

**Welcome to CIS
counties!**





About us



PharmUnion is the CIS countries pharmaceutical agent providing full range of services to foreign manufactures of the medicinal preparations and facilities on the Ukrainian market.

These are the key points of our corporate philosophy:

- *long term cooperation based on providing our customers with the complete package of services;*
- *creation and implementation of marketing strategy of our customers' products in CIS countries;*
- *detailed and strict following to the corporate requirements and marketing needs of our customers while implementing marketing strategy and tactics;*
- *branding;*
- *sound and clear payments timetable, honest and opened accounting;*
- *effective distribution all over CIS countries.*



Consulting services:

- *all services concerning registration of medicinal preparations on the territory of CIS countries;*
- *import;*
- *legalization of commodity;*
- *distribution;*
- *financial discipline;*
- *foreign economic activity;*
- *marketing support.*





Services



Registration of medicinal preparations in CIS countries:

- *composing of the must-to-do list of necessary documents from manufacturer;*
- *adaptation and translation of documentation in accordance with requirements of CIS countries pharmaceutical and controlling bodies;*
- *Application for registration of preparation and proper documents in the CIS countries;*
- *Co-ordination and complete support during registration;*
- *Getting registration certificate;*
- *Subsequent supervision and support of the preparations (changes, re-registering and etc.);*
- *strict confidentiality and safety in regard to the given registration information on intellectual ownership rights.*



Services

Import medicinal preparations to CIS countries:

- *product production capacity planning in accordance with local markets*
- *logistics and control over delivery and storage, QS;*
- *custom clearance;*
- *repackaging, packaging and labling.*



Services

Wholesales of medicinal preparations in CIS countries:

- *passing of series control of quality and obtaining permissions;*
- *setting up distribution in CIS countries;*
- *wholesale to big local networks;*
- *participating in governmental and hospital orders;*
- *full and detailed accounting report on sales and regional distribution;*
- *sales plan fulfillment.*





Services

Marketing:

We compile the package of preparations to be introduced on the CIS market on the basis of analysis market itself, its segments, competition, business environment, price policy, potential of company and preparations, forecast of expected sales and other indications.

Our company provides:

- *market analysis and STP;*
- *sales forecast;*
- *development of competitive marketing strategy;*
- *implementation of marketing strategy;*
 - *development and implementation of launch programmes;*
 - *product management;*
 - *developing promo campaigns;*
 - *contact with key medical audience;*
 - *contact with opinion leaders;*
 - *participation in profile conferences;*
 - *organization of corporate events;*
 - *advertising;*
 - *PR;*
- *supervision and analysis of marketing strategy effectiveness.*



▶ Partners



We have built firm, clear and mutually beneficial relations with following foreign companies:



www.pharmunion.com.ua

Contacts



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