched for the first time on the Macedonian market by them, EURO-FARM is also concerned with the systematic edu-

cation of the consumers, as one especially important segment of the promotion. The best example of this are the printed brochures for the products, which the customers can take free of charge and read, as well as the free of charge magazine "Semejno zdravje", which was first issued in 2011, as another way to help the patients to preserve or improve their health, and with this the quality of life, because only the healthy people are happy and satisfied people.

EURO-FARM is constantly present in the mass media, with expert conversations in segments of TV shows, with promotional and educational texts in magazines, in order to present the novelties and special offers to the customers.

Brand Values

The EURO-FARM brand has been famous for its motto "We exist to care of your health" for over a decade, marking the care for the entire family. In this dedication, the staff of EURO-FARM is the core of the organization, and the management fulfils the vision and goals of the organization with their competence, knowledge and experience. One of the basic goals of the pharmaceutical company EURO-FARM is the establishing of a distinguishable quality of the product and the service, through realizing the demands and expectations of the buyers on the domestic and the international market.

www.eurofarm.com.mk



THINGS YOU DIDN'T KNOW ABOUT...

EURO-FARM

- Euro-Farm is a pioneer who brought the new concept which signified an immediate contact "face to face" between the pharmacist and the patient, without a physical or any other barrier between them.
- In the eleven years of existence of the company, EURO-FARM opened 40 pharmacies across Macedonia.
- EURO-FARM is the sponsor of the Macedonian National Handball Team and a supporter of the great success on the European Championship in Serbia.
- The free of charge expert magazine "Semejno zdravje" can be found in the pharmacies of Euro-Farm which in addition to the expert advice it gives, it can also surprise you with a present, trip, value voucher or other valuable prizes.