

SECTOR BRIEF - DEMO

**THE ROMANIAN HEALTH AND
PHARMA SECTOR 2014**

by
FRD Center



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1. GENERAL INFORMATION ABOUT THE MARKET

1.1 Health Services

The budget assigned in Romania for the public healthcare system has recorded approximately 6.2 billion EUR in 2013, representing 4.4% of the GDP, up by 0.4% compared to 2012.

The health care in Romania is organised in two different systems: the public system, which is financed mainly through the social health insurance contributions, and a smaller private system, where patients pay for health services.

The social health insurance system in Romania is the main financing system for the population's healthcare that provides access to a basic package for the insured individuals: medical consultations, prescriptions or basic hospital care.

The National Health Insurance House is the public, autonomous institution of national interest, with legal identity, whose main activity is to ensure consistent and coordinated operation of the social health insurance system in Romania.

The Romanian citizens pay mandatory contributions out of their salaries to the national social health insurance fund. The following categories are insured without having to pay any contribution:

- children of 18 years and under;
- individuals of 26 years and under if in higher education;
- war veterans, widows and invalids;
- disabled people without incomes;
- pregnant women and women who have recently given birth, if they do not have incomes or their income is lower than the national gross minimum wage

The primary medical assistance in Romania is provided by the family doctors or the General Practitioners (GP) and by various practitioner partnerships, ordinary practices or clinics. The GPs provide medical services such as: first aid in medical and surgical emergency, assistance in emergency situations, monitoring chronic diseases or preventive medical care. There are approximately 11,400 GPs in Romania and the average list of registered patients is 1,600. The number of GP's consultations is approximately 50 million per year with an additional 2.5 million home visits.

Citizens of other EU countries visiting Romania can access the public healthcare system if they hold a European Health Insurance Card from their home country.

The Romanian health sector is in an on-going process of reorganisation which targets the implementation of an integrated computer system and the introduction of the National Health Card and the Patient's Electronic Record.

Compulsory starting with January 2013, the electronic prescription represents a big step in the modernisation of the Romanian health sector. The implementation of the Electronic Prescription IT System, developed for the Romanian National Health Insurance House, improves the drug release process, provides a real-time monitoring of the domestic drug consumption and substantially reduces potential errors and fraud.

In Romania, the public health system development is supported by World Bank-sponsored projects. The Second Health Sector Reform Project - APL 2 has been approved for the period December 2004 - December 2013. Its objectives have been to provide more accessible services, of increased quality and with improved health outcomes for maternity and newborn care and emergency medical care and to provide support for the preparation of the primary health care strategy. The total project cost is estimated at 206.5 million USD.

The structural funds in the medical sector in Romania have been administrated through the Regional Operating Programme 2007 - 2013, the Priority Axis 3 (Improvement of the social infrastructure), the Key Area of Intervention 3.1 (Rehabilitation, modernisation and equipping of the health services' infrastructure). Various public providers of medical services (such as Deva County Hospital, Sibiu County Hospital, Targoviste County Hospital etc) have made investments using funds from the Key Area of Intervention 3.1.

In Romania, there are the following programmes financed from the public budget:

1. Community public health programme:

- Supervision and control of HIV / AIDS – this is performed in the Institute for Infectious Diseases “Prof. Dr. Matei Bals” in Bucharest, the Hospital for Infectious Diseases and Tropical Diseases “Victor Babes” in Bucharest and medical units with departments able to treat HIV / AIDS patients
- Supervision and control of tuberculosis – this is performed in the Institute for Pneumology “Prof. Dr. Marius Nasta” in Bucharest, the network of pneumology units and medical units belonging to ministries that have own medical network

2. Programme for prevention and control of non-contagious diseases:

- Prevention and control of cardiovascular disease - this is performed in the Institute of Cardiovascular Diseases “Prof. Dr. C.C. Iliescu” in Bucharest, the Heart Institute “Prof. Dr. Nicolae Stancioiu” in Cluj-Napoca, the Institute of Cardiovascular Diseases in Timisoara, the Institute of Cardiovascular Disease and Transplantation in Targu Mures, the County Clinical Emergency Hospital in Targu Mures, the Centre of Cardiology in Iasi, the Centre of Cardiology in Craiova, the Floreasca Emergency Hospital in Bucharest, the Bucharest

University Clinical Hospital, the Clinical Hospital “Sf. Ioan” in Bucharest, the County Hospital in Baia Mare and the medical units belonging to ministries that have own medical network

- Prevention and control of oncological pathology - this is performed in the Oncological Institute “Prof. Dr. Alexandru Trestioreanu” in Bucharest, the Oncological Institute “Prof. Dr. I. Chiricuta” in Cluj Napoca, the medical units with departments able to treat patients with oncological diseases and the medical units belonging to ministries that have own medical network
- Prevention and early diagnosis in other neurological diseases- this is performed in the Bucharest University Clinical Hospital, the Emergency Central Military Hospital “Carol Davila” in Bucharest, the Colentina Clinical Hospital in Bucharest, the Emergency County Clinical Hospital in Targu Mures, the Emergency Clinical Hospital no. 1 “Sf. Spiridon” in Iasi, the Institute of Cerebrovascular Diseases “Prof. Dr. Vlad Voiculescu” in Bucharest
- Prevention and control of diabetes and other nutrition diseases – this is performed in the Institute of Diabetes, Nutrition and Metabolic Diseases “Prof. Dr. N. Paulescu” in Bucharest, the medical units with departments able to treat patients with diabetes and the medical units belonging to ministries that have own medical network
- Prevention in nephrology pathology and dialysis – this is performed in the specialised medical units, the pilot centres and the medical units belonging to ministries that have own medical network
- Prevention and control of haemophilia and thalassemia – this is performed in the National Institute of Haematology Transfusion “Prof. Dr. C.T. Nicolau” in Bucharest, the Fundeni Hematology Clinic in Bucharest, the Pediatric Clinic Fundeni in Bucharest, the Institute for Mother and Child Health “Prof. Dr. Rusescu” in Bucharest, the medical units with paediatric and haematology departments and the medical units belonging to ministries that have own medical network
- Prevention in endocrine pathology – this is performed in the Institute of Endocrinology “C.I. Parhon” in Bucharest, the Elias Clinical Emergency Hospital in Bucharest, the specialised medical units and the medical units belonging to ministries that have own medical network
- Prevention in traumatology and orthopaedics – this is performed in the specialised medical units and the medical units belonging to ministries that have own medical network
- Transplantation of organs and tissues – this is performed in the specialised medical units and the medical units belonging to ministries that have own medical network

In regards to the TB fight, in Romania there are operating 3 national plans:

- National Strategy for Tuberculosis Control 2013 - 2017



- National Plan for the Prevention and Management of Multidrug Resistant Tuberculosis 2012 - 2015
- National Plan for Tuberculosis Transmission Control

1.2 Dental Services

Before 1989, the dental care in Romania has been provided free of charge by the national health system, through a network of dental practices in hospitals, clinics, schools and workplaces.

At present, the Romanian market of dental centres is very fragmented, consisting of over 13,000 dental practices all over the country.

The private dentistry is a growing industry in Romania. Some private centres that provide general medical services in Romania are active also of the dental services segment.

During the past years, the private sector of the cosmetic dentistry treatments has recorded a significant development in Romania, the most popular procedures provided by the private dental clinics including: tooth whitening (bleaching), porcelain veneers, gum re-contouring, bonding, dental jewels etc.

Romania is a fast growing destination for the dental tourism, the main factors being the low prices and the high quality of the services provided. The most popular treatments provided to foreign patients are: dental implant procedures, dental whitening and root canal treatments. The majority of the foreign patients are from Italy, Germany, France and Switzerland.

1.3 Medical Devices

The domestic market of medical devices has increased significantly in the past years, being directly influenced by the strong growth of the private medical services market, which is one of the fastest developing markets in Romania.

According to published information by Espicom, the market of the medical equipment in Romania is estimated at approximately 437 million USD in 2013. The market has contracted by a CAGR of 4.2% during the period 2008 - 2013 and it is expected to expand at a CAGR of 2.9% during 2013 - 2018.

Approximately 90% of the medical equipment in Romania is imported. The medical devices and equipment used in Romania in Romania are imported from Germany, Italy, the Czech Republic, Hungary, Ukraine etc.

According to FRD Center research, there are over 140 specialised importer-distributors of medical devices and equipment operating on the Romanian market.

The public hospitals in Romania organise tenders for acquisition of medical devices and equipment. In such tenders, the participants are usually local firms: importer-distributors and representatives of foreign brands. Some examples of recent tenders are:

- County Emergency Hospital in Braila has organised a tender for the acquisition of medical devices in December 2013; the winner of the tender was the representative BTL Romania Aparatura Medicala and the value of the contact was of some 0.2 million EUR.
- Central Military Emergency Hospital "Dr. Carol Davila" in Bucharest has organised a tender in order to acquire medical devices in July 2013; the winner of the tender was the representative Karl Storz Endoscopia Romania and the value of the contact was of approximately 1.7 million EUR.
- Emergency Military Hospital "Regina Maria" in Brasov has organised a tender for acquiring medical devices in January 2013; the winner of the tender was the importer-distributor Medical Technologies International and the value of the contact was of some 47 thousand EUR.

A big opportunity on the Romanian medical equipment market is represented by the greenfield investments and M&As. On example is Gada Group UK that has acquired 70% of the Romanian Group Radiusmed in 2010.

1.4 Pharma (OTC & prescription drugs)

The Romanian pharmaceutical market is estimated at 2.6 billion EUR in 2013. The drug sales in Romania are expected to record a small decline in 2014 but to return to growth starting with 2015.

There are almost 5,000 prescription and non-prescription drugs available in the pharmacies in Romania. There are approximately 8,500 pharmacies all over the country.





Nurofen is the best selling non-prescription drug in Romania, with sales of over nine million boxes per year. Other non-prescription drugs that record significant sales are: Aspenter (approx. 6.4 million boxes per year), Parasinus (approx. 5.5 million boxes per year) and Acid Acetilsalicilic (approx. 5.2 million boxes per year).

The best selling prescription drug in Romania is Algalmin, with sales of almost 10.5 million boxes per year. Other prescription drugs with significant sales are: Amoxicilina (approx. 5.2 million boxes per year), Augmentin (approx. 5.1 million boxes per year), Detralex (approx. 4.7 million boxes per year) and Tertensif (approx. 4.7 million boxes per year).

2. MAJOR PLAYERS

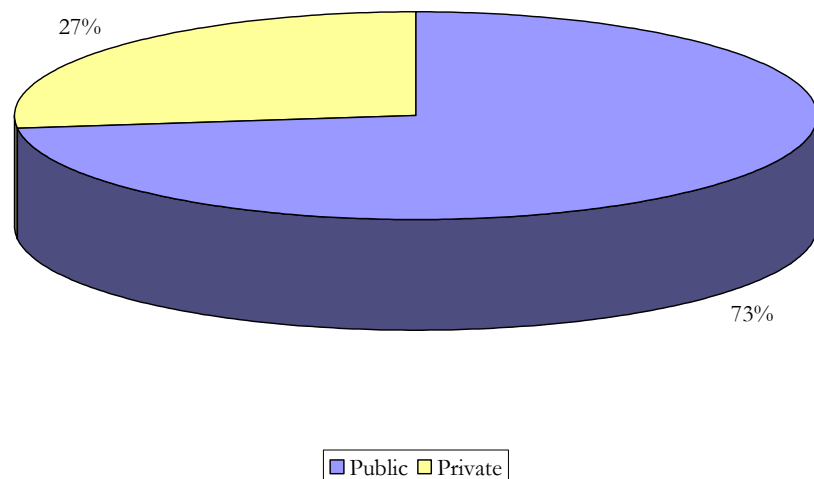
2.1 Health Services

Romania has public medical units located all over the country. These include county emergency hospitals, military hospitals, municipal hospitals, hospitals specialised in pneumology, chronic diseases, psychiatry, neurology, pediatrics, geriatrics, obstetrics and gynaecology, infectious diseases, oncology, cardiovascular diseases or rheumatic diseases, policlinics etc.

Some of the main medical hubs in Romania are Cluj-Napoca, Targu Mures and Bucharest.

According to the National Institute of Statistics, there were 499 hospitals in Romania in 2013, out of which 365 public hospitals and 134 private hospitals.

Hospitals in Romania in 2013



Source: National Institute of Statistics



Some of the main public hospitals in Romania are: the Bucharest University Emergency Hospital, the Mures County Clinical Emergency Hospital, the Cluj Napoca Clinical Emergency County Hospital and the Fundeni Clinical Institute in Bucharest.

The Bucharest University Emergency Hospital offers the following services: general surgery, neurosurgery, plastic and reconstructive surgery, functional explorations, internal medicine, cardiology, gastroenterology, obstetrics & gynaecology, pathology, neonatology, ophthalmology, oncology, psychiatry, dialysis, orthopaedics, laboratory, radiology, medical rehabilitation etc. In 2012, the hospital has opened new sections of oncology, anaesthesia, intensive care and dialysis, following investments of over one million EUR.

The Mures County Clinical Emergency Hospital offers services of general surgery, plastic and reconstructive surgery, ophthalmology, urology, psychiatry, endocrinology, infectious diseases, internal medicine, paediatrics, orthopaedics, oncology etc. It is a hospital of local, county and regional interest. It has approximately 1,200 beds, distributed in 21 sections and 5 compartments. At present, the hospital is undergoing a process of rehabilitation and modernisation of its ambulatory, with investments of some 4.5 million EUR and the works are expected to be finalised in July 2015.

The Cluj Napoca Clinical Emergency County Hospital offers services of anaesthesia, intensive care, cardiology, general surgery, plastic and reconstructive surgery, endocrinology, gastroenterology, internal medicine, neonatology, neurology, obstetrics and gynaecology, ophthalmology, oncology, orthopaedics, psychiatry, rheumatology etc. Established in 1948, the hospital has 42 sections and compartments and almost 1,800 beds. At present, the hospital makes investments in order to relocate its spaces, to build a new intensive care unit and to acquire a heliport for prompt intervention in grave cases.

The Fundeni Clinical Institute in Bucharest was established in 1959. It provides services of general surgery, gastroenterology, hematology, internal medicine, nephrology, neurology, urology, radiotherapy etc. It includes the Centre of Haematology and Blood and Marrow Transplant, the Centre of Gastroenterology and Hepatology and the Renal Transplantation Centre. Over 100,000 persons are annually hospitalised in the Fundeni Clinical Institute. In 2013, the Institute has invested 375,000 EUR in its laboratories for the lymphatic cancer diagnosis.

The biggest three private providers of health services in Romania are: MedLife, Regina Maria and Medicover. Also a profitable private health provider is Sanador which has registered a net profit of 0.8 million EUR in 2013. Sanador has opened a new cardiac surgery unit in 2013, following investments of one million EUR.

MedLife, the biggest operator of private medical services on the domestic market, was established in 1996. MedLife performs its activity in nine hyperclinics, six hospitals, three maternity centres, ten excellence centres, eight laboratories, six pharmacies (PharmaLife network). Furthermore, it has collaboration partnerships with 135 medical clinics all over the country. The operator has announced investments of six million EUR for 2014 in order to acquire new equipment and to open four new hyperclinics. MedLife has recorded the turnover of 72 million EUR in 2013. The company is owned by the Marcu family (51%), Societe Generale Asset Management - SGAM (36.25%) and International Finance Corporation - IFC (12.75%). In 2009, the investment fund SGAM, part of Societe Generale Group, has acquired 36.25% shares, out of which 29% from the Marcu family and 7.25% from IFC, in a transaction estimated at some 20 million EUR.

The private healthcare operator **Regina Maria**, the second largest in Romania, has four hospitals, 19 clinics, two maternity centres, three medical campuses, five imaging centres, one Central Bank of Stem Cells and clinic laboratories. Also, it has collaboration partnerships with over 140 medical clinics in the entire country. The healthcare operator has over 230,000 subscribers. It has announced investments of four million EUR for the network expansion in 2014. Currently, the Regina Maria Group is owned by Advent International (80%) and Dr. Wargha Enayati (20%). In 2010, the investment fund Advent International has acquired 80% shares of Centrul Medical Unirea, a private medical provider established in 1995 by Dr. Enayati, in a transaction estimated at over 30 million EUR. Centrul Medical Unirea has acquired in 2011 the private hospital Euroclinic, owned by Eureko, and subsequently it has rebranded as “Regina Maria”.

Medicover, the local subsidiary of the Swedish Group Medicover, has 14 clinics and a hospital. Furthermore, the Medicover Group owns the company Synevo Romania, which is the biggest private provider of laboratory services on the domestic market. Medicover has recorded a turnover of approximately 46 million EUR in 2013.

2.2 Dental Services

According to the National Institute of Statistics, out of the total dental units in Romania in 2012, the independent dental practices have represented 95.1%, followed by school and student dental practices (3.4%) and medical dentist civil societies (1.5%).

The private dental practices have represented 85% in the total independent dental practices in Romania in 2012, according to the National Institute of Statistics.

Some of the main private independent providers of dental services in Romania are: Dent Estet Clinic, Velvet Medical and Trident Dental. They have registered a cumulated net profit of 0.4 million EUR in 2013.

Established in 1999, **Dent Estet Clinic** has five dental clinics in Bucharest, out of which one dedicated to kids and one dedicated to teenagers. Dent Estet Clinic provides services of aesthetic dentistry, dental implantology, endodontics, dental prosthetics, orthodontics, dental prophylaxis, oral cancer screening, dental radiology and facial aesthetics. In 2013, the company has recorded the net turnover of 3.6 million EUR, up by 32% compared to the previous year. Dent Estet Clinic has approximately 70 employees.

Velvet Medical was set up in 2003. It has one dental clinic in Bucharest that provides services of cosmetic dentistry, dental implantology, orthodontics, pedodontics, endodontics, dental surgery and dental radiology. Some of the clinic's main partners are: Medcover, SOS Medical Group, Allianz Tiriac, CitiBank, Banca Transilvania and CreditEurope. Velvet Medical has recorded the net turnover of 0.7 million EUR in 2013. It has a team of some 30 employees.

Trident Dental has one dental clinic in Bucharest. It provides services of cosmetic dentistry, odontology, prosthetics, endodontics, orthodontics, pedodontics, periodontics, dental prophylaxis, dental surgery, implantology, dental radiology and cone beam computed tomography. Trident Dental has registered in 2013 the net turnover of 0.6 million EUR and 20 employees.



2.3 Medical Devices

Some of the main local representatives of big international producers of medical devices: Siemens, Fresenius Medical Care Romania and General Electric Medical Systems Romania

Siemens, the local representative of the Siemens Group, provides healthcare imaging devices, healthcare clinical products and healthcare diagnostics devices. In 2011, Siemens has delivered the first Automated Breast Volume Scanner - Acuson S2000 ABVS in

Romania. Siemens together with the University of Medicine and Pharmacy “Gr. T. Popa” in Iasi and the Institute of Cardiovascular Diseases “Prof. Dr. George I.M. Georgescu” in Iasi have launched in 2009 a solution of hybrid surgery room, following investments of 1.5 million EUR.

Fresenius Medical Care Romania was established in 2000 as a subsidiary of Fresenius Medical Care Deutschland GmbH. It provides a wide range of products and services for the treatment of chronic renal diseases (hemodialysis and peritoneal dialysis), acute renal diseases and liver failure. The company has provided medical devices to various public hospitals, such as: Clinical Institute of Urology and Renal Transplant in Cluj, Institute of Infectious Diseases “Prof. Dr. Matei Bals” in Bucharest, County Emergency Clinical Hospital in Constanta, County Emergency Clinical Hospital in Oradea etc. Fresenius Medical Care Romania has recorded a turnover of over 31 million EUR in 2013. The company has posted a net profit of 2.5 million EUR in 2013, up by some 4% compared to the previous year.

General Electric Medical Systems Romania, the local representative of GE Healthcare, was established in 2000. It has provided medical devices to various public hospitals, such as: University Emergency Hospital in Bucharest, Elias University Emergency Hospital in Bucharest, Institute of Oncology “Prof. Dr. I. Chiricuta” in Cluj Napoca, Satu Mare County Hospital, County Emergency Clinical Hospital in Oradea, County Emergency Clinical Hospital in Timisoara etc. General Electric Medical Systems Romania has recorded a net turnover of over 17 million EUR in 2013, up by 35% compared to 2012.

Some of the main independent importer-distributors of medical devices in Romania are Sante International, Grazy Price Medical Import Export and Adion Prodimpextrans. In 2013, they have recorded a cumulated net profit of 1.5 million EUR.

Sante International imports and distributes devices for cardiovascular surgery, interventional cardiology and electrophysiology, analyzers, disinfectants etc. Its foreign suppliers are: Ecolab - Hospital Products Division, Siemens Healthcare Diagnostics or St. Jude Medical. The firm supplies medical devices to various public and private hospitals in Romania. Sante International has recorded a net turnover of some 8 million EUR in 2013, up by approximately 17% compared to 2012. The company has a team of some 50 employees.

Grazy Price Medical Import Export imports and distributes respiratory devices, temperature management devices, infusion systems, suture materials, pressure monitoring systems, drainage systems, anaesthesia kits, ventilators, consumables etc. The company imports and distributes medical devices produced by Smiths Medical, Demetech, PVB Codan etc. The firm supplies medical devices to various hospitals in

Romania. Grazy Price Medical Import Export has registered in 2013 a net turnover of 2.5 million EUR, up by 16% compared to the previous year.

Adion Prodimpextrans has in its portfolio over 3,000 products. The company imports and distributes medical devices for diagnosis and treatment, surgery devices, respiratory devices, sterilization devices, medical instruments, medical furniture, consumables, pathological anatomy devices, veterinary devices etc. Some brands of medical devices imported and distributed by the company are: Little Doctor, Medline, Fazzini, Titanox, McIntosh, Miller, Votem, Riester, Primedic etc. The company's clients include public hospitals, private hospitals and medical centers and rapid intervention units in the entire country. Adion Prodimpextrans has recorded a net turnover of 1.4 million EUR and approximately 40 employees in 2013.

2.4 Pharma (OTC & prescription drugs)

2.4.1 Producers

Some of the main domestic manufacturers of OTC and prescription drugs which are part of big international groups are Terapia Ranbaxy, Gedeon Richter and Zentiva.

Terapia Ranbaxy, the local subsidiary of Ranbaxy Laboratories, produces in its manufacturing unit in Cluj Napoca a wide range of drugs, in the cardiovascular, anti-infective, central nervous system, gastrointestinal and musculoskeletal areas. Some of the main brands of drugs produced by the company are: Pentoxi Retard, Aspacardin, Aspenter, Faringosept, Diurex and Ascord. Terapia Ranbaxy has recorded a net turnover of approximately 115 million EUR in 2013, up by 7% compared to 2012. The company has registered in 2013 a net profit of almost 25 million EUR, up by some 14% compared to the previous year. Ranbaxy Laboratories has entered the Romanian market by acquiring the local drugs manufacturer Terapia in 2006.

The Hungarian pharmaceutical group **Gedeon Richter** has reported sales of 74.9 million EUR in Romania in the first six months of 2014, up by 5.2% compared to the same period of the previous year. The company's main sales drivers have been the oral contraceptives, Cavinton, Aflamin and Zoledronic acid infusion. Gedeon Richter has in Romania a drug plant located in Targu Mures, a network of over 120 pharmacies and a drug distribution company (Pharmapharm). The drug plant in Targu Mures (formerly Armedica) has been acquired by Gedeon Richter in 1998.

Zentiva, controlled by the French Group Sanofi, has a drug manufacturing unit in Bucharest. The plant exports 24 types of products to 15 countries. Zentiva has registered a turnover of approximately 45 million EUR in the first half of 2014, up by 25% compared to the same period of 2013. The company has recorded in 2013 a net profit of approximately 9 million EUR, up by some 26% compared to the previous year. Zentiva is listed on the Bucharest Stock Exchange.

The main manufacturer of OTC and prescription drugs with Romanian ownerships is Antibiotice. The company's main shareholder is the Ministry of Health.

Antibiotice has in its portfolio some 140 drugs covering a wide range of therapeutic areas, mainly for cardiovascular, anti-infectious and central nervous system. Some brands of drugs produced by the company are: Almacor, Bisotens, Cefort, Rofluxin, Ceftamil, Nobixal, Eficcef, Gladycor, Moldamim, Sinerdol, Zulin etc. Antibiotice plans to invest some 40 million EUR in the next six years, in order to increase the production facilities and to develop new pharmaceutical products. Antibiotice has registered in 2013 a net turnover of 72 million EUR, up by over 5% compared to 2012. The company has reported in 2013 a net profit of over 7 million EUR, this representing an increase by 17% compared to the previous year. It has some 1,500 employees. The company is listed on the Bucharest Stock Exchange.

2.4.2 Distributors

The main three distributors of drugs in Romania are: Mediplus Exim, Farmexpert and Farmexim. In 2013, they have recorded a cumulated net profit of almost 29 million EUR.

Mediplus Exim, part of A&D Pharma Group, imports and distributes pharmaceutical and para-pharmaceutical products. The company has 250 suppliers and a portfolio of over 9,500 products. Mediplus Exim has one central warehouse and ten regional warehouses, covering the entire country. The firm has reported a net turnover of 740 million EUR in 2013, up by over 4% compared to the previous year. The company has some 900 employees. The A&D Pharma Group includes also the pharmacies network Sensiblu.

Farmexpert, owned by Alliance Boots, imports and distributes drugs, supplements, cosmetics, dermo-cosmetics, para-pharmaceuticals. The company has over 3,700 clients in the entire country. One of its main clients is the Dona pharmacies network. Farmexpert has partnerships with over 170 domestic and international producers. The company has recorded in 2013 a net turnover of 510 million EUR, up by 11% compared to 2012. The firm has approximately 700 employees.

Farmexim is a main importer and distributor of pharmaceutical products, established in 1991. The company has over 3,500 clients in the entire country. The firm has in its portfolio more than 5,500 products from over 250 suppliers. Farmexim has registered a net turnover of 291 million EUR in 2013, up by over 15% compared to 2012. It has some 600 employees. The Farmexim Group includes also the importer and distributor of cosmetics and supplements Green Net and the pharmacies network Help Net.



Three of the main pharmacies networks in Romania are: Sensiblu, S.I.E.P.C.O.F.A.R. (Dona Pharmacies) and Help Net Farma. They have recorded a cumulated net turnover of 516 million EUR in 2013, up by 5% compared to 2012.

The 1,600 companies that have as main object of activity drug distribution reached a cumulative turnover of 5.3 billion EUR in 2013, an increase of 60% compared to the level reached in 2008, the best year for the Romanian economy. Their cumulative profit was of 178 mil EUR compared with 97 mil EUR in 2008.

2.4.3 Representatives

Some main local representatives of international drug manufactures are: Sanofi Aventis, Pfizer and Krka. In 2013, they have recorded a cumulated net profit of over ten million EUR.

Sanofi Aventis Romania, the representative of the French Group Sanofi, is one of the largest pharmaceutical distributors on the local market. In 2013, the company has recorded a net turnover of 190 million EUR and 170 employees. Sanofi Group also owns the Zentiva drug factory in Bucharest.

Pfizer Romania is the local subsidiary of the pharmaceutical company Pfizer. According to data published by Cegecim, Pfizer has a market share of 5.1% on the Romanian pharmaceutical market. Pfizer Romania has recorded a net turnover of approximately 130 million EUR in 2013, up by 20% compared to 2012. The company has some 200 employees.

The Slovenian pharmaceutical group **Krka** has recorded product sales of 27.8 million EUR in Romania in the first half of 2014, up by 31% compared to the same period of 2013. The company's main sales drivers have been the prescription pharmaceuticals, mainly Atoris (Atorvastatin), Roswera (Rosuvastatin), Prenessa and Co-Prenessa (Perindopril and Perindopril with indapamide), Tolura (Telmisartan), Karbis (Candesartan), Enap (Enalapril) and Nolpaza (Pantoprazole). The company's leading non-prescription product in the first half of 2014 has been Bilobil (Ginkgo Biloba), with a sale increase of 5% compared to the first half of 2013.

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