

Philipp Haas, Chairman of BOD&CEO of Deva Holding:

Turkey is a promising and fascinating country

Philipp Haas, Chairman of BOD&CEO of Deva Holding since 2008, two years after founding Eastpharma as a part of a takeover of Deva Holding, states that Turkey is a promising and fascinating country. Deva exports to over 50 countries after establishing its international markets department in 2009.



THE HISTORY of DEVA begins in Istanbul in 1958. What are the key milestones of DEVA? Currently, what are the key therapeutic areas of DEVA and what is the production capacity?

DEVA is a local, long-established pharmaceutical company operating in Turkey since 1958. Currently, we are engaged in manufacture of human medicinal products, pharmaceutical raw materials, medical ampoules and animal health products. Employing 2,300 associates, with EU GMP and US FDA approved manufacturing sites, awarded R&D center, and exports to foreign countries, we

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create value for Turkey. At DEVA, our goal is to manufacture every medicinal product in Turkey, which can be locally manufactured, and offer accessible treatments on a global scale.

Currently, we have over 600 products in our portfolio across 13 therapy areas, ranging from hematology and oncology to cardiology, respiratory and ophthalmology. Our portfolio diversity and wide variety of forms distinguish us from other companies. Recently, our portfolio has expanded with new products in the fields of antihypertensive, antibiotic, osteoporosis, NSAI and oncology. We also have new

products in PAH and MS fields.

All our products are manufactured in our sites, 2 of which are in Çerkezköy and 1 in Kartepe, which are all equipped with the state-of-the-art technology and have international quality standards. We are one of the most diversified pharmaceutical companies with more than 30 forms in our 3 production facilities with an annual production capacity of 578 million units.

Turkey's economy has passed through a difficult period in 2019. Can you tell us about the investment of DEVA in Turkey?

2019 has been a challenging year for the pharmaceuticals industry in terms of the exchange rates, pricing and restrictions. I believe that our country has a great potential for the pharmaceutical industry, and it is worth investing. At DEVA, our goal is to manufacture every medicinal product in Turkey, which can be locally manufactured, and offer accessible treatments for the medical community. We continue investing to that end. Our output has climbed to approximately 240 million units from 60 million over the past decade. We are increasing our output at a growing rate every year and this increase will continue in 2020.

You have been in Turkey for years and you know well about the Turkish business world. How would you define Turkish business world and ecosystem? What are the distinctive characteristic features? What would you say about Turkey's production and manpower?

Turkey is very promising country. I am more confident in Turkey's environment for producing quality pharmaceuticals, because Turkish people are hardworking, honest and ambitious. As DEVA, our excellence in product quality is confirmed. Our EU-GMP certified and US FDA approved facilities operate at higher standards than most European and US manufacturers.

TELL US ABOUT DEVA'S EFFORTS AIMED AT INTERNATIONAL MARKETS.

We have established our international markets department in 2009. Currently, the scope of our international operations span business models such as distributorship, in and out licensing, direct selling of DEVA-brand products, API exports,

toll manufacturing and co-development. We have made important headway toward becoming a global-scale company within a quite short time. The number of approvals we hold has exceeded 700 in 60 countries around the world, including the USA, Switzerland and Germany. Currently, we are exporting drug products and APIs to more than 50 countries. Moreover, our other international operations are conducted under the Devatis brand name in the USA, Germany and Switzerland.

Local manufacturing and export must have a fair share of a healthy economy. It is also our aim to export products that we manufacture in Turkey to countries around the world. We are working hard to represent Turkey in the best way on the international stage. We meet all established international standards. We are proud to be making a positive contribution to the national economy with our growing exports.

Which industries will be prominent? What do you think about the potential of Anatolia in terms of production?

I believe Turkey has a very high potential to develop a wide range of industries. While Turkey is already strong in traditional industries such as commodities like steel, textiles, white goods, cars and tourism, the country has all necessary conditions to develop high tech industries, such as pharma and biotechnology among others.

At DEVA we are committed to contribute to the development of the pharmaceutical industry and as such we are convinced about the potential of the pharmaceutical industry here in our country. First of all, the Turkish government is putting a lot effort into developing the

health care sector as a whole. Both private and government hospitals are built, improving access to health care to the whole population and also there is an important health tourism industry developing. We see it as our mission to provide highest quality pharma products to the Turkish patients, while at the same time developing the same products for the export markets and our export strategy is designed to promote the Turkish pharmaceutical industry all over the world.

BESIDES, RENEWABLE ENERGY AND ARTIFICIAL INTELLIGENCE ARE ALSO PROMISING.

In terms of new technologies, among others, at DEVA we established a biotechnology center and started to invest in developing biotechnology products. Of course, this is a challenging area, but Turkey offers a good environment in terms of institutions, regulations and human resources

Did you have a chance to travel in Turkey? Where are your favorite places?

Turkey is a fascinating country. It is a unique geography that connects east with west. I have travelled to all regions in Turkey and I am impressed by the natural beauty I have encountered and by the rich diversity within the country. Wherever you go, you encounter remnants of Turkey's long and rich history. Well maintained and preserved ancient towns from Greek and Roman times remind the fact that Turkey was leading the development of the civilizations during thousands of years. But there are also historic sites reminding us of events during the First World War. For instance, I have been to North Aegean this summer. The history of Gallipoli and Dardanelles affected me deeply.



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3 words that define Turkey for Philipp Haas:

Home Future Growth