



Proficiency in Sales & Marketing of Pharmaceutical Products

We combine years of experience on the pharmaceutical market in Bulgaria with innovative solutions for international companies, turning their products into market leaders in the respective categories!

The founders of Vedra International are experienced professionals who in the recent years secured a leadership position for all the brands of producers like Engelhard Arzneimittel, Merz, Pohl Boskamp, Klosterfrau and other German companies in Bulgaria.

About us

Our management and employees have more than 15 years of experience in building stable and fruitful partnerships with all players on the pharmaceutical market in Bulgaria – pharmacies, hospitals, manufacturers, state authorities and patients.

Vedra International was founded with the aim of building productive partnerships with pharmaceutical producers around the world and helping them build their market share in Bulgaria. We offer full servicing to potential pharmaceutical partners who want to start or expand their business in the country – from working on outsourced products to full representation of their business in Bulgaria.

Vision and Mission

We believe that the only way to grow sustainably is to take care of the success of our suppliers and customers and thus create value in the whole supply chain.

Our vision is to provide the patients in Bulgaria with the highest-quality pharmaceutical products and highest-quality servicing. We do this by:

- Devoting a lot of time, effort and expertise in the search of state-of-the art pharmaceutical products;
- Being a loyal partner to the manufacturers of these products;
- Caring as an employer for the best experts on the pharmaceutical market in Bulgaria;
- Sharing our expertise with our customers, the ones who provide these products and services to the end-consumers – pharmacies, hospitals, and state authorities.

Our mission is to build profitable and stable long-term partnerships with pharmaceutical producers, pharmacies, hospitals and patients, to be their preferred and most reliable partner, and to grow together with them by offering our extensive knowledge and expertise on the pharmaceutical market in Bulgaria.

Business units

• Sales

Our company offers pharmaceutical producers a team of highly experienced medical representatives working with medical specialists all over the territory of Bulgaria, as well as trade representatives working with pharmacies.

• Marketing & e-Marketing

A team of experienced product managers takes care of the marketing activities of your products. We have developed communication channels to all target groups:

- Specialists;
- Pharmacists;
- End-customers (including e-mailing campaigns to more than 200 000 customers and TV campaigns);

• Registrations

Our registration experts will assist your company in all legal requirements and procedures necessary for registering Rx medicines, OTC products, food supplements or cosmetics in Bulgaria. Upon your request, we can do all procedures on your behalf.

• Logistics

We can supply your products to pharmacies and hospitals all around the country as well as carry out pre-wholesale activities and storage of your products.

Management



Theodora Petrova
Managing Partner

In 1996 Theodora Petrova established Libra AG – a regional pharmaceutical wholesaler in Burgas, Bulgaria.

Several years later, in 1998, the company started successful partnerships with small and medium-sized German pharmaceutical manufacturers.

The sales of their products on the Bulgarian market started from zero and only in 5 years the products represented exclusively by Libra AG in Bulgaria became the leading brands in their respective categories.

In 2005 Libra AG was already a top national distributor, with market share of more than 23% and was acquired by the leading pan-European wholesaler – Phoenix Group. Theodora Petrova remained a Managing Director of Libra AG for more than 8 years, growing it to be the leading and most profitable pharmaceutical wholesaler in Bulgaria.

In 2013, Theodora Petrova and Dian Dimov established a new company – Vedra International, with the intent of being the most reliable and trustworthy partner for its pharmaceutical partners in Bulgaria.

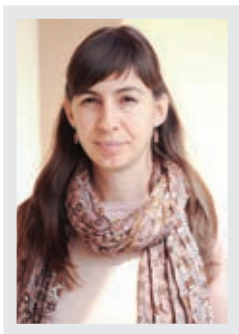


Dian Dimov
Managing Partner

In 1993 Dian Dimov established his own attorney office in Bourgas, Bulgaria. After years of successful legal practice for some of the most influential clients in the country, in 1998 he was invited to become a part of the Managing Board of Libra AG.

In 2005, after the acquisition of the company by Phoenix Group, he became Executive Financial Director of Libra AG and was responsible for the legal and financial part of the business. Together with Theodora Petrova, they managed Libra AG successfully for more than 15 years.

In 2013 they started together a new project by establishing their new company – Vedra International.



Vanya Choneva
Executive Director

Vanya Choneva has graduated from the American University in Bulgaria with a BA degree in Applied Economics and Business Administration.

She has more than 12 years of experience as a marketing executive, half of which are in the field of retail and telecommunications and the other half in the field of pharmaceuticals.



Pharma Services



Exclusive Representation

Vedra International offers its international partners – pharmaceutical manufacturers, full servicing on the Bulgarian market.

We can save a lot of resources for opening a representation office in Bulgaria for any manufacturer, who is willing to offer its pharmaceutical products to the local consumers and patients.

With our extensive experience on the pharmaceutical market in Bulgaria, we ensure rapid and stable sales results for our partners.

We offer the whole range of services from:

- Registration of products;
- Pre-wholesale;
- Wholesale to pharmacies and hospitals all over Bulgaria;
- Marketing and communication to all target groups – doctors, pharmacies and end-customers (patients) through mass media, e-marketing, etc.



Outsourcing

We can help our partners already working on the Bulgarian market by offering them the possibility to outsource to us products:

- From products groups that have gone outside of their focus;
- New products that are not aligned with their current strategy or field of expertise on the specific market.



Pre-wholesale and Wholesale

Vedra International offers you also the service of distributing your products in Bulgaria – to other wholesalers, to pharmacies and to hospitals.



Consulting

We will be happy to share with you our knowledge and expertise of the pharmaceutical market in Bulgaria. We can offer you solid data for and from the market, analysis of market size and potential of your product and propose and implement marketing strategies for your brands. We have vast experience in the communication to all target groups – doctors, pharmacists and patients. Vedra International has its own database for e-marketing with more than 200 000 consumers.

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