

Eurofarma Laboratório Ltda in Consumer Health (Brazil)

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Abstracts

Eurofarma's strategic direction continues to include business expansion across Latin America, which the company started in 2010. Eurofarma also plans to launch new products, increase the production of generics and improve distribution in order to increase its penetration across the country. It also plans to continue investing in the joint-ventures in which the company participates, such as Supera and Orygen Biotecnologia, formed in 2012 by Eurofarma, Cristália and Biolab.

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