



BEXIMCO PHARMACEUTICALS LTD.

News Release

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Beximco Pharma holds annual sales conference

The annual sales conference of the country's leading drug manufacturer Beximco Pharmaceuticals Ltd (BPL) held at Bangladesh China Friendship Conference Center in Dhaka today (Tuesday).

BPL Chief Executive Officer (CEO) Mr. Nazmul Hassan inaugurated the daylong programme also attended by Director (Marketing) Mr. Rabbur Reza, Director (Sales) Mr. Zakaria S Chowdhury and the entire sales and marketing team.

In his opening speech, Mr. Hassan congratulated and thanked all the employees for sincere efforts and hard works to achieve the corporate objective of 2006 despite severe capacity constraint and political instability.

"It was possible because of the planned and coordinated action of our highly educated, skilled and dedicated workforces," he said.

Mr. Hassan said the Beximco Pharma introduced CFC-free ozone-benign HFA-based inhalers for the first time in Bangladesh this year. Currently, only a few companies in the world manufacture HFA-based inhalers, he added.

The company also commenced production works in USFDA standard oral solid dosage (OSD) plant, established to enable the BPL to supply products in different international markets particularly in the US and Europe.

"With this added capacity, we are poised to break our traditional growth pattern and we are aiming at phenomenal growth in 2007," the BPL CEO said.

This year, the company also found a few more export markets including Sri Lanka, Cambodia, Bhutan and Somalia, according to Mr. Hassan.

In his speech, Mr. Reza announced that in the coming year Beximco Pharma will introduce new technologies, new brands and add Ophthalmics, Nebulizer solutions and Injectables in its portfolio.

Mr. Zakaria analysed the sales performance of each and every regions of the country and described the sales strategies for 2007.

Later, in the evening session of the conference, Mr. Hassan handed over crests to the best performers. The daylong event ended with dinner followed by a colorful cultural event.

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