

# Newsletter 40

| December 2017 |

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## Welcome note

Welcome to the 40<sup>th</sup> Issue of Remedica's Newsletter, which is full of rich and interesting scientific articles and news from Remedica. The main article is dedicated to the award that was granted to Remedica for being the best company in the Ascendis Health Group for 2017. There is also a special article on Mr Panagiotis Miltiadou, our Middle East and North Africa Manager and Mr Emiliós Savvides, Managing Director of Remedica. We continue with the ABC of Pharmacy section, which includes an interesting article describing the main features of the concept of pharmacodynamics.

Furthermore, in the Health Matters section, we pay particular attention to breast cancer on the occasion of Breast Cancer Awareness month in October. In the section on Corporate Social Responsibility (CSR), we are pleased to share with you the financing of the Cyprus University of Technology Open Access Author Fund, Remedica's receipt of the "Healthy Workplaces" Good Practice Award, Remedica's participation in the official opening of the HIV/AIDS Support Centre, KYFA's Checkpoint, the sponsoring of the European Business Awards, the donation and delivery of an expired medicines recycle bin to the Orthopaedic Department of the Pafos General Hospital, the campaign for Awareness Week for Acquired Immunodeficiency Syndrome (AIDS) and much more. We also present Remedica's new product, Bradirem® (Ivabradine).

In the News section, we provide you with information about Remedica's participation in the "Get a Job" Career Fair, in the Convention on Pharmaceutical Ingredients Worldwide (CPHI) held at Messe Frankfurt, Germany, the visit of South African investors to Remedica, as well as Remedica's participation in the Cyprus Health Care Conference Gala and its attendance at numerous local medical conferences.

Finally, take a look at the Pattihis Family scholarship that Remedica offers and don't miss the chance to apply!

We hope that you enjoy this issue of Remedica's Newsletter and on the occasion of the holiday season, we would like to wish you happy holidays and a prosperous and creative new year. ■

Charalambos Pattihis  
Group CEO

## Remedica elected as the best Company in the Ascendis Health Group of Companies



Every year, Ascendis Health organises a CEOs' meeting in South Africa, during which it presents the performance outcomes of its companies, as well as holds various working group consultations in order to find solutions to the various problems that the company faces.

Some companies are strongly criticised, while others are applauded.

We have the honour and the pleasure to announce that Remedica has been selected as the best Company in the Ascendis Health Group in 2017. This award would not be possible if it were not for the professionalism, dedication and competency displayed by Remedica's employees. It is the epitome of this year's work and the results speak for themselves.

Remedica has also been congratulated by the Group on the progress it has made during the first three months of the new financial year, both in terms of economic and work performance, which is always carried out with determination, passion and motivation. The strategy presented during the meeting received very positive feedback and thanks to its clear programming, it is now in the process of being implemented.

With high quality and competent people in the company, we all work together dynamically

towards an even more successful future. Remedica combines experience with the mind-set of the new generation not only to ensure the sustainability of the company but to turn it into a healthy workplace for everyone.

Remedica is committed to working even harder because it has set even greater goals for the years to come and it now needs to prepare for a new era. The changes that need to be made must lead in the right direction and those who share the common vision will succeed. If every new day is better than the previous one in terms of performance then Remedica is certain to follow the path to success. ■



Remedica's General Manager, Dr Michalis Neoptolemos, proudly holds the "Best Ascendis Company" Award presented to Remedica.

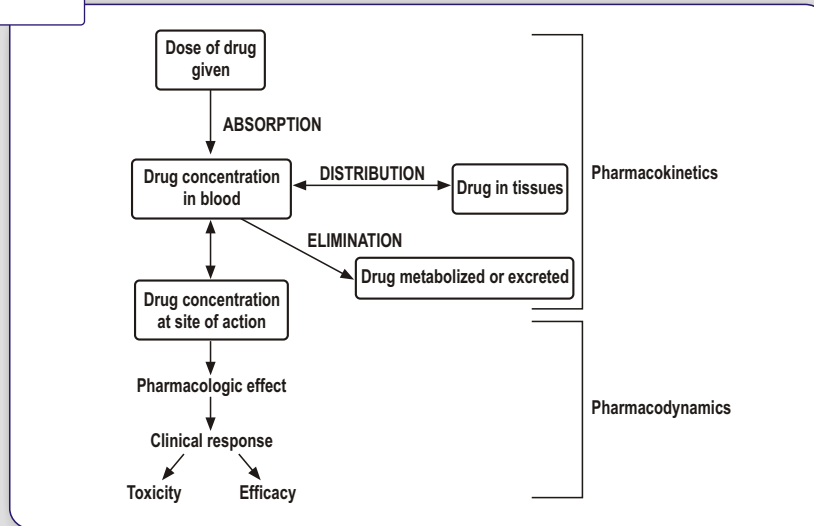
# The ABC of Pharmacy:

## Pharmacodynamics

Pharmacodynamics<sup>1</sup> is the study of the physiological and biochemical effects of drugs on the body and their mechanisms of action. It is the phase of the drugs' lifetime in the body which follows on from pharmacokinetics (which was covered in Issue 38 of Remedica's Newsletter). Figure 1 shows how pharmacodynamics and pharmacokinetics<sup>1</sup> are inextricably linked.

<sup>1</sup> These words are derived from the Greek words *pharmakon* (drug), *kinetikos* (movement) and *dynamikos* (power or action).

Figure 1



*Diagrammatic representation of the relationship between pharmacokinetics and pharmacodynamics.*

Once a drug molecule has been absorbed into the bloodstream it will be distributed throughout the body but it can only begin to exert an effect once it has become attached to specific sites on the appropriate cells. These sites are known as receptors, some of which may be present on only a small number of cells, whereas others are present on most of the cells in the body. Receptors are usually large biological molecules whose prime function is to act as sites for the attachment of physiological molecules produced by the body, such as adrenaline (epinephrine) and insulin. The physiological response that these endogenous molecules produce in the body will be affected by any drug which has a suitable chemical structure and the response can either be increased or reduced. For example, one of the effects of adrenaline is to raise blood pressure, which can also be produced by the drug ephedrine. However, even though acting on the same receptor, the drug propranolol will reduce blood pressure, not by stimulating the receptor, but by blocking the site to adrenaline.

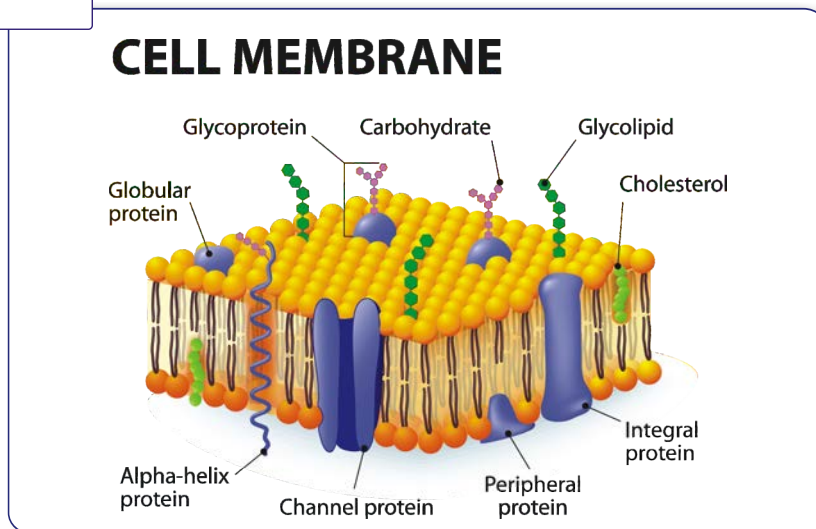
Any agent, whether endogenous or a drug that becomes attached to a receptor, is referred to as a ligand and can act as any of the following:

- Agonist – a drug which activates the receptor to produce an effect which is similar to the endogenous substance.
- Antagonist – a drug which has no effect other than to stop the action of the endogenous substance.
- Inverse agonist – a drug which activates the receptor to produce the opposite effect to the endogenous substance.
- Partial agonist – a drug which activates a receptor to produce a sub-maximal effect but also blocks the action of the endogenous agonist.

Thus, adrenaline is an agonist and propranolol is an antagonist. All of the above modes of action are exploited in the design and development of new medicines.

Receptors are large biopolymer molecules and most of them are proteins. Pharmacologists accepted the fact that receptors must exist before it was known what they were or how they produced their effects. The rapid advances that have been made in molecular biology in recent years have meant that these receptors have been identified and their structure and functions revealed. For example, those that are located in cell membranes may be anchored in the lipid portion of the cell wall with a hydrophilic (lipid-hating) region projecting onto the cell surface. The receptor molecule is folded onto itself several times to form a basket-like structure into which the ligand (physiological or synthetic) needs to be able to fit and then bind to a specific site (see Figure 2).

Figure 2



The bound ligand produces a change in the conformation of the receptor and this initiates a signal within the cell. So the ligand acts like the finger that is used to press a torch button which turns on the light. The receptor then transduces this signal into a response pathway which is common to several receptor types and which eventually produces an effect. This can be considered to be like awakening a sleeping cat by shining the torch beam on it. However, the pathway may contain a number of steps, so in order for the analogy to be correct then the torch beam may have to be reflected by several mirrors before it achieves its goal.

A schematic diagram describing the process can be drawn as depicted below: -

Drug + Receptor  $\longleftrightarrow$  Drug/Receptor Complex  $\longrightarrow$  Effect

There is also a very informative video that can be found at: -

<https://goo.gl/18NyaU>

In order to start the transmission process, the drug must be able to induce a structural change in the receptor and this will probably be the end of its work. All types of chemical bond can be involved in the binding of the drug to the receptor but, of course, the process must be reversible otherwise the drug would have a permanent effect as an agonist or an antagonist, as indeed some poisons do.

Once a receptor has been identified it is possible to design drugs which will have the correct properties to fit into it. This is achieved with the aid of molecular graphics software running on fast computers. It is now known that receptors are more complex than was once thought and sub-types within them have been discovered, each of which, on stimulation or blocking, produce different effects. There may be as many as 4 or 5 different sub-types within a receptor and it is now possible to identify drugs which will specifically target each one. This specificity not only improves therapy, it also reduces the incidence of unwanted side effects.

Prior to these advances, the discovery of a new drug was a long and laborious process which relied upon a good deal of luck in order to be successful. For example, it was known that  $H_1$  and  $H_2$  receptors must exist in the parietal glands of the stomach and that histamine produces allergic-type effects when it stimulates the  $H_1$  receptor sub-type, whereas it causes acid secretion when it binds to the  $H_2$  sub-type. After synthesising several hundreds of compounds, Cimetidine was discovered to act as an antagonist to  $H_2$  receptors and thus prevent acid secretion. This confirmed the existence of the  $H_2$  receptor sub-type and provided a whole new field of treatment for gastric ulcers. The next drug in the class, Ranitidine, was developed using molecular modelling and was brought to the market much more quickly.

It can be seen that the proper understanding of the pharmacodynamics of a drug is essential in the control of its activity and side effects. Many of the older drugs which were derived from plants have been superseded by more specific and safer compounds. However, one that has survived for more than 200 years is Digoxin, which is used to treat heart failure. Once its pharmacodynamic properties had been investigated it was found that it exerted its action by inhibiting an ion transport process that is vital to most cells and this explained its toxicity. Despite this potential danger, it is still used to treat atrial fibrillation or flutter but the availability of Digoxin-specific antibody fragments, which can be used in cases of unintentional poisoning, has rendered its use less hazardous. ■

# Health Matters:

## October, Breast Cancer Awareness Month: Prevention and Control



Cancer is a large group of diseases that are the result of the rapid proliferation of cells in an uncontrolled manner. The cancerous cells invade and destroy surrounding tissues and they may spread to other organs. This process is known as metastasis and the resultant metastases are the most common cause of death from cancer.

### Breast Cancer Burden

Breast cancer is the most common cancer manifested in women worldwide, with 1.7 million new cases and 522,000 deaths each year ([http://www.who.int/cancer/breast\\_cancer\\_awareness/en/](http://www.who.int/cancer/breast_cancer_awareness/en/)). This represents 25% of all new cancers in women in whom it is the 5<sup>th</sup> most frequent cause of death. The incidence of breast cancer worldwide is 11.9% ([http://globocan.iarc.fr/Pages/fact\\_sheets\\_population.aspx](http://globocan.iarc.fr/Pages/fact_sheets_population.aspx)).

The number of cases of breast cancer diagnosed each year is increasing in the developing world, due to urbanisation and the increase in life expectancy. Its risk can be reduced through the implementation of prevention strategies but sadly this can be difficult in low-income countries, where the majority of breast cancer cases is diagnosed at a very late stage.

The survival rates for breast cancer vary from 80% in high-income countries to 60% in middle-income countries and to less than 40% in low-income countries. The rates in low-income countries can be explained by the lack of prevention strategies, and the absence of early diagnosis and treatment facilities.

### Risk Factors

There are many factors known to increase breast cancer risk although, in the majority of cases, it is not possible to identify a specific risk factor. A family history of breast cancer and some genetic mutations, specifically in breast cancer genes 1 (BRCA1 genes) and breast cancer genes 2 (BRCA2 genes), have both been shown to increase the risk of developing the disease. Both genes are tumour suppressor genes which are found in the breast tissue where they repair damaged Deoxyribonucleic Acid (DNA). Therefore, if these genes mutate they cannot repair damaged DNA and this increases the risk of breast cancer.

Likewise, there are reproductive factors which are associated with the incidence of breast cancer. These are early menarche, not having had children, giving birth for the first time, after the age of 30 and late menopause.

Other risk factors which increase the chance of developing breast cancer are obesity, a diet high in saturated fat, physical inactivity and alcohol use. The aforementioned factors contribute to the occurrence of 21% of breast cancers worldwide. The proportion of breast cancer attributable to the above risk factors is higher in high-income countries than in low income countries (27% and 18% respectively).

### Breast Cancer Symptoms

Every person should be aware of the symptoms and signs of breast cancer and look for these on a regular basis. If anything unusual is detected, it should be checked by a doctor. The majority of people who have breast cancer symptoms will notice one or two of them. However, the existence of any of these signs does not automatically mean that the disease is present.



The most common symptoms of breast cancer are:

- Any change in size or shape of the breast(s)
- General pain on any part of the breast(s)
- Any visible changes in one or both nipples
- Nipple secretion other than breast milk
- Changes in the skin, such as redness, swelling, or any visible changes in one or both breasts
- Nodes detected on or inside the breast(s)

### Breast Cancer Control

The World Health Organization (WHO) promotes breast cancer control with control strategies which include prevention, early detection, diagnosis and treatment.

### Prevention

Excessive alcohol intake, physical inactivity, weight gain and a diet rich in saturated fat are associated with the incidence of breast cancer. Control of the above risk factors can eventually decrease the percentage of its occurrence.

### Early Detection

Although prevention measures can reduce the incidence of breast cancer, sadly they cannot eliminate it. Therefore, early detection is very important in order to improve breast cancer control and survival.

The main detection methods are self-examination and the routine screening of asymptomatic individuals. The former is a very important means of detection, especially in low-income countries, without which diagnosis may only be achieved at late stages.

The most effective screening method is mammography as this can detect breast cancer at a sufficiently early stage for it to be cured. As a result, such screening can reduce breast cancer-related deaths by 20%. However, one possible problem with the technique is over-diagnosis, which is the detection of a tumour that might never become symptomatic. Therefore, women will be diagnosed and treated for breast cancer without any real need.

Breast Cancer Awareness Month, which falls in October each year, aims to raise awareness of symptoms, early detection and treatment of this disease and it should not be forgotten that men can also suffer from it. ■

### Sources:

<http://www.wcrf.org/int/research-we-fund/continuous-update-project-findings-reports/breast-cancer>  
[http://www.wcrf.org/sites/default/files/CUP\\_BREAST\\_REPORT\\_2017\\_WEB.pdf](http://www.wcrf.org/sites/default/files/CUP_BREAST_REPORT_2017_WEB.pdf)  
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# Corporate Social Responsibility: Remedica Cares

## 1) Financing of the “Cyprus University of Technology Open Access Author Fund”

As part of the International Open Access Week (between the 23<sup>rd</sup> and 29<sup>th</sup> of October 2017) the Cyprus University of Technology (CUT) and Remedica renewed their agreement to finance the “Cyprus University of Technology Open Access Author Fund” for two more academic years with a total sum of €20,000.

This is an initiative of the Library of CUT and it is a culmination of its endeavours towards the promotion of open access and the support of the publication of academic research in peer-reviewed electronic journals and open-access books with the publication expenses being borne by the author. This project offers free, direct and continuous access to digital academic and scientific content, free of royalties and of most copyright and licensing restrictions. Readers may use the available material for research, educational and other purposes without the need to pay royalties or dues.

As a result of this initiative, 41 academic publications have been funded and published in open access journals.

## 2) Receipt of the “Healthy Workplaces” Good Practice Award under the Auspices of the European Week for Safety and Health at Work (photo 1)

We are delighted to share with you that the Technical Committee of the Pancyprrian Safety and Health Council, the role of which is to evaluate the Good Practice models that were submitted to the “Healthy Workplaces” Good Practice competition, has awarded Remedica the 2<sup>nd</sup> prize.

The closing ceremony of the European Week for Safety and Health at Work took place on the 27<sup>th</sup> of October 2017 at the Hilton Park Hotel in Nicosia, where the prize was presented to Remedica by the Permanent Secretary of the Ministry of Labour, Welfare and Social Insurance. The award was received on behalf of Remedica by Mr Sofianos Kyriakidis, the Health, Safety and Environment Manager.

## 3) Official Opening of the Checkpoint of the HIV/AIDS Support Centre (KYFA) (photo 2, 3)

Remedica, the main sponsor for the establishment of KYFA's first Checkpoint in Cyprus, participated in its official opening which was carried out on the 10<sup>th</sup> of October at the Old General Hospital of Limassol.

The aforementioned Checkpoint aims to provide fast, anonymous, free, reliable and painless screening for HIV/AIDS, as well as information to the general public. This initiative was completed under the supervision of the Ministry of Health of Cyprus and was supported by the scientific training provided by the Hellenic Centre for Disease Control and Prevention (KEELPNO) of Athens.

The official opening was attended by the Minister of Health of Cyprus, Dr George Pamboridis, who was there on behalf of the President of the Republic of Cyprus, Mr Nicos Anastasiades. During the event, the President of KYFA presented Remedica with an award in recognition of the financial sponsorship it had provided for the creation of the Checkpoint.



## 4) Remedica, a Founder-Patron of the European Business Awards (photo 4)

We are delighted to share with you the news that Remedica is a Founder-Patron of the European Business Awards. Founder-Patrons are member-businesses of the European Business Awards community and constitute gleaming examples of the foundation's core values: success, innovation and ethics. Through patronage, successful companies and business communities are fostered and created in Europe.

“As pharmaceutical manufacturers working towards realising our vision for a healthier world, we are delighted to be a founder-patron of the European Business Awards and we encourage successful and healthy businesses to participate in this initiative and be recognised for their achievements through such prestigious awards. This initiative enables the establishment of more services and the support of the participating businesses around Europe to become more successful”, stated Mr Charalampos Pattihis, CEO of Remedica.

## 5) Donation of an Expired Medicines Recycle Bin to the Orthopaedic Department of the Paphos General Hospital (photo 5)

An expired medicines recycle bin was donated to the Orthopaedic Department of the Paphos General Hospital and has officially been put into operation. This initiative, which was started by Ms Ioanna Panayiotou, the Cypriot Environment Commissioner, was sponsored by Remedica.

The recycle bin was designed specifically for expired medicines and possesses a security lock and a special cover that prevents the contents of the bin to be accessed by unauthorised persons.





#### 6) Awareness Week for Acquired Immunodeficiency Syndrome (AIDS)

HIV stands for Human Immunodeficiency Virus, which can only infect human beings and is much like many other viruses, including those that cause the "flu" or the common cold. However, the important difference between this virus and others is that the human immune system cannot eradicate it. This means that once a patient contracts HIV, they have it for life.

During the HIV/AIDS Awareness Week, Remedica's personnel, contractors and visitors were given the opportunity to watch audio-visual material of the campaign through the screening of videos and presentations. In addition, printed material was posted on notice boards, forwarded to employees and updated every day. An electronic message was also forwarded to all internal email accounts on the HIV/AIDS Awareness Week in order to further raise awareness on this important matter. On-the-job discussions were encouraged and training sessions also took place with the aim of encouraging the active participation of personnel in creating awareness regarding this disease. ■

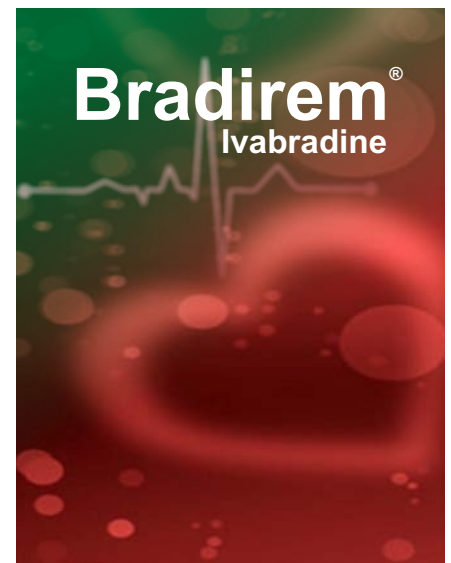
## Our Products

### Bradirem® (Ivabradine)

Recently, the medicinal product Bradirem® has been approved by the pharmaceutical services department of the Ministry of Health of Cyprus. Bradirem® contains the active substance Ivabradine and it is indicated for the:

- symptomatic treatment of chronic stable angina pectoris
- treatment of chronic heart failure.

Bradirem® is available as film-coated tablets in the strengths of 5mg and 7.5mg. ■



## Remedica People

### Mr Panagiotis Miltiadou, Middle East and North Africa Manager



Mr Panagiotis Miltiadou originates from Johannesburg, South Africa. He was relocated with his family back to Cyprus at an early age where he successfully graduated from Agios Neophytos Lyceum in Paphos. He studied Chemistry at the Aristotle University of Thessaloniki, Greece and proceeded to obtain his Master of Business Administration (MBA) degree from Murray State University, United States of America (USA).

In 2004, he returned to Cyprus and began his career in the pharmaceutical industry. Before joining Remedica in January 2012 as Middle East and North Africa (MENA) Manager, he was employed by multinational companies such as Sanofi and Novartis, where, for four continuous years, he excelled with outstanding sales performance and was promoted to the position of Global Sales and Marketing Manager in a local generic company.

Over the years he has participated in various seminars, workshops and training courses, all of which have enriched his knowledge in the field of pharmaceuticals, sales and marketing. His ethical character and professionalism have helped him to become a valuable team member of Remedica, respected and appreciated by both his colleagues and his supervisors. ■

# Remedica News

## 1) Attendance at Medical Conferences (photo 1, 2)

Remedica's local sales team took part in medical conferences and one-day events where participants (doctors and other healthcare professionals) had the opportunity to be briefed on Remedica's new and existing products. Specifically, the team took part in: the workshop entitled "The First Thousand Days" at the Ygia Polyclinic Private Hospital, the medical workshop organised by the Cyprus Society for the Study of Diabetes, a two-day Seminar of the Nicosia and Kyrenia Medical Association "Hippocrates", the 3<sup>rd</sup> Cyprus Oncology Conference "New Frontiers in Cancer Prevention and Personalized Treatment" organised by the Cyprus Anti-Cancer Society and the Cyprus Oncology Society, the 27<sup>th</sup> Pancyprian Orthopaedic Conference organised by the Cyprus Association of Orthopaedic Surgery and Traumatology, the 20<sup>th</sup> Pancyprian Paediatric Conference, organised by the Paediatric Society of Cyprus, the 13<sup>th</sup> Hellenic and Cypriot Surgical Congress organised by the Cyprus Surgical Society and the Hellenic Surgical Society, the 4<sup>th</sup> Pancyprian Conference of Internal Medicine organised by the Cyprus Society of Internal Medicine, and the medical conference organised by the Pafos Medical Association.



1



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## 2) Participation in the "Get a job" Career Fair (photo 3)

Remedica participated as an exhibitor-employer in the "Get a job" Career Fair organised on the 6<sup>th</sup> of November at the Bank of Cyprus' headquarters in Nicosia.

The career fair has been an excellent opportunity for Remedica to make its current employment opportunities known to job seekers, to reach out to those in search of employment and to bring new talent and innovative minds into the company.

Participants embraced this year's exhibition, which was the perfect opportunity for young people to get in touch with big local businesses, leading companies, and job counsellors.



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## 3) Remedica at the International Exhibition CPhI Worldwide 2017 for a second consecutive year as an exhibitor (photo 4)

Remedica successfully participated for a second consecutive year as an exhibitor in the International Exhibition, CPhI Worldwide 2017, held at Messe Frankfurt, Germany, between the 24<sup>th</sup> and the 26<sup>th</sup> of October 2017. During the exhibition, the participants had the opportunity to be briefed on Remedica's new products and to discuss potential co-operation. It is worth noting that CPhI is the leading global gathering of the pharmaceutical industry, with more than 2,500 exhibitors and more than 36,000 senior pharma executives attending from more than 150 countries.



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## 4) Visit of South African investors group at Remedica (photo 5)

A group of South African investors visited Remedica's premises on the 14<sup>th</sup> of November 2017. During their visit, the guests were given a short presentation on Remedica followed by a tour of the main Production facility and the Quality Control department. They also visited Remedica's

Oncology facility. Following the meeting, an interactive discussion took place where the guests had the opportunity to ask questions.

The visitors departed with a very positive impression of Remedica and said that they looked forward to a future collaboration. As one of the visitors put it: "We really had a fantastic time in Cyprus and enjoyed learning more about the 'gem' in the Ascendis portfolio."



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## 5) Remedica Sponsors the Cyprus Health Care Conference Gala (photo 6)

Remedica sponsored and participated in the Cyprus Health Care Conference Gala, organised by IMH, which took place on the 12<sup>th</sup> of October 2017, in Nicosia.

The aim of this event was to bring together all the major stakeholders of the Cypriot healthcare system and to present and discuss the latest developments in the field. As the first event of its kind in Cyprus, the Cyprus Health Care Conference Gala combined entertainment with an informative experience, making it a unique evening for the attendees.

The event accommodated keynote speakers from the international arena who addressed the role of technology in the modern world of medicine as well as the latest trends and developments within the healthcare industry.



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## 6) Retirement of Mr Emiliios Savvides, Managing Director of Remedica Ltd (photo 7)

Following Mr Emiliios Savvides' decision to retire, a valuable member of Remedica who has helped build the company, we can only wish him a happy retirement. Though he had already reached his official retirement age some years ago, he has been assisting us with succession planning and the transition of Remedica during its sale process in 2016 and the on-boarding with our new owners during 2017.

His duties and responsibilities have been assigned to our new General Manager, Dr Michalis Neoptolemou. ■



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# Pattihis Family Scholarship



**Remedica is pleased to announce the  
Pattihis Family Scholarship**  
for the academic year 2018/19

for the MSc Management degree in the department of Management Science and Innovation at University College London (UCL).

As well as covering the fees totalling £28,370, the Scholarship includes an offer of employment with Remedica (subject to successful completion of the degree).

## Applications:

Interested candidates should visit the web page of UCL:  
<http://www.mgmt.ucl.ac.uk/msc-management#applications>

Remedica, a member of the Ascendis Health group, is a Cypriot company located in Limassol which exports pharmaceutical products in more than 100 countries. Originally founded in 1960 by Mr. Chris Pattichis as a manufacturer of carbon dioxide, it went through various stages of development and expansion to become specialist in the development, production and sale of high-quality, safe and efficacious pharmaceutical products for human use. Remedica has been bestowed with the Export Award 8 times and has also received the Quality Award, the Enterprise of the Year Award, and an honorary award (Ruban d'Honneur) by the European Business Awards for being one of Europe's top 10 export companies.



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