



PRESCRIBE FOR PARTNERSHIP

and invest in Croatian pharmaceutical industry



INVEST IN CROATIA

Agency for Investments
and Competitiveness

INVEST IN Pharmaceutical industry



KEY FIGURES

Pharmaceutical industry
annual turnover (2011)

€ 552,4 million

Number of companies in
pharmaceutical industry

37

Number of employees

4,421

Average gross salary

€ 1,800

Share of the pharmaceutical
industry in total exports

4.4 %

PharmaS®

"I am very proud we have achieved the set objectives and fulfilled the prerequisites for the upcoming commencement of production and launching our drug by building the PharmaS factory in a record time. Our team's clear vision, commitment and driving energy create a new factory for the future generations, including investment in the Croatian economy, hiring local professionals and production."

Luka Rajić
OWNER OF PHARMAS

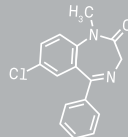
PHARMACEUTICAL INDUSTRY CLUSTERS



EXISTING TALENT POOL AND KNOWLEDGE BASE



· Two Nobel Laureates in
Chemistry Leopold
Ružička & Vladimir Prelog



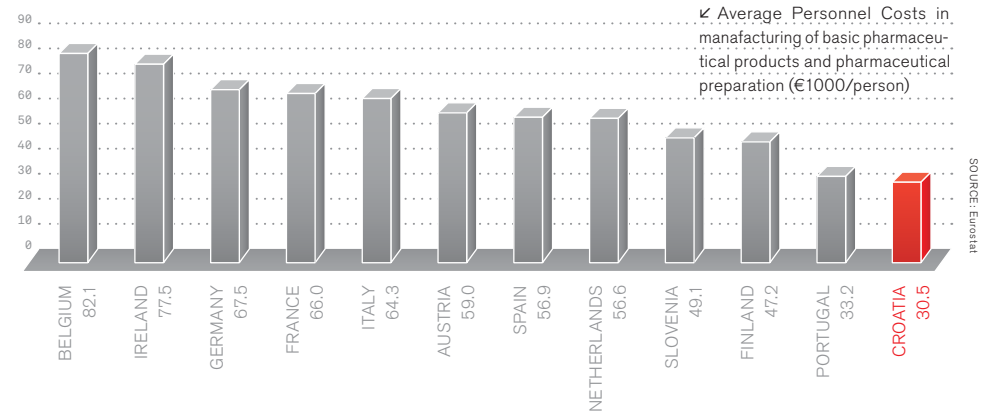
· Important Patents for
the apaurin drug and
azitromicin



· Croatian educational
institutions represent a
strong base for successful
development of pharma-
ceuticals in Croatia

COMPETITIVE LABOR COSTS

Compared to its neighbor countries, Croatia is cost-competitive with an average labor cost of €9.2 per hour.



LONG TRADITION

- PLIVA Company dates from 1921 and is the oldest pharmaceutical company in Southeast Europe
- Internationally recognized brands like Belupo, Jadran Galenski Laboratorij and Pliva
- Present on the international market for the last 20 years

TRACK RECORD

Leading pharmaceutical
companies have chosen Croatia
as business location (Teva, GSK,
Galapagos, Hospira...)



More than 50 international
pharmaceutical companies
present on Croatian market



Gross operating rate is above
average of manufacturing
industry and amounts to 22.6%

ACCESS TO THE WORLD'S LARGEST SINGLE MARKET

New EU member state as of
July 1, 2013



Well connected to the rest of
Europe via Pan-European
corridors that pass through
Croatia (V/b, V/c, X, VII)



Market access to 500 million
consumers





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