

Laboratoire Adwya in Consumer Health (Tunisia)

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Abstracts

The company continues to expand its generic consumer health product lines in order to satisfy rising demand and compete against higher-value imported products. After Tunisia's 2011 uprising, the company has been able to remain afloat in consumer health by retaining its sub-licenses for the manufacture of prescription-only medicines. Following the demise of Zine El Abidine Ben Ali's discredited former regime, the company has replaced some of its top executives in an attempt to improve its image...

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