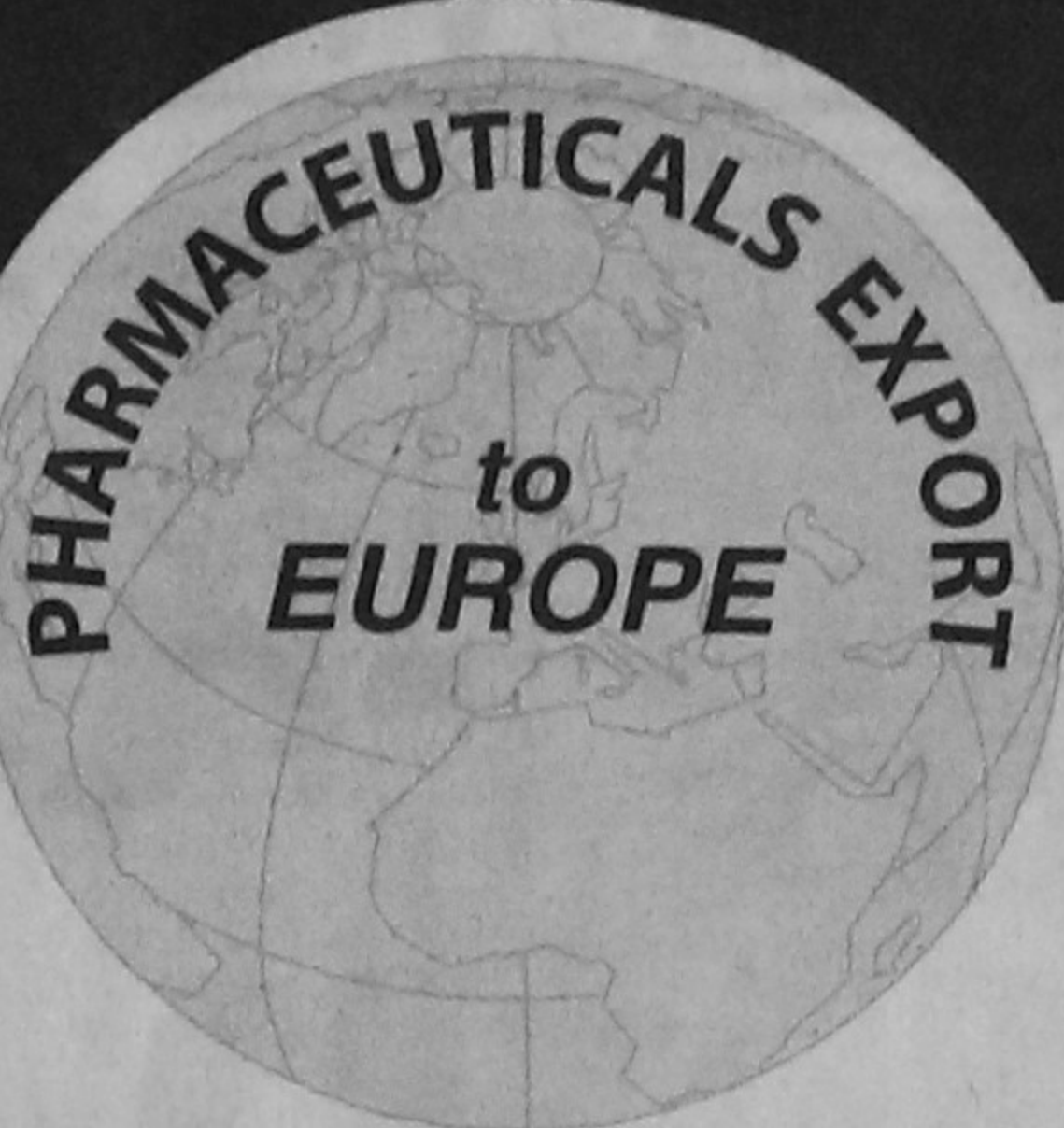
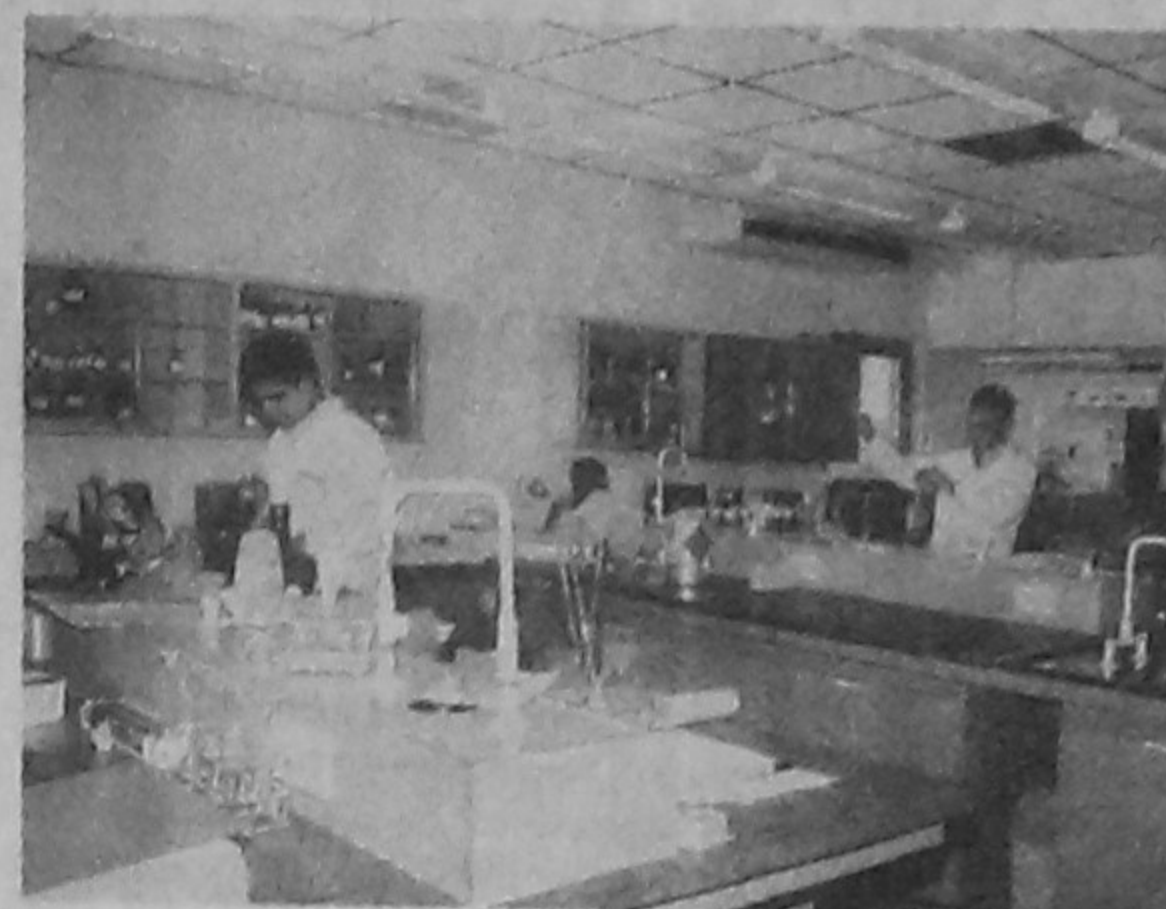
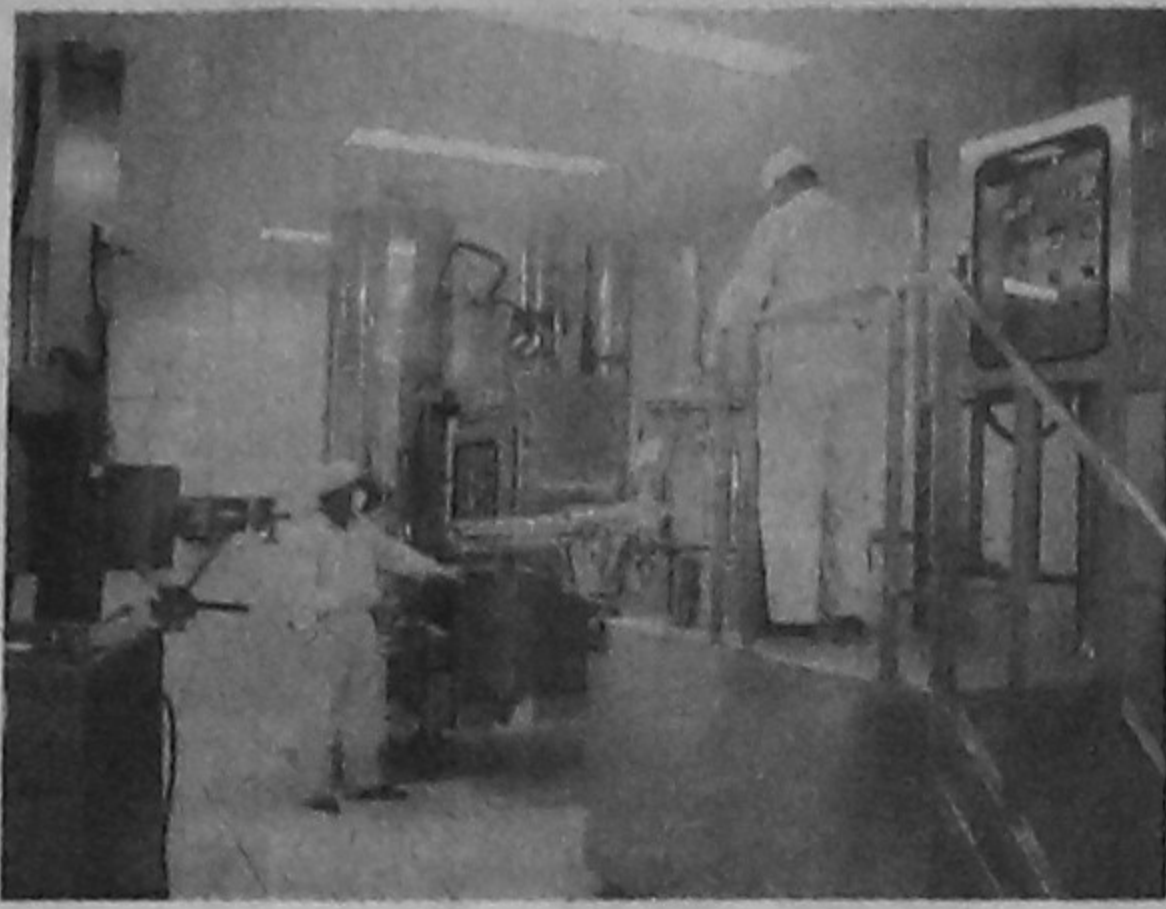


NOVARTIS



Novartis (Bangladesh) Limited



Supplement : 1st December 2002



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Minister of Industries
Govt. of the People's
Republic of Bangladesh

MESSAGE

It gives me profound pleasure to know that Novartis (Bangladesh) Limited is launching its products in European countries through its affiliates from December, 2002 onwards. I was also informed that the company has successfully exported medicines, directly & through its affiliates, in limited volumes since the last 5 years and now will be operating at full-scale for exports to Europe, South America and Asia Pacific. By such endeavors, Novartis Bangladesh has established the competence & the technology to compete in the global market with high standards. The successful achievement in obtaining the European Union Good Manufacturing Certification in the recent past also establishes the fact that Bangladesh can fulfill global pharmaceutical manufacturing standards.

The Government of Bangladesh has continuously encouraged export by providing wide range of facilities and benefits to assist different industries to explore the export market. Novartis Bangladesh is an example of such measures by the Government.

I wish Novartis Bangladesh success with all its undertakings in the coming future.

M K Anwar, MP



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Minister of Commerce
Govt. of the People's
Republic of Bangladesh

MESSAGE

I am pleased to know that Novartis (Bangladesh) Limited, a joint venture company with BCIC is going to launch its products through its affiliates in the European market beginning December 2002.

It is indeed of great pleasure for me to be informed that Novartis is the first Pharmaceutical company from Bangladesh to get the European Union GMP certification from relevant authorities in Europe. As one of the pioneer companies for exporting medicine in European market, Novartis (Bangladesh) Limited have set a unique example in pharma arena. This will certainly provide an opportunity for other leading pharmaceutical companies for Bangladesh already in the export business to explore this part of the global pharmaceutical market.

On the occasion of this successful achievement of Novartis (Bangladesh) Limited I wish their further achievement in the future with its business endeavors both in the domestic as well as in the world pharmaceutical market.

Amir Khosru Mahmud Chowdhury, MP



Chairman, BCIC
Govt. of Bangladesh
& Chairman, Board of Directors
Novartis (Bangladesh) Limited

MESSAGE

Novartis International AG is a well-known pharmaceutical company for its quality drugs locally as well as globally. Novartis (Bangladesh) Limited has recently gone through an expansion to produce high quality medicine for the global market.

The European launch of Loratadine (Tilorol) has set a landmark in the history of pharmaceutical industry in Bangladesh. Novartis is currently exporting to 23 countries worldwide in Europe, Latin America and Asia. In the coming years Novartis intend to expand the export market and operate as a supply point in 47 countries.

With the EU Certification Novartis (Bangladesh) Limited Tongi Plant has employed its resources to explore the European market by producing high quality medicine. We intend to expand our operation with the support of all the relevant authorities of the Government of Bangladesh.

Hasanul Morshed



Director
Directorate of Drugs Administration
Ministry of Health & Family Welfare
Government of the People's Republic of Bangladesh

MESSAGE

Novartis (Bangladesh) Limited is one of the few leading flag bearers of quality pharmaceutical manufacturers in Bangladesh. Being also the pioneer in export business the organization by dint of its merit has effectively established the Country Avenue for export. On the occasion of the launch of Novartis Bangladesh products in the European markets through its affiliates, I am delighted to celebrate the event with Novartis (Bangladesh) Limited as it is also a matter of pride for the country. Novartis Bangladesh is a key player on our local pharmaceutical market with its innovative & quality drugs and high ethical manufacturing practices. With such competencies Novartis Bangladesh now establishes yet another milestone with its global export operation.

On behalf of the Drug Administration of Bangladesh, I wish the organization more commendable performance and I am confident it would be able to do so with global ethical standards.

Professor Dr. Abdul Ghani

NOVARTIS : Bangladesh Experience and Beyond Business Objectives

Ashfaque ur Rahman, Managing Director



Novartis, a world leader in research and development of innovative products is committed to improve health and enhance the quality of life. Established in 1996, the organization is striving to meet the positive impact on people's lives through discovery, develop & market innovative products. The name, derived from the Latin 'novae artes,' meaning 'new skills,' reflects its commitment to focus on research and development to bring innovative products to the communities it serves.

The Switzerland based Novartis struck its roots in Bangladesh in the early 1973. The company was known as Ciba-Geigy Bangladesh Limited until 1996. Since then the company is known as Novartis, from the merger with Sandoz, a Swiss conglomerate. It was a merger of equals with a vision of discovering, developing and commercializing leading pharmaceutical products to prevent and treat the diseases and enhance the quality of life of the people. Novartis (Bangladesh) Limited is a joint venture company between Novartis AG Switzerland (60%) and the Government of Bangladesh (40%), Bangladesh Chemical Industries Corporation (BCIC). Represents the Government of Bangladesh.

In line with its global affiliates, at Novartis Bangladesh we are operating on the basis of our core competencies & values, which are guiding us towards global excellence. External focus: "We try to keep a step ahead of what our customers want and a close eye on what our competitors are doing." Innovation: "We have the patience and the skills to gain professional competence and adopt a wider perspective. It is from this platform that we take the initiative, take calculated risks, and set out to do new things in new ways." People: "The future of our company is in our hands. We have excellent people committed to values such as candor, trust and integrity. Through teamwork and cooperation, we enhance learning throughout the organization." Performance: "We set ambitious targets, benchmarking ourselves against peers, and striving always for 'best practice' levels of performance. We look to reduce bureaucracy and risk-averse behavior."

Novartis Bangladesh operates in the market with a strong position. It has been among the top companies in formulation and commercialization of research based pharmaceutical products, off-patent brand generic drugs, animal health product and eye care products. Over the years, Novartis Bangladesh has built its reputation through manufacturing and marketing innovative and quality drugs to satisfy the healthcare needs of millions of people. The company's research and generic business have created an effective market for its products for anti-infective, anti-ulcerant, anti-cancer, cardiovascular, CNS, anti-diabetic, anti-malarial, transplantation, ophthalmic, tuberculosis and anti-rheumatism.

Ensuring successfully a strong domestic market, Novartis Bangladesh started its export operation in 1995, and the initial exports began with Singapore market. In 1998, Novartis

Bangladesh expanded its business to other Asian and Latin American countries. Presently, Novartis Bangladesh exports its products to 23 countries in Asia with a projected sale of US\$ 2.5 mio in 2002.

In mid-2001, Novartis Bangladesh obtained the Good Manufacturing Practice Certification from the European Union, marking the first company in Bangladesh to achieve such a prestigious recognition. This certification makes it possible for Novartis Bangladesh to export its products to Western Europe for marketing through its affiliates.

In the context of growing export demand, Novartis (Bangladesh) Limited has recently completed expansion of the production facility at its Tongi plant. As a global supply point for Novartis generics, Novartis Bangladesh has made a substantial investment for expansion and modernizing the production facility at its Tongi plant. With high business targets in mind for the years to come, Novartis (Bangladesh) Limited is set to meet the increasing demand of its products in the global market. As an additional initiative to expand its export market, Novartis (Bangladesh) Limited has successfully launched anti-histamine products this Dec in the European markets through Novartis Generics affiliates. This is indeed a milestone in the history of Novartis (Bangladesh) Limited which will be followed by subsequent launches of other generic molecules during the period of March-June period next year. It is expected that with the Novartis (Bangladesh) Limited as a quality drug manufacturer in Bangladesh for EU market will add momentum for other leading national pharmaceutical companies to expand their export operations in the world.

Novartis operates as a responsible corporate citizen throughout the world, including Bangladesh. Novartis policy on "Corporate Citizenship" articulates its core values regarding its social and environmental concerns and its commitment to upholding them in the best interest of long-term success for the enterprise. In addition, Novartis places a premium on dealing fairly with its associates, commercial partners, government authorities and the public. The policy on "Corporate Citizenship" includes the principles of the UN Global Compact while the company's "Code of Conduct" policy covers ethical and legal behavior, including consideration of stakeholder interests, professionalism, and fair, courteous and respectful treatment of its employees. Novartis' Health, Safety and Environment Protection (HSE) policies express its commitment for conducting its activities with respect for the health and safety of its stakeholders and protection of the environment.

At Novartis, Corporate Citizenship works as the basis for decisions and actions on all levels of the company throughout the world. Its decisions and actions are pursued on the basis of fundamental human rights of every individual, such as protection of privacy, freedom of opinion and expression, freedom of association, non-discrimination, and the right to be heard. Novartis is well suited to act in partnership with others to address the issues like impacts of products and social and environmental responsibility of its business.

New scope and challenges arise for Novartis Bangladesh: both for domestic market and for export opportunities. The focus of our business is expanding beyond operational impact with its endeavors in all spheres of economic, social & environmental concerns.

Novartis Tongi Plant enters new era ...

Mahbubul Karim, Technical Operations Director



Novartis (Bangladesh) Limited, one of the leading multinational pharmaceutical company has started its Tongi Plant operation in 1989. The combination of modern art and good manufacturing practice Tongi plant has expanded its production facilities and organization to increase the export of generic pharmaceuticals to 47 countries by 2005 and also to meet the growing local market demand.

The Plant had undergone the first international inspection by Hungarian Health Authority in 1997 and got its approval to supply product to Hungary. In 2001, it has also received the European and Brazilian Certification for Good Manufacturing Practices, which allows also to export to Europe, South America and other destinations in the world. These are the first of its kind in Bangladesh.

Recently on November 27, 2002 a plaque was laid as foundation stone to the new production facility expansion in Tongi site by the Management of Novartis local and global and also Bangladesh Chemical Industries Corporation (BCIC), the shareholder of Novartis (Bangladesh) Limited, in presence of senior government officials and business representatives.

The recent investment in the production facility expansion has brought additional direct permanent employment and also will earn the country foreign exchange. Exports of Novartis Generics pharmaceuticals started in 1995 and by 2005 it is looking for an export value of USD 8 million. This expansion leads to double the capacity to be produced in Tongi Plant by the year 2005, whereby the increase is coming mainly from

export. Some interesting products were developed for the local market in Tongi plant and were found since 1995 also increasing interest from the sister companies around the world. Since 1997 export sales doubled every year and will sell 2.5 Mio USD by the end of 2002, which is 150 Mio BDT worth of pharmaceutical products.

Novartis Tongi Plant is instrumental in transferring technology to many other Novartis manufacturing sites, and is acting as a competence center for these products manufactured in those sites. Novartis (Bangladesh) Limited has exported to 23 countries this year, which is a step towards reaching its goal and eventually meet the 47 countries worldwide by 2005.

In order to keep up the achieved standard of quality, Tongi Plant has undertaken series of different quality management activities to sustain the supply to the European and other markets. These measures are taken according to the international standard of Pharmaceutical Inspection Convention, more precisely known as PIC.

Moreover, the plant is focusing on the Health, Safety and Environment (HSE) as one of the key objective in its routine activities. Export forecast shows the products to be supplied from Tongi Plant shall increase dramatically over the next few years, which needed urgently to adjust the production and related capacities. In order to cater this complex business process, Novartis (Bangladesh) Limited has implemented SAP (System Application product for data Processing), a highly sophisticated software in data processing.

Anticipating higher orders in the years to come, Novartis will then be one of the major exporters of pharmaceuticals from Bangladesh as well a major exporter generally. It will also make an impact to put forward the "Made in Bangladesh" on a global base and establish the good image for the country.



Formal Inauguration on 27th Nov '02 of the Tongi Plant Production Facility Expansion

Novartis (Bangladesh) Limited

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Minister of Health
Govt. of the People's
Republic of Bangladesh

MESSAGE

I am happy to know that Novartis Bangladesh is going to launch its pharmaceutical products in United Kingdom, Norway, Finland, Denmark, Austria, and Netherlands through its affiliates in the respective markets.

I am informed that Novartis Bangladesh with its export business is operating as the supply point for generic pharmaceutical exports to 23 countries covering Europe, South America and Asia.

I hope that Novartis Bangladesh will take more initiative to establish the global image of Bangladesh as a quality medicine.

I wish the success and prosperity of Novartis Bangladesh.

Dr. Khandaker Mosharraf Hossain



Embassy of Switzerland
Chargé d'Affaires
A.I. of Switzerland
Dhaka, Bangladesh

MESSAGE

It is a great opportunity for all of us to be happy with Novartis Bangladesh Ltd. on the occasion of the commencement of exporting Novartis products from Bangladesh to the European countries. I congratulate Novartis Bangladesh Ltd. on this very special moment.

Novartis Bangladesh Ltd., one of the leading pharmaceutical companies in Bangladesh, from now on, will market products from its Tongi plant in Bangladesh to some 13 European countries including Switzerland, Denmark, Norway, Finland, Germany, Austria, Netherlands and France. This is a rare opportunity and Novartis is the first foreign pharmaceutical company in this country to export in the European markets. Moreover, it is the only company in Bangladesh to have achieved the European GMP certificate. This is a great honour for Novartis as well as for Bangladesh. And since Novartis is a Switzerland-based company, I share the pride with them on behalf of my country.

I congratulate all those people who have contributed to attain this feat and I wish to all of you good luck and success with this initiative.

Jürg Casserini



Head
Novartis Generics

MESSAGE

I am glad to be able to celebrate this event with Novartis Tongi Plant. With the support of Novartis Generics, Novartis (Bangladesh) Limited has executed an excellent task in establishing itself as one of the Novartis Generics Supply Point for global generic market. The EU launch commencing from today of Novartis Bangladesh supplied product is the laudable outcome of this task. This is a beginning, which I am confident will be followed with many more launches in the European Union Community as well as the rest of the world in the following years.

The recent expansion of the Production facility at Novartis Tongi Plant will help support the incoming new global business as well as successfully the increasing domestic demand. We are looking ahead, as Novartis (Bangladesh) Limited endeavours in establishing itself as a leading supply point in the global Generic market. This success of Novartis (Bangladesh) Limited also ushers wider opportunity for the country in the area of generic pharmaceutical export as well as allows the domestic market to avail drugs of global standards.

My sincere appreciation goes to all at Novartis Bangladesh involved with this achievement. I also cordially extend my good wishes to the management of Novartis (Bangladesh) Limited for all the success.

Christian Seiwald



Head
Business Franchise Retail
Novartis Generics

MESSAGE

Novartis (Bangladesh) Limited with its committed effort has been successful in establishing itself as a Novartis Generics supply point for Europe and other countries worldwide. With the successful launch of branded generic drug Loratadine in EU market produced at Tongi Plant, Novartis Bangladesh has validated its competence in global generic pharmaceutical market.

I am informed that Novartis Tongi Plant is the only organisation in Bangladesh, which has been awarded the European Union and Brazilian GMP (Good Manufacturing Practice) Certification. I am of the opinion that achievement of this kind on part of Tongi Plant is not only for its technological infrastructure but also because of the competency of its quality mind set people. With this expansion of the Production facility, Novartis Bangladesh adds one more milestone in its journey of business success.

We here at the headquarter of Novartis Generics feel proud of being closely associated with the progress of Novartis Tongi Plant and am certain this association will sustain long for bilateral benefits.

I wish Novartis (Bangladesh) Limited, all the best in their continual efforts and expect that Novartis Tongi Plant will be prosperous in its the challenge to meet the global market demands.

Hubert Hirzinger



Standard Chartered

citibank

HSBC



CRÉDIT AGRICOLE INDOSUEZ



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