

**editorial office**

**trade leaders' club**

Madrid, September 25th 2009

АПOTEKA "БЕОГРАД"  
У БЕОГРАДУ

|                      |      |       |          |
|----------------------|------|-------|----------|
| ПРИМЉЕНО: 12.10.2009 |      |       |          |
| Име                  | Епај | Позив | Вреќност |
|                      | 3003 |       |          |

APOTEKARSKA USTANOVA BEOGRAD  
Bojanska 16 / Iv  
11000 BEOGRAD  
SERBIA

Attn. General Manager

Dear Sir,

We are very glad to let you know that our Committee for the Selection of the INTERNATIONAL AWARD FOR EXCELLENCE IN PRODUCTS & SERVICES, an award which our publishing house has created in collaboration with the TRADE LEADERS' CLUB to distinguish a firm of every industrial branch whose products and services have deserved universal acclaim along the course of the year, has chosen APOTEKARSKA USTANOVA BEOGRAD to receive this year award. This trophy has been created as a recognition and promotion of the organizational quality philosophy, allowing the enterprise to achieve the excellence.

The INTERNATIONAL AWARD FOR EXCELLENCE IN PRODUCTS & SERVICES will be presented to your company after a lunch to be held on coming 14th December at the Hotel Meliá Castilla (Capitán Haya, 43 - Madrid, Spain), with the participation of commercial authorities, members of the Diplomatic Corps and VIPs from the local economic and cultural world.

The Director of your company will also receive the Gold Medal for Business Excellence as a personal recognition to his work and professionalism.

Among the planned acts for such an event, there is a work meeting meant to promote business contacts among the different enterprises attending the ceremony. During this meeting, the directives of the awarded companies (from more than 35 countries) will be invited to present their firms and main activities.

TV and broadcasting network journalists, managers of press agencies and foreign correspondents in Madrid will also attend this ceremony.

We kindly request you to confirm your participation at your earliest convenience, returning the attached "confirmation of attendance" sheet duly signed, together with the short profile of your company. Please feel free to contact Mr. Roso, in case you'll need any further information, on the fax and phone numbers given above or visit our web page: [www.tradeleadersclub.com](http://www.tradeleadersclub.com)  
Looking forward to hearing from you, we remain,

Yours faithfully

Arsenio Pardo Rodriguez  
President

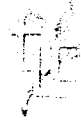
Enc. Information concerning the trophy.  
Web site: [www.tradeleadersclub.com](http://www.tradeleadersclub.com)

# INTERNATIONAL AWARD FOR EXCELLENCE IN PRODUCTS & SERVICES



(NEW MILLENNIUM AWARD)

Madrid, December 14th 2009



Editorial Office

## CONFIRMATION OF ATTENDANCE

Trade Leaders Club

Name of the company PHARMACY BELGRADE  
Address BOJANSKA 16/IV  
Town / city BELGRADE Country SERBIA  
Tel. +381 112452648 Fax +381 113440030 E-mail OFFICE@APOTEKABEOGRAJ.CO.RS  
Names of the participants attending the event OLIVERA GORDIC, VESNA TOMIC, VALENTINA SAVIC Passport data (nr., date and issue's place)  
NEGOSLINA Mavojlovic, DRAGANA Simic (ENCLOSED PASSPORT DATA)  
Name of the person receiving the Award B.Sc. PHARM. OLIVERA GORDIC

### BUSINESS

Short description or history of your company for publication in the book of award-winning companies and for a 1/2 page's advertisement in the special edition of our magazine Trade Leaders' Club (you can send this on a separated page. Please, enclose the logo of your company).

### CONDITIONS

The fees for attendance are 4.150.-Euros, which must be paid on arrival on December 13th when registering at our office located in the hotel.

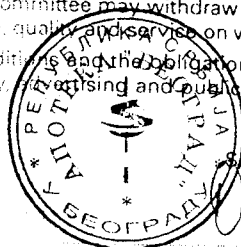
Acceptance of the International Award for Excellence in Products & Services (New Millennium Award) entitles the award-winning company to use the image of the trophy and the various graphic material supplied in any advertising and promotional material it sees fit, under the sole condition that the year the trophy was awarded must be mentioned.

THE ATTENDANCE FEES ALSO INCLUDE:

- Two nights accommodation for two people in a double room (reservation for December 13th and 14th) in the Hotel Meliá Castilla (Capitán Haya Street 43, Madrid - Spain). If you want two single rooms the second room will be at your charge.
  - Participation in the business meeting that will be held on December 14th at 9.30 hours, in the Hotel Meliá Castilla, and at which you will be able to present your company, its main services, products, activities, etc.
  - Handing over of the Gold Medal for Business Excellence as a special deference to your company's Director.
  - CD Rom of the 7.000 Trade Leaders' Club members including their address and classified by activities and countries.
  - Two invitations for the award-giving lunch at which the trophies will be given, on December 14th in the Hotel Meliá Castilla. Should you wish more than two people to attend the lunch we can provide you with more invitations at the cost price of the lunch.
  - Handing over of the trophy/sculpture in bronze and marble made by the sculptor Martín Perillán. Diploma accrediting the award.
  - Two thousand self-adhesive labels with the logo of the trophy.
  - Publication of the details of your firm in the book of award-winning companies, a copy of which will be given to all the business-people attending the working meeting.
  - Publication of a 1/2 page's advertisement of your company in the special edition of the TRADE LEADERS' CLUB magazine devoted to the event including the profile of your company, the photo showing the moment of the award presentation and your logo.
  - Colour photographic report of the various acts in which you take part.
  - The entitlement of your company's president or director to belong to the "Trade Leaders' Club", which was founded by our publishing group to promote exchange and links between companies and business people throughout the world.
  - The Editorial OFFICE selection committee may withdraw the trophy if the company to which it was awarded it does not continue to fulfil the standards of image, quality and service on which it was based. In this case the attendance fees will be returned.
- We accept the foregoing conditions and the obligation to pay the attendance fees in order to be entitled to the world-wide rights to reproduce the trophy, advertising and publicity material referred to in this contract.

Date:

Signature and seal



TO CONFIRM ATTENDANCE: Return this document duly completed and signed by fax, e-mail or urgent post, with the required texts to: Editorial Office/Trade Leaders' Club, c/ Germán Pérez Carrasco, 63, 28027 Madrid - Spain  
Tel: +34 91 3672403 Fax: +34 91 408 7837 e-mail: info@editorialoffice.com  
www.tradeleadersclub.com



Apoteka Beograd

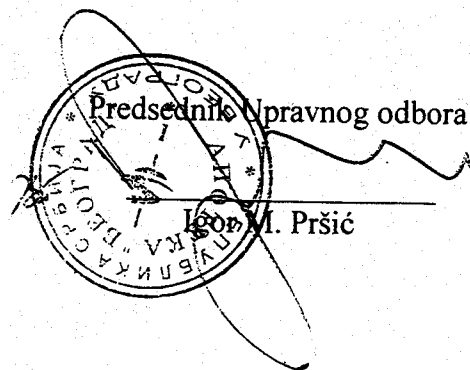
Broj: 3444/4

Datum: 20.11.2009.

Na osnovu člana 30. Statuta Apoteke „Beograd“ br. 271. od 31.01.2007.god, Upravni odbor Apoteke „Beograd“ je na VIII redovnoj sednici Upravnog odbora održanoj 13.11.2009.godine, doneo je sledeću

## O D L U K U (br.51.)

1. Odobravaju se novčana sredstva potrebna za učešće Apoteke „Beograd“ u manifestaciji dodele nagrade International Award Excellence in Products&Services (New Millenium Award) u Madridu, u iznosu od:
  - uplata za učešće.....4.180,00 EUR i
  - avio karte i smeštaj za dve osobe.....1.493,00 EUR.

  
Predsednik Upravnog odbora  
Igor M. Pršić

Dostavljeno:

- Sektoru za ekonomsko-finansijske poslove,
- Pravnoj službi
- Arhivi

Sir/ Madam.

\* As we agreed, we are sending our confirmation of attendance. You will receive our confirmation letter also by post ( with signature and seal) but just in case we are sending it by e mail. We will also send you scan version of sealed confirmation.

Name of the company: **Pharmacy Belgrade**  
Address: **Bojanska 16/IV, Belgrade, Serbia**  
Tel: +381 11 2452648  
Tel fax: +381 11 3440030  
E mail: [office@apotekabeograd.co.rs](mailto:office@apotekabeograd.co.rs)

Names of participants attending the event:

**Olivera Gordic** Passport data: **007823892** date of issue **28.08.2009.** date of expiry **28.08.20019.,** place of issue **MUP R Srbije PU za grad Beograd**

**Vesna Tomić** Passport data: **007882403** date of issue **15.09.2009.** date of expiry **15.09.20019.,** place of issue **MUP R Srbije PU za grad Beograd**

**Marijosa Manojlovic** Passport data: **007875696** date of issue **12.09.2009.** date of expiry **15.02.20019.,** place of issue **MUP R Srbije PU za grad Beograd**

**Dragana Simic** Passport data: **004904697** date of issue **02.08.2005.** date of expiry **02.08.20015.,** place of issue **MUP R Srbije SUP Jagodina**

**Valentina Savic** Passport data: **006923907** date of issue **24.11.2008.** date of expiry **24.11.20018.,** place of issue **MUP R Srbije PU za grad Beograd**

Name of the person receiving the Award : **B.Sc.Pharm Olivera Gordić, General manager**

Please find enclosed data about our company( short description) and our logo ( two versions- Serbian and English )

**VERY IMPORTANT:** In order to participate to the event all five participants must get visas for Spain. Can you urgently send us an **INVITATION LETTER** for the event with the list of all five participants ( **with names and passport data from the above**) with date of arrival **11.12.2009.** and departure **16.12.2009.** **Invitation letter must be sign with the stamp( seal).** Since we need it **urgently,** please send it by e mail( sign with the stamp) and by post.

Please send us back up information as soon as you receive this e mail in order to organize getting of visas on time.

Looking forward to see you in Madrid,

Best regards,

*Valentina Stojanović*  
*Direktor marketinga*

**APOTEKA „BEOGRAD,,**  
Bojanska 16/IV, Beograd  
Tel: +381 11 2432682  
Tel fax: +381 11 3440030  
GSM : +381 063 249715  
E mail: [valentina.stojanovic@apotekabeograd.co.rs](mailto:valentina.stojanovic@apotekabeograd.co.rs)  
[www.apotekabeograd.co.rs](http://www.apotekabeograd.co.rs)

## PHARMACY BELGRADE

Pharmacy Belgrade was founded on January 27th 1971 by the Assembly of the City of Belgrade. It is the largest pharmacy chain institution and regional leader in the Balkans with 103 pharmacies, 2 galenic laboratories with 132 galenic products and certified analytical control laboratory. The greatest assets are over 1100 employees that includes 51 specialist. As stated in the mission and vision of the company, the key of its success is the union of traditional and modern. It was successfully certified by ISO 9001:2000 standard by the SIQ-Slovenian Institute for Kakovost in Meroslovje and successfully implemented the principles of Good pharmaceutical practice, Good laboratory practice and Good manufacturing practice. For improving quality, Pharmacy Belgrade was acknowledged the "Oscar of Quality" in 2007 for Human Resource Management and Customer Satisfaction, and in 2008 for Leadership, Processes and Human Resources. Pharmacy Belgrade is teaching base for pharmacy school students and host of the foreign exchange pharmacy student program. In the year 2007, comparing to 2006, Pharmacy Belgrade increased profits by 52% to 20,4 million Euros and in 2008, comparing to 2006 by 73% to 23.3 million Euros. In 2007 Pharmacy Belgrade increased assets by 69% compared to the 2006, and in 2008 comparing to 2006 by 121%. Total financial assests rose from 2006 in 2007 by 131% and in 2008 comparing to 2006 by 231%. In the future Pharmacy Belgrade plans continuation of further work on the already implemented OGSM method by introducing Performance Management Program-PMP, the introduction of integrated quality management system - ISO 9001, ISO 14001 and OHSAS 18001, continuing introduction of DATA-matrix system of prescriptions in all pharmacies in the institution, adopting and implementing the policy of social responsibility, based on the guidelines of ISO 26000 and further cooperation with countries in the region that have adopted new ways to market business

