



VIANEX Engages The Harel Group to Support Various Business Development Initiatives

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VIANEX engages **The Harel Group** to support various business development initiatives and to expand their operation in international markets. The areas of collaboration include: development and implementation of strategy in expanding commercial activities in the Balkan region and a search for medical devices and nutritional products to be distributed by VIANEX in Greece and internationally.

VIANEX is the leading pharmaceutical company in Greece with exceptional marketing, commercial infrastructure, sales and manufacturing capabilities at its four privately owned modern plants. VIANEX product line is covering a wide spectrum of therapeutic areas and the company is constantly extending its product portfolio. VIANEX was selected by several multinational Pharmaceutical Corporations, such as Merck, Takeda, Sanofi Pasteur/MSD and many more, to establish mutual strategic alliances and partnerships in Greece.

Through steady growth over a decade, VIANEX has attained market presence and are selling products in 35 countries in Europe, the Middle East, Africa and Asia. To continue to maintain its leadership position in the pharmaceutical industry, VIANEX is currently in the process of implementing a major investment program and is pursuing new strategic business opportunities internationally.

VIANEX has assigned The Harel Group, a

About VIANEX

VIANEX is operating across an entire spectrum of pharmaceutical products, has exceptional manufacturing capabilities at its four privately owned modern plants and an excellent commercial infrastructure. The company has been chosen by many major Pharmaceutical Corporations to establish mutual strategic alliances and partnerships in Greece. VIANEX employs more than 1,100 people and it demonstrates a commercial strength that brings exceptional financial results every year. VIANEX is one of most inspired forward-thinking companies in Greece.

For more information about VIANEX, please visit:

www.VIANEX.gr/home

About The Harel Group

The Harel Group is a business development advisory firm with in-depth industry knowledge and wide network of contacts in the pharmaceutical, biotechnology, diagnostics and medical devices

business development advisory firm, founded and led by Jacob Harel, to support its growth strategy. By entering into this collaboration VIANEX will leverage The Harel Group's commercial expertise and wide network of more than 450 pharmaceutical companies in Latin America, Eastern Europe, Middle East, Asia Pacific, Africa, USA and Europe.

Jacob Harel, the President of The Harel Group commented: "VIANEX is an exceptional company with many years of excellence and unique culture. We look forward to working with VIANEX to advance their business development goals".

Mr. Dimitris Giannakopoulos, Vice President and Deputy CEO of VIANEX made the following comment: "We are pleased to have The Harel Group supporting our expansion activities. I trust that their unique international and commercial expertise will serve our needs".

industries. The main focus of the company is the identification and facilitation of business opportunities by connecting innovative pharmaceutical companies with leading local and regional companies in international markets. The Harel Group offices are located in New Jersey and in Florida and it has collaborating agencies in every continent.

For more information, please visit:
www.theharelgroup.com

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