



**доц. д-р Асена Стоименова**

Доц. Асена Стоименова се дипломира от Фармацевтичен факултет, МУ-София през 1996 г., защитава докторска дисертация в областта на социалната медицина и организация на здравеопазването и фармацията през 2007 г. и получава магистърска степен по здравен мениджмънт и обществено здраве през 2012 г. Към настоящия момент доц. Стоименова е преподавател в Катедра „Организация и икономика на фармацията“ във Фармацевтичен факултет, МУ-София. Научните ѝ интереси включват управление на качеството, фармакоикономика, фармацевтично законодателство, социална фармация, продължаващо обучение на магистър-фармацевтите, лекарствена употреба, употреба на хранителни добавки и др. Доц. Стоименова преподава управление на качеството във фармацевтичната индустрия, фармакоикономика, социална фармация и медицински изделия. Автор и съавтор е на повече от 100 публикации в научни списания в областта на научните ѝ интереси. Доц. Стоименова е водещ одитор по стандарт ISO 9001, с насоченост към здравеопазването (фармацевтични производители и дистрибутори, договорни изследователски организации, болнични лечебни заведения и др.) Като консултант в областта на управление на качеството доц. Стоименова е развила и внедрила повече от 30 системи за управление на качеството в производители и дистрибутори на лекарствени продукти, медицински изделия и хранителни добавки. Председател на Комисията по качество на Българския Фармацевтичен Съюз (2007-2010) и заместник-председател на същия за периода 2010-2013 г. Освен академичната кариера, доц. Стоименова има повече от 14 години опит във фармацевтичната индустрия в областта на управлението на качеството, регулаторна дейност и наблюдение на лекарствената безопасност.

Асена Стоименова  
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## COMPARATIVE ANALYSIS OF PRODUCTS AND COMPANY EXHIBITED ON PHARMACEUTICAL FORUMS IN BULGARIA AND GREECE

### Introduction

The social, demographic and economic context in which the pharmaceutical industry operates changed dramatically during the last decade.<sup>1</sup> Today, pharmaceutical industry not only competes internally, but it is also exposed to an external environment that is constantly changing. „Go-to-market” strategies are affected by the competitive medicinal products, shifts in buying influence, and various legislated constraints.<sup>2</sup> Basic research and development (R&D), together with marketing and sales activities are two of the most important operative and strategic priorities for the pharmaceutical companies.<sup>3,4</sup> The most inventive world pharmaceutical companies invest, on average, approximately 16% of their sales into R&D and even more, about 26% or more into marketing and sales activities. However, these ratios, especially the one of R&D investment, are even higher with biotechnology and pharmacogenomic companies, and much lower with the generic pharmaceutical companies.<sup>5</sup>

<sup>1</sup> PricewaterhouseCoopers, „Pharma 2020: The vision”, <http://www.pwc.com/gx/en/pharma-life-sciences/pharma-2020/pharma-2020-vision-path.jhtml>

<sup>2</sup> Caruso, D. Market Effectiveness: The Key Competency for Pharmaceutical Growth, [www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

<sup>3</sup> Kesič D., Strategic analysis of the world pharmaceutical industry, Management, Vol. 14, 2009, 1, 59-76.

<sup>4</sup> Lui, Q. The Dynamics of Competitive Drug Detailing. The Johnson School at Cornell University, 2007.

<sup>5</sup> Kesič, D., 2006. Dynamic development of world pharmaceutical market, 22nd of May 2006, Delo, Ljubljana, 12.



**Тодор Найденов**

*Тодор Найденов е магистър по фармация и магистър по международни икономически отношения. Професионалния му път преминава през консултантска компания в областта на фармацията, представителство на водещ производител на лекарствени продукти в България и съсловна организация.*

*Бил е член на организационните комитети на Българските фармацевтични дни през последните пет години.*

*Има интереси в областта на продължаващото обучение на медицинските специалисти, взаимоотношенията между медицинските специалисти и представителите на фармацевтичната индустрия, иновациите в областта на лекарство осъществяващите системи, фармацевтичното законодателство.*



**проф. д-р Теодора Георгиева**

*Проф. Теодора Георгиева е хабилитирана в областта на стратегическото управление на науката, технологиите и иновациите. Преподава в областта на иновационния мениджмънт, управлението на проекти, маркетинга и стратегическото управление. Проф. Теодора Георгиева е заместник-ректор по научноизследователската дейност в Международното висше бизнес училище, Ботевград. Тя е сертифициран водещ одитор на Системи за управление на качеството (Quality Management Systems ISO 9001:2000 and ISO 19011). Проф. Теодора Георгиева е главен експерт във Фондация „Приложни изследвания и комуникации“. Тя координира работата по подготовката на годишния доклад Иновации.бг и участва в изпълнението на проекти на ЕС и националните оперативни програми. Участва в работата на Експертния съвет по иновации към Фондацията във връзка с изготвянето на анализи на националната иновационна политика и развитието на иновационния потенциал. Indeed, most of innovations in the sector are commercial, not pharmaceutical ones and big focus is put in marketing activities. Approximately 90% of marketing budget of the pharmaceutical industry is directed at physicians, giving a clear indication of priority industry channels.*

Audits of pharmaceuticals marketing expenditures of companies in more than 30 countries showed that worldwide spending on sales force and other marketing channels in 2010 were over US \$91 billion. Global spending on sales force promotion represented over 61% and spending on meetings, exhibitions and other events – over 14% of audited marketing channels.<sup>6</sup>

Exhibitions (trade and consumer shows) are market events, characterized by a specific duration at which a large number of companies present their products, sell them or disseminate information in order to promote sales.<sup>7</sup> Exhibitions are a particularly important part of the industrial promotional mix. They are unique in that, of all the promotional tools pharmaceutical industry uses, they are the only one that brings buyers, sellers and competitors together in a commercial setting.<sup>8,9</sup>

The relevant feedback proved that the exhibitions are the most effective way of achieving sales and marketing objectives<sup>10</sup> as they are an important and effective channel for the exchange of ideas, goods and services in the center of which stands the communication.<sup>11</sup>

Pharmacies represent a potential sales channel for both life sciences companies and fast-moving consumer-goods (FMCG) companies. However this

<sup>6</sup> <http://www.marketwire.com/press-release/cegedim-2010-audited-pharmaceutical-marketing-expenditure-results-published-cegedim-paris-cgm-1535430.htm>

<sup>7</sup> <http://yambiz.org/hrd/images/stories/pdf/pdfonline4.pdf>

<sup>8</sup> Jobber D., Fahy J., Foundations of Marketing, ISBN: 0077121902, Copyright year: 2009, [http://highereducation.mcgraw-hill.com/sites/dl/free/0077121902/675877/FOM\\_C09.pdf](http://highereducation.mcgraw-hill.com/sites/dl/free/0077121902/675877/FOM_C09.pdf)

<sup>9</sup> Beier J., Damböc S., The Role of Exhibitions in the Marketing Mix, The Global Association of the Exhibition Industry, [www.ufi.org/medias/pdf/ufiactivities/education/ufi\\_education.pdf](http://www.ufi.org/medias/pdf/ufiactivities/education/ufi_education.pdf)

<sup>10</sup> Exhibitors Guide, ITE Groop PLS <http://www.ite-exhibitions.com>

<sup>11</sup> Ненчева Д., Бизнесът на живо, <http://icc.bg/bg>

channel differs from other traditional channels in many ways, and needs to be carefully managed if a success is to be made of it.<sup>12</sup> There are changes in physicians' sources of pharmaceutical information – from mail or journal advertising to meeting and conference.<sup>13</sup> In the same time sales calls with healthcare professionals are becoming more and more challenging because of limited time.<sup>14</sup> This further enhances the role of trade shows held parallel with scientific congress and conferences of healthcare professionals.

What really makes a success from an exhibition comes from the match of the objectives of attendees and exhibitors.<sup>15</sup> The aims and objectives of visitors and exhibitors for exhibition participation are likely to be different.<sup>16</sup> Berne and García-Uceda identified different variables or indicators within three general criteria that may influence the potential visitor's trade show selection decision: perception of information on trade show, the marketing objectives of the company, and the perceived costs, deriving from attending.<sup>17</sup>

A side-by-side comparison of findings from 2010 and 2006-2007 studies revealed several differences in the factors which attracted medical staff to exhibitions, as shown in Table 1. The increase in medical professional attracted because of „product information/product interest” is important because it suggests that education and learning was transferred to exhibition objectives.<sup>18</sup>

Typical exhibitors rationale for participation are any combination of the following: increase sales through new orders or qualified trade show leads; introducing new products or services; enhance relationships with current customers; conduct market research; obtain contact names for the company's e-mail list; open new markets or territories; gain media exposure; check out the competition; enhance the company image or brand; conduct sales meetings in conjunction with the exhibit; provide education to the visitors; recruit new employees etc.<sup>19</sup> A study find medical exhibitors' event selection criteria as follow: „Tradition, we exhibit at the same shows annually” – 60%; „Attendee demographics” – 57%; „Perceived ROI or ROO opportunity” – 47%; „Attendance numbers, projections” – 40%; „Lead gathering opportunity” – 36%, „Whether competitors are exhibiting or sponsoring” – 32%, „Other” – 9%.<sup>20</sup>

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<sup>12</sup> Caldwell P, Fitzgerald G, Occhetta M. Success in the Pharmacy Channel. Tefen Tribune, Spring Issue, 2011: 17-18

<sup>13</sup> Williams J., Hensel P., Changes in physicians' sources of pharmaceutical information: a review and analysis, *Journal of Health Care Marketing*, 1991, Vol 11, №:3, 46-60.

<sup>14</sup> Lorimer E., Goldberg M., Dynamics in exhibit marketing for healthcare exhibitors, White paper, 2008, Marketech, Inc. and Lorimer Consulting Group.

<sup>15</sup> Jianan Wu J., Dasgupta A., Lilien G., A Model of Trade Show Diversity The Pennsylvania State University, Institute for the Study of Business Markets, ISBM Report S-1997.

<sup>16</sup> Lee M., Seo J., Yeung S., Comparing the Motives for Exhibition Participation: Visitors' versus Exhibitors' Perspectives, *International Journal of Tourism Sciences*, Volume 12, Number 3, 2012, 1-19.

<sup>17</sup> Berne C., García-Uceda M., Criteria involved in evaluation of trade shows to visit, *Industrial Marketing Management* 37, 2008, 565–579.

<sup>18</sup> Goldberg M., Stevens H., Griffith G., The Future of Healthcare Exhibiting is Learning, An Exclusive Industry Analysis by marketech360, 2011.

<sup>19</sup> Dallmeyer B., SUCCESSFUL EXHIBIT MARKETING,, UFI, The Global Association of the Exhibition Industry.

<sup>20</sup> Medical & Healthcare Exhibition & Event Marketing Trends & Outlook, An exclusive industry analysis by Skyline Exhibits & Tradeshow Week, [http://www.skylineiowan Nebraska.com/wp-content/uploads/2011/11/Med\\_Health.pdf](http://www.skylineiowan Nebraska.com/wp-content/uploads/2011/11/Med_Health.pdf)

**Table 1.** Medical exhibitions: reasons for attending

<b>Factors (reason for attending)</b>	<b>2010</b>	<b>2006-07</b>
Product information / Product interest	40%	16%
Activity, promotions, hospitality	36%	14%
Happenstance	28%	24%
Name recognition	13%	11%
See or talk to a rep	8%	11%

\*Exceeds 100% because multiple responses were permitted.

Goldberg M., Stevens H., Griffith G., The Future of Healthcare Exhibiting is Learning, An Exclusive Industry Analysis by marketech360, 2011.

The aim of this publication is to make a comparative analysis of types of products and companies exhibited at the biggest pharmaceutical forums in Bulgaria and Greece in 2012.

#### **Method:**

Comparative analysis of data concerned types of products and companies exhibited at the biggest forums in Bulgaria and Greece in 2012.

#### **Results and discussion**

Bulgarian Pharmaceutical Days (BFD) is the biggest pharmaceutical forum of Bulgarian pharmacists, organized by the Bulgarian Pharmaceutical Union. The organizers define it as a „forum for creating possibilities for fruitful dialogue between pharmacists, manufacturers, distributors and representatives of the academic community, within which they can discuss current and important issues in the sector”. The event is visited by more 1500 pharmacists, which represents approximately 30 % of those who have the right to exercise the profession in Bulgaria. The BFD in 2012 were dedicated to „Equal access to medicinal products and pharmaceutical care” and traditionally included a conference part, ending with round table, and a commercial exhibition.

The main motto of BFDs performed in 2008-2012 and their accreditation as continuous education events is shown in Table 2.

**Table 2.** Bulgarian Pharmacy Days 2008-2012

<b>BULGARIAN PHARMACEUTICAL DAYS</b>		
<b>Year</b>	<b>Main motto of the event</b>	<b>Accreditation points</b>
2008	“Ethical Model „one pharmacist-one pharmacy”- a guarantee for quality pharmaceutical care”	12
2009	“Good Pharmacy Practice – the role of the pharmacist as a guarantor for the rational and safe use of medicine products”	12
2010	“Professionalism and ethics – a focus on patient”	15
2011	“The pharmacy in Bulgaria – European dreams and Bulgarian reality”	15
2012	“Equal access to medicine products and pharmaceutical care”	40

The main mottos in 2008 – 2012 reflect the issues and topics of interest of pharmacists in Bulgaria. An important part of the Bulgarian Pharmaceutical Days is the

educational program which presents academic achievements in various fields of science related to pharmaceutical knowledge and public health. The increase of the number of the accreditation points over time is due to the development of rich educational program through the years. The educational program in 2012 included subjects such as: influence of political and legal environment on access to medicine products and pharmaceutical care; health and economics benefits of pharmaceutical care; iatrogenic diseases and the role of pharmacist in their prevention, European vision of pharmacies, pharmacists and pharmaceutical practice, analysis of pharmaceutical market, falsified medicines, patient's role regarding access to medicine products and drug policy decisions as well as pharmacoeconomic issues. The increase in accreditation is also due to the increase of the duration of the event. Both changes are associated with the willingness of the organizers to be in unison with the contemporary tendencies in the pharmaceutical sector.

Pharma Point is an event organized by Thessaloniki Pharmaceutical Association and claims to be one of the two largest pharmaceutical events in Greece. The organizers aim to forums intersection of interests of the various players in the drug supply chain – manufacturers, wholesalers, pharmacists and payers. Pharma Point also offers a rich educational program ended with a round table, trade show and solemnity part and is the Greek equivalent of Bulgarian Pharmacy Days. In 2012 PharmaPoint was dedicated to „Medicine, medical care, pharmacies in Greece”. The commercial exhibition was visited by 2500 pharmacists.

The main topics of PharmaPoint in 2012 were dedicated to cooperatives and new services; innovations in the control of infections, allergies and cancer; pharmacist's role in non-life-threatening diseases; food supplement's market future, pharmaceutical marketing, the Pharmacopoeia; pharmaceutical care project etc.

Bulgarian Pharmaceutical Days and PharmaPoint are similar in their design, implementation and organizational events. From the perspective of their organizers, these are perceived as scientific and educational forums, where pharmacists and other participants exchange ideas, and not as pure trade shows. The perceptions of companies that exhibit on both events are opposite – they perceive them as special types of trade fairs and opportunity to increase

54 companies exhibited on BFD in 2012 on a total of 361,5 m<sup>2</sup>, while PharmaPoint was attended by 38 companies situated on 667 5 m<sup>2</sup> surface. The largest exhibition stand in Bulgaria was 15 m<sup>2</sup> and the smallest – 4 m<sup>2</sup>, 47 m<sup>2</sup> and 5 m<sup>2</sup> for PharmaPoint respectively. The average size of the stands in Bulgaria was 6,95 m<sup>2</sup>, for Greece – 17,5 m<sup>2</sup>. The conditions of exhibition halls differ significantly between the countries. The conditions in Bulgaria offer a possibility of exhibition stand depth within 2 – 3 m., while in Greece the stand depth reach to 5 m. This reflects on the size and type of the exhibition stands.

During the exhibition of Bulgarian Pharmaceutical Days 2012, 70,95 % of companies presented more than one product category. At the exhibition of PharmaPoint on 55.17 % of the exhibition stands are exposed only one product category, while on 44.83 % – more than one product category.

We found out significant differences in the types of products presented at two exhibitions and their performance parameters. Medicines without prescription (OTC), prescription only medicines (Rx), dietary supplements, cosmetics, medical devices, medical equipment, supplies and vaccines were advertised in Bulgaria at BFD in 2012, while in Greece the focus was put on glucometers, food, milk, baby cosmetics, promotional items, including bags, shoes, medical software. Possible for this discrepancy is difference in the legislative basis between the two countries.

At the Bulgarian exhibition the most widely represented were OTC medicinal products, followed by prescription only medicines, food supplements and cosmetics. During the exhibition of Bulgarian Pharmaceutical Days 2012, 51.85% of the exhibitors and 56.71% of the total size of the exhibition stands advertised medicines without prescription and respectively 40.74% of the exhibitors and on 44.81% of the total size of the exhibition stands are represented prescription only medicines and 31.48% of the exhibitors and on 29.60% of the total size of the exhibition stands – dietary supplements.

Unlike the Bulgarian even, during PharmaPoint exhibition the most widely presented products were cosmetics, followed by dietary supplements and medicines without prescription. 37.5% of the exhibitors and on 41.8% of the total size of the exhibition stands were advertising cosmetics and respectively 35% of the exhibitors and on 37.18% of the total size of the exhibition stands – food supplements and 17.5% of the exhibitors and on 16.19% of the total size of the exhibition stands – medicines without prescription.

On table 3 are marked the most types of products by the number of the exhibitors and the size of the rented exhibition area.

The explanation can be found in the differences that are observed in the distribution channels of the particular products in the two countries. In Greece pharmacies are the only licensed vendors for both prescription only and over-the-counter medicines, including food supplements.<sup>21</sup> In Bulgaria the regime is relatively more liberal regarding medicines without prescription and food supplements and they can pass in other than pharmacy distribution channels.

**Table 3.** Advertised products at both events

Category	BPhDays		PharmaPoint	
	% m2	% stands	% m2	% stands
OTC	56.71%	51.85%	16.19%	17.50%
Rx	44.81%	40.74%	17.24%	15.00%
Dietary supplements	29.60%	31.48%	37.18%	35.00%
Cosmetics	17.29%	14.81%	41.83%	37.50%
Medical devices	8.85%	9.26%	10.64%	10.00%
Oral Hygiene	8.30%	7.41%	3.60%	5.00%
Medical equipment	7.75%	3.70%	3.60%	5.00%
Vaccines	6.09%	3.70%	2.70%	2.50%
Homeopathy	3.32%	3.70%	0.00%	0.00%
Antiseptics	1.66%	1.85%	8.55%	7.50%
Foods	0.00%	0.00%	3.00%	2.50%
Glucometers	0.00%	0.00%	9.15%	10.00%
Milks/ Baby cosmetics,	0.00%	0.00%	11.69%	7.50%
Medical software	0.00%	0.00%	2.70%	2.50%
Shoes	0.00%	0.00%	3.00%	2.50%
Ins. Card	0.00%	0.00%	1.95%	2.50%

Marketing strategies of the companies which operate in the field of medicines and healthcare products are significantly influenced by the specific elements of the health

<sup>21</sup> Kanavos P., Schurer W., Vogler S., The Pharmaceutical Distribution Chain in the European Union: Structure and Impact on Pharmaceutical Prices, Final Report March 2011.

system. The health system represents a unique mechanism by which medicines reach the patient. In its entirety, it defines the way of prescription and dispensing of medicines and healthcare products, as well the way of their payment and thus determines the direction in which the marketing communication is focused.

This is clearly notice by comparative analysis of types of companies exhibited at the biggest pharmaceutical forums in Bulgaria and Greece in 2012.

#### **Conclusion:**

Trade shows are useful tool in company marketing strategies: e.g. launching new products, introduction in new markets, improving customer relationships etc. Each potential exhibitor has to select the right show for each purpose.

Both Bulgarian Pharmacy Days and PharmaPoint are recognized by the pharmaceutical society as big events for the pharmacists, which is confirmed by the number of visitors.

The changes in the organization and the scientific program are associated with the willingness of the organizers to be in unison with the contemporary tendencies in the pharmaceutical sector.

An events of such scale is essential for fiscal stability of organizations. So involvement of the pharmaceutical industry, without affecting the scientific program is an important element of the management of the organization.

In fact marketing strategies of the companies which operate in the field of medicines and healthcare products are significantly influenced by the specific elements of the health system.

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## **СРАВНИТЕЛЕН АНАЛИЗ НА ПРОДУКТИТЕ И КОМПАНИИТЕ-ИЗЛОЖИТЕЛИ НА ФАРМАЦЕВТИЧНИ ФОРУМИ В БЪЛГАРИЯ И ГЪРЦИЯ**

### **Резюме**

Панаириите, изложбите и изложенията представляват особено важна част от индустриалния промоционален микс. Привличането на хиляди посетители на едно място превръща търговските изложения в мощна маркетингова среда и все повече компании се възползват от този факт. Комбинирането на търговските изложения с други събития като семинари, дефилета, специални събития и конгреси повишава интереса на посетителите и изложителите.

Целта на настоящето изследване е да се направи сравнителен анализ на типа продукти и компаниите-изложители на търговското изложение по време на най-големите фармацевтични конгреси в България и Гърция през 2012 г.

Двата форума притежават сходни характеристики по отношение на организаторите, посетителите и целите и въз основа на анализа могат да се направят изводи за значението на аптеките като дистрибуционен канал за лекарства, хранителни добавки и бързо оборотни стоки в двете страни.

**Ключови думи:** фармацевтична индустрия, фармацевтични изложения, фармацевтичен маркетинг

## **COMPARATIVE ANALYSIS OF PRODUCTS AND COMPANY EXHIBITED ON PHARMACEUTICAL FORUMS IN BULGARIA AND GREECE**

### **Abstract**

Fairs, shows and exhibitions are a crucial part of industrial promotional mix. Attracting thousands of visitors to one place turns trade exhibitions into a powerful marketing environment and more companies take advantage of this fact. Combining trade shows with other events such as seminars, shows, special events and congresses increases the interest of visitors and exhibitors.

The aim of this study is to make a comparative analysis of the types of products and companies exhibiting at the trade fair during the largest pharmaceutical conferences in Bulgaria and Greece in 2012.

Both forums have similar characteristics in terms of organizers, visitors and objectives and based on the analysis one can draw conclusions about the importance of pharmacies as a distribution channel for drugs, food additives and fast moving consumer goods in both countries.

**Key words:** pharmaceutical industry, pharmaceutical exhibitions, pharmaceutical marketing