

Case Study on:

ABDIBRAHIM



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Ruban
D'Honneur
2011

Ruban D'Honneur Recipient

European Business Awards 2011

The UKTI Award For Innovation
Abdi Ibrahim

European
Business
Awards™

Abdi Ibrahim

Turning Scientific Advancement into Medical Reality

Words from the Judges

“Constant innovation has allowed Abdi Ibrahim to devise new drug formulations that have wide reaching benefits for the well-being of humanity.”

The first Turkish company to be included in the top 100 pharmaceuticals companies in the world, Abdi Ibrahim holds the widest product portfolio of drugs in Turkey. It is number one in the Turkish drug sector in terms of turnover and total box sales and has held this accolade since 2003. Abdi Ibrahim is a well-deserved recipient of the Ruban D’Honneur for the UKTI Award for Innovation at the European Business Awards 2011 in recognition of its pioneering work in the production of new human healthcare products.

Abdi Ibrahim commits vast resources to Research & Development and Innovation every year. The company opened the first and largest accredited R&D centre in Turkey in 2008, which cost in excess of \$40 million to create and build. Allocating 5% of its annual turnover revenue to R&D activities, the company is driven to continually enhance and expand its product portfolio. In 2010, Abdi Ibrahim’s R&D budget was 30 million TL (\$16.3million) and this will continue to increase as the company grows.

“We believe that neither organisations nor society can be healthy without the continual improvement and discovery of new therapies. Innovation is the core of our mission at Abdi Ibrahim and R&D is considered to be a critical function in the company’s business model. Continuous spend on R&D speaks of our company’s commitment to discovering better ways to carry out crucial drug applications.” Ms. Candan Karabağlı, CEO

Abdi Ibrahim is currently working on a number of highly innovative projects including the development of ODT (orally disintegrating tablets) for the treatment of a disease including Alzheimer’s. From listening to front-line medical staff, Abdi Ibrahim was aware that even in relatively early stages of Alzheimer’s disease, patients were experiencing difficulties during the administration of medicine; while in advance stages, swallowing was extremely difficult. In such cases, ODT offers a convenient way of administering medicines and ensuring the correct dosage is taken.

The ODT developments mean that one easy-to-administer tablet can be prescribed, removing the need for conventional tablets or

capsules. Failure to comply with, or maintain, a recommended treatment process is the single most common reason why patients do not experience any improvement or control of their condition. With Abdi Ibrahim’s ODT drug forms, it is expected that patients will increasingly adhere to their prescribed treatment with positive effect. This treatment can be further developed for drugs that are regularly prescribed to the elderly or young children who also struggle to swallow hard tablets.

In another innovative project, Abdi Ibrahim is combining two separate analgesic and non-steroid anti-inflammatory molecules in one single tablet. This is a world first and in line with the “Combination Therapy” approach which is widely preferred and effectively used by doctors across the world.

The benefits of combining two separate drugs in one tablet are far reaching, not only in improved patient compliance but also significant cost savings in terms of both manufacturing and packaging. The new combined tablet will create a significant competitive advantage and in this current global financial crisis, will offer a way for Governments to make substantial savings on already stretched healthcare budgets.

Innovation is central to all activity at Abdi Ibrahim with the entire company being structured in such a way that all employees, regardless of their level or job function are encouraged to come forward with ideas or question existing processes. Everyone is welcome to play their part in challenging the company to seek out new solutions and create added value for the benefit of medicine and humanity.

“All ideas that come from our employees are considered, quite often from those who are working in the field and are speaking to healthcare professionals on a daily basis. Not surprisingly, it is often from these close working relationships that we first identify areas that are causing concern or require improvement.” Dr. Ferhad Farshi, R&D Director, Abdi Ibrahim



“Throughout its history, Abdi Ibrahim has been dedicated to providing medicines for the well-being of humanity. The company projects the strength of its past into the future via an innovative approach that has enabled it to achieve international status and respect as a leading and highly professional producer of pharmaceutical products, including generics, OTC products and licensed original drugs.”

Phil Forrest, Chairman of Judges, European Business Awards 2011

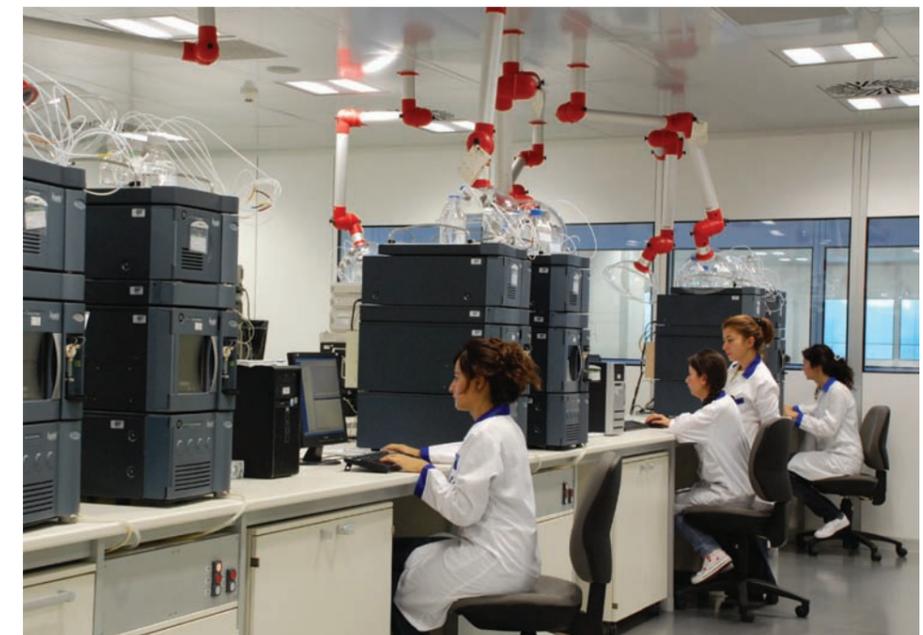
Looking to the Future

Abdi Ibrahim’s corporate vision for the future is to develop its international market. The company aims to grow more rapidly than the Turkish pharmaceutical market and in order to achieve this, needs to become a preferred supplier and partner on a global scale. As well as looking at in-house innovation, Abdi Ibrahim is now developing collaborative research with scientific institutions operating in different parts of the world. International markets, in particular Europe, CIS (Commonwealth of Independent States) and Middle East – North Africa (MENA) are the primary targets and growth driver areas for Abdi Ibrahim.

The company is also continuing to look at the development of alternative drug delivery methods and plans to invest heavily in the

development of products based on advanced delivery systems. In addition some of the company’s substantial resources will be used to develop Biotechnology based drugs which have shown great promise for effective treatment.

“In the past, discovery of new molecules was the key driver for R&D productivities at the pharma companies. Now with expiring patents, lack of blockbuster drugs and the introduction of new regulatory requirements, R&D models needs to change. Our company’s business model and R&D organisation are now pretty flexible to follow the changing national rules, regulations and international trends.” Ms. Candan Karabağlı, CEO





“On-going innovation at Abdi Ibrahim is the key for our promise to society. This award is such a great tool to recognise and reward promising companies for their outstanding innovation capabilities, business models and excellence in their products and services.”



**Ms. Candan Karabağlı,
CEO, Abdi Ibrahim**

About Abdi Ibrahim

Abdi Ibrahim was founded in 1912 as a small pharmaceutical laboratory; it has now grown to become the first Turkish company to place amongst the largest 100 pharmaceutical companies in the world. This growth is thanks to the company's innovative approach and entrepreneurial spirit. From its outset, Abdi Ibrahim has always been looking to the future, researching ways to drive change rather than follow the crowd, whether developing new products, new processes or strategic partnerships. The company is now the leader in the Turkish pharmaceutical sector in terms of turnover and total box sales. It also employs close to 3,500 qualified personnel and has the widest marketing & sales team within the sector.

Having opened the most sophisticated logistics centre in the Turkish drug sector in 2010, Abdi Ibrahim now has a portfolio of 150 brands, a production capacity of 350 million boxes, transportation strength of 14,500 palletes and close to 30 international licensors. The organisation is as successful abroad as it is at home; it regularly exports to more than 20 countries across the world and has 27 international patent applications.

In possessing Turkey's first accredited R&D centre and dedicating 5% of its yearly turnover to research and development, Abdi Ibrahim is committed to finding new and innovative ways to provide service to the human health sector.

The company also operates with a responsibility to people and the environment and its efforts within this arena have been awarded by the Ministry of Energy and Natural Resources. Signing the UN Global Compact agreement in 2010, Abdi Ibrahim conducts all its operations under the principles of reliability, transparency and accountability.

About the European Business Awards

Since 2007, the European Business Awards programme has been shining a light on the most pioneering businesses on the continent by promoting excellence, best practice and innovation in the European business community. The awards programme recognises excellence in all disciplines of business including individual business functions. Last year entrants ranged from fish farming organisations to renewable energy firms. Together they had a combined turnover greater than €766 billion Euros (6% of EU GDP) and employed over three and a half million people between them.

Businesses from each of the 28 European territories are invited to enter the Awards. The competition for finalist places is fierce with many of the Europe's most established brands being represented.

The judging panel is comprised of experts in their fields who each bring experience, business acumen and understanding to the board. The overall winners in each of the categories will be announced at the Awards ceremony in Barcelona on 22nd November 2011.

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