

# Innovative products made in Russia for Russia

In 2008, Harro Höfliger opened its branch office in Russia. The current Sales Director, Alexander Haritonov, has been involved since the planning stage and tells us what sets the market apart.

## How did the branch office in Russia come about?

In 2006, Harro Höfliger began to increase their efforts to establish more contacts with Russian pharmacists and to explore the market. I was involved right from the start as I worked in the sales department in Allmersbach and at the same time completed my Master of Business Administration. The title of my degree thesis was "The opening of a representative office for Harro Höfliger in Moscow". In 2008, the time had come: We had received enough inquiries to open a Russian branch office. We joined forces with Bausch+Ströbel and Uhlmann who already had a presence there. In 2011 I returned to Moscow and took over the local sales activities for Harro Höfliger.

## Who do you collaborate with?

I am in daily contact with the sales staff of the other Excellence United partners on site. Meanwhile, Fette has also joined. Our customers benefit from our collective expertise. We also have joint appearances at trade shows. My team members in Moscow include our experienced Service Technician Mikhail Shakula, Spare Parts Specialist Rawil

Aymadinov and Sales Coordinator Olga Roschina. In addition, I work closely with my Russian speaking colleague Alexey Bruev in Allmersbach im Tal. This provides our Russian customers with a competent contact person, both on site and in Germany.

## What characterizes the Russian market?

First and foremost, the Russian market is a generics market. About ten years ago, the state recognized that Russia is heavily dependent on Western imports. The main imports are technologically complex pharmaceutical products. The government would like to change this and therefore is supporting local pharmacists in the development of such drugs. Harro Höfliger and their technologies are in great demand.

## Which technologies are of particular interest to customers?

Capsule filling technologies play a major role. Recently, interest in powder inhalation, assembly automation, medical devices and web converting has also increased. With one customer, for example, we manufactured the first asthma powder inhalers in Russia. In this instance, our expertise in micro-dosing was sought-after. Another milestone was the first sterile specialty syringe assembly machine for a leading Russian pharmaceutical company. In addition to international corporations, our customers also include small, dynamic companies that are looking for market niches. With our service offerings ranging from consulting and networking to trials and project studies, we support our customers in implementing their product ideas. ■



Whether international corporation or small, dynamic company – Sales Director Alexander Haritonov (left) advises them all. His Russian-speaking colleague Alexey Bruev supports him in Allmersbach im Tal.

