

TESTIMONIAL

A trustworthy partner that truly understands the BioGaia brand

Looking to expand the reach of our probiotic products, we began our partnership with Ewopharma over a decade ago, in 2007. Following successful launches in a few countries, our collaboration has grown to include the registration, distribution, sales, and marketing of BioGaia products in 15 countries in Central Eastern European markets.

Over the years, we have not only benefited from Ewopharma's extensive experience in these markets but also their expertise in the areas of medical and consumer marketing. Their true understanding of our products and BioGaia as a brand has made them one of our top three partners globally.

We value Ewopharma as a highly professional partner who we can fully trust. We would certainly recommend them to any organization looking to tap the potential of these growing markets (just don't tell our competitors).

As an innovative healthcare company founded in Sweden, BioGaia has been a world leader in probiotic dietary supplements for almost 30 years. Our products aim to improve the overall wellbeing of consumers by promoting optimal digestive health. As such, BioGaia's objective is to be available wherever consumers need access to probiotics. It was with this in mind that we began our collaboration with Ewopharma back in 2007. Since then, we have expanded to over 100 countries, 15 of which are thanks to our collaboration with Ewopharma – one of our top three sales and distribution partners.

Since our primary products are designed to ease colic in babies, many of our consumers are concerned parents with an inconsolable baby. Consequently, the first contact with BioGaia is often through a medical practitioner, where parents seek help and reassurance. Thanks to Ewopharma's extensive local networks and sales teams with medical expertise, they can market BioGaia's products successfully to medical professionals in each of the Central Eastern European markets. Following this initial contact, parents feel empowered to give their baby BioGaia's soothing drops and so return to the brand over the counter. At this point, consumer marketing is crucial for growth, as it maintains the initial brand relationship and builds on this over time. The marketing experts at Ewopharma's headquarters in Switzerland and the region truly understand the BioGaia brand. This has enabled us to harness the power of offline and online media – driving consumer engagement and boosting sales. Some partners' expertise lies in one of these two areas, but Ewopharma can do both – medical and consumer marketing – which is the cornerstone of our success in the region.

We look at Ewopharma as a trustworthy partner – we feel secure in the knowledge that both parties share the same interests and are aligned in their actions. Furthermore, having one point of contact with such a fantastic reach saves us a great deal of time and gives us peace of mind. We also value Ewopharma's long-term view. Thanks to their years of experience in the region, they respond to short-term fluctuations pragmatically without becoming agitated or losing sight of long-term objectives. This high degree of professionalism has been key to our partnership, as we can rely on Ewopharma to act in line with the goals agreed upon with full confidence.

At BioGaia, we look forward to further expanding our reach in the region with Ewopharma and are confident that they will remain one of our top partners moving forward.