

Annyer doo in Beauty and Personal Care (Bosnia-Herzegovina)

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Abstracts

Croatia-based Annyer is looking to expand from its current regionally-focused operations to become a beauty and personal care manufacturer with the ability to distribute its products throughout Europe. Croatia was recently accepted as a member state of the EU and the example of Slovenia shows that, once Croatia accedes to the EU in 2014, sales of Croatia-based companies can be expected to plummet in the non-EU countries in the Balkan region due to the increase in import taxes. Annyer is...

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