



July 2006

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## **HELSINN'S 2006 REGIONAL NIMESULIDE MARKETING MEETINGS**

The round of regional Nimesulide Marketing Meetings, organised by Helsinn this year with the aim of discussing the strategies to adopt and marketing tactics to implement on a worldwide basis by Helsinn and locally by its partners in over 50 countries where nimesulide is on the market, have come to a close.

The meetings were hosted in three different locations and continents: the first which took place on 30<sup>th</sup> March in Bad Raguz, Switzerland was focused on Helsinn's European partners, followed by Bangkok, Thailand on 25<sup>th</sup> April which covered its Asian partners and, finally in Salvador De Baia, Brazil dedicated to Helsinn's Latin American partners.

The meetings confirmed the strong motivation and commitment nimesulide sparks off in all of Helsinn's partners, as evidenced by the continuous positive performance even 20 years from the first commercialisation of the drug. This is an extremely important outcome within the worldwide pharmaceutical scene if we consider the stable and highly competitive market resulting from the presence of the generics.

The three meetings marked an overall participation of over 60 colleagues from every corner of the world, who were given the opportunity to exchange opinions and local field experience.



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The regional Nimesulide Marketing Meetings were the perfect setting for Helsinn to award special prizes to the best marketing performance in each region, in a wonderful atmosphere which confirms the cohesion of this group which was formed by Helsinn and its partners and has grown and consolidated over the years.

The European meeting on-going



The awards ceremony in Europe (Atan "Nasco Atanasov for CSC, Bulgaria)



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The team from Eastern Europe, Greece,

The team from Belgium and Switzerland





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The Asian participants in Bangkok

The awards ceremony in Asia (The Schering Plough Philippines team)





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Jorge Tavares (Angelini,  
Portugal)

The awards ceremony in  
Latin America (Carlos  
Bentin Pires for Aché,  
Brazil)

