Bio Farma Raih Eksportir Pelopor Pasar Baru

[caption id="attachment_17683" align="alignleft" width="300"] Preisden Director PT Bio Farma (Persero) Iskandar (Lima dari Kiri) menerima penghargaan Outstanding winner for five times achievemenst of Primaniyarta dan Pelopor Pasar Baru dari Kementerian Perdagangan Republik Indonesia, yang diserahkan oleh Menteri Perdagangan M.Lutfi, disaksikan oleh Presiden terpilih Joko Widodo, kepada President Director Bio Farma Iskandar di Jakarta International Expo pada tanggal 8 Oktober 2014 yang diserahkan oleh Menteri Perdagangan M.Lutfi, disaksikan oleh Presiden terpilih Joko Widodo, kepada President Director Bio Farma Iskandar di Jakarta International Expo pada tanggal 8 Oktober 2014[/caption]

(08/10) PT Bio Farma (Persero) mendapatkan Penghargaan *Outstanding winner for five times achievemenst of Primaniyarta* dan Pelopor Pasar Baru dari Kementerian Perdagangan Republik Indonesia, atas prestasinya dalam mendpaatkan penghargaan Primaniyarta sebanyak lima kali berturut – turut sejak tahun 2010 – 2015 serta pengehargaan kategori Pelopor Pasar Baru. Dua penghargaan bergengsi ini diserahkan oleh Menteri Perdagangan M.Lutfi, disaksikan oleh Presiden terpilih Joko Widodo, kepada President Director Bio Farma Iskandar di Jakarta International Expo pada tanggal 8 Oktober 2014. Raihan penghargaan tersebut dilatar belakangi oleh keberhasilan Bio Farma dalam memperluas pasar vaksin, dengan menambah jumlah *private market* di negara – negara benua Asia Afrika, sehingga sampai dengan tahun 2014 ini, produk Bio Farma sudah digunakan di 131 negara. President Director Bio Farma Iskandar megatakan keberhasilan memperluas pangsa pasar baru tidak terlepas dari komitemen Bio Farma untuk selalu berusaha memenuhi persyaratan yang dikeluarkan oleh Badan Pengawas Obat dan Makanan (BPOM) sebagai regulator nasional dan Badan Kesehatan Dunia (WHO) sebagai regulator internasioal yang berkaitian dengan fasilitas, proses produksi dan produk, “Kami selalu berusaha untuk mengejar standar yang telah ditetepkan para regulator untuk tetap bisa memasarkan produk kami ke berbagai negara, diperlukan kerjasama yang solid antara karyawan dan komitmen dari manajemen untuk mempertahankan prestasi ini”, ujar Iskandar. Keberhasilan perluasan pasar di negara – negara Afrika, tidak terlepas dari kerjasama yang dilakukan oleh Bio Farma dengan organisasi kerjasama islam (OKI), dimana Bio Farma ditunjuk sebagai *Centre of Excellence*. Bio Farma dipercaya sebagai *Centre of Excellence* karena diantara negara – negara muslim, Bio Farma memiliki kemampuan untuk memproduksi vaksin dari hulu – hilir dan kemampuan ini belum dimiliki oleh negara lain sesama anggota OKI. Dengan ditunjukanya Bio Farma sebagai *Centre of Excellence,* membuka potensi perluasan pasar, karena Bio Farma bisa menjual produk –produknya kepada sesama anggota OKI dengan harga yang terjangkau. **Kerjasama Quadruple Helix** Kerjasama dengan berbagai pihak juga turut mendukung keberhasilan Bio Farma dalam meraih pernghargaan Primaniyarta yang sudah diraih oleh Bio Farma sejak tahun 2010. Kerjasama yang telah dibangun seperti penerapan kerjasama quadruple helix yang merupakan perluasan kerjasama triplehelix (academy, business, government) kini dengan quadruple helix ditambahkan dengan community sebagai pressure group agar hasil riset vaksin dapat segera dirasakan oleh masyarakat. **Bio Farma Raih International Star Quality Award** Pada Bulan September 2014 yang lalu, Bio Farma meraih penghargaan tingkat internasional International Star Quality Award untuk Gold Category pada acara 15th annual program of BID Conventions, di Jenewa SwissPerngahragaan ini diberikan sebagai tanda bahwa Bio Farma berkomitmen untuk terus mempertahankan kualitas vaksin sebagai produk yang dihasilkannya. Acara yang diikuti oleh perusahaan, organisasi dan entrepreunuer dari seluruh dunia ini, bertujuan untuk memberikan penghargaan atas komitmen mereka dalam mempertahankan kualitasnya. keberhasilan mempertahankan menjadikan Bio Farma bisa bertahan selama 124 tahun, dan menjadi satu perusahaan diantara puluhan perusahaan vaksin di dunia yang sudah memiliki sertifikat Pre-Qualifikasi WHO (PQ WHO) dan produk – produk yang dihasilkan Bio Farma sudah

digunakan di lebih dari 131 negara. Kiprah Bio Farma di Internasional bisa dilihat juga dari program CSR yang saat ini mulai merambah dunia internasional yaitu bekerjasama dengan UNICEF dalam peningkatan *Access to Medicine & Healthcare di berbagai negara* Dalam bentuk donasi pengiriman Vaksin ke negara-negara yang sulit dijangkau seperti Tajkistan, Iran, Tunisia, Timor Leste, Africa dll Untuk informasi lebih lanjut, Anda dapat menghubungi: N Nurlaela Head of Corporate Communications Dept (022) 2033755 ext 612

[caption id="attachment_17683" align="alignleft" width="300"] The President Director of PT Bio Farma (Company) Iskandar (Five from left) received the award for Outstanding winner for five times achievemenst Primaniyarta and Pioneers of the New Market from the Ministry of Commerce of the Republic of Indonesia, which was submitted by the Minister of Trade M.Lutfi, witnessed by the elected President Joko Widodo, to the President Director of Bio Farma, Iskandar at the Jakarta International Expo on October 8, 2014[/caption]

(08/10) PT Bio Farma (Company) received the Outstanding Winner Award for five times achievemenst of Primaniyarta and Pioneers of the New Market of the Ministry of Commerce of the Republic of Indonesia, for his achievements in achieving Primaniyarta five times consecutively from 2010 to 2015 and the Award of the Pioneers of New Markets category. These two prestigious awards were handed over by the Minister of Trade M.Lutfi, witnessed by elected President Joko Widodo, the President Director of Bio Farma, Iskandar, at the Jakarta International Expo on October 8, 2014. Achievement of the award was motivated by the success of Bio Farma to expand the vaccine market, by increasing the number of private markets in the countries of African and Asian continent, so that until 2014, the products of Bio Farma have been used in 131 countries. The president director of Bio Farma, Iskandar, said the success of expanding the new markets can not be separated from Bio Farma's commitment to always strive to meet the requirements issued by the Food and Drug Monitoring Agency (BPOM) as the national regulator and the World Health Organization (WHO) as the international regulator relating to the facilities, production processes and products, "We always try to pursue standards set by regulators to still be able to market our products to various countries, it needs a solid partnership between the employees and the commitment of the management to maintain this achievement," said Iskandar. The successful expansion of the market in the countries of Africa can not be separated from the cooperation undertaken by Bio Farma with the organization of Islamic cooperation (OKI), in which Bio Farma is designated as a Centre of Excellence. Bio Farma is believed to be a Centre of Excellence among the moslem countries, Bio Farma has the capability to produce vaccines from upstream - downstream and this ability is not possessed by other fellow members countries of OKI. With the designation of Bio Farma as a Centre of Excellence, opening the potential for market expansion, because Bio Farma may sell products to fellow members of the OKI at an affordable price. **Cooperation of Quadruple Helix** Cooperation with various parties also support the success of Bio Farma in reaching the Primaniyarta award that has already achieved by Bio Farma since 2010. The cooperation that has been built as a quadruple helix collaboration application that is an extension of cooperation of triplehelix (academy, business, government) now with quadruple helix is added with the community as a pressure group so that results of vaccine research can be immediately felt by the community. **Bio Farma Wins International Star Quality Award** In the past September 2014, Bio Farma won the international awards of International Star Quality Award for the Gold Category at the 15th annual program of BID Conventions, in Geneva Switzerland. This award is given as a sign that Bio Farma is committed to continue to maintain the quality of the vaccine as a product manufactured. The event attended by companies, organizations and entrepreunuer from around the world, aimed to reward them for their commitment in maintaining the quality. Bio Farma is successful to be able to last for 124 years, and became one of the companies among dozens of vaccine companies in the world which already have a pre-qualification certificate of WHO (PQ WHO) and the products produced by Bio Farma has been used

in more than 131 countries. Bio Farma Progress in International can be seen also from the CSR programs which are now starting to explore the international world that is cooperating with UNICEF in improving the Access to Medicine & Healthcare in various countries in the form of delivery donations of vaccines to countries that are difficult to reach such as Tajkistan, Iran, Tunisia, East Timor, Africa etc.