

Pliva Hrvatska doo in Consumer Health (Croatia)

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Date: September 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P7A52A2526AEN

Abstracts

Serving as Teva Pharmaceutical Industries Ltd's regional hub for expansion in Croatia and neighbouring countries, Pliva Hrvatska doo not only manufactures global Teva brands, but has also kept the most popular Pliva brands to preserve the leadership in Croatian pharmaceuticals and other categories. Future plans involve both keeping its leadership in Croatia and expanding its reach in global generics even more.

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