

Premier On the Romanian Consultancy Market

Link Resource and NNDKP form a strategic alliance aiming to provide consultancy and implementation services in pharma and healthcare field

Bucharest, May 19th, 2008 –**Nestor Nestor Diculescu Kingston Petersen (NNDKP)** and **Link Resource** announced today a premiere on the consultancy market: the two firms closed a strategic alliance for achieving an integrated service of legal consultancy, management strategy and implementation in pharma and healthcare industry.

The alliance, one of the few European alliances in the field, puts to value the management-related experience of **Link Resource** in the pharma and healthcare field and NNDKP's international expertise in Intellectual Property and Pharma.

The consultancy and implementation services cover a wide range of activities from market assessments dedicated to the preparation of strategies for market penetration of a certain product or service, to their implementation up to the final stage when the product reaches the client. They are added legal assistance services for issues related to approvals of the regulating authorities, competition and corporate and operational structure issues, as well as for the security and management of the intellectual property right portfolios. The alliance provides services in the areas of pharmaceutical and para-pharmaceutical products, medical equipment and services, clinical studies, private health insurance.

The market segment contemplated by the new alliance is made up both of the companies having as target the penetration of the Romanian market, as well as those already carrying out their activity on the local market, but which do not have the time, personnel-related resources or critical expertise specific to certain types of activities in this field.

“The pharma and healthcare industry (products and services) is steadily evolving towards a new stage. The asymmetrical distribution of resources, given the ongoing optimization of the operational exercise, is a reality of this industry in 2008. No market player does simultaneously have the organizational competencies able to respond this business requests. Consequently, we deem that an experienced, well-reputed and reliable partner capable of effectively addressing these challenges, by integrating the consultancy, operational management and regulatory and legal system in one reference point, is an alternative that may not be overlooked”, states **Nicolae Voiculescu, Link Resource Managing Director**.

The dynamics of the local medical and pharmaceutical industry is being transposed in high pressures at each stage: from the market penetration strategy, for companies or products, their registration, to the operational management of the portfolio, the effective distribution, marketing policy or the extension decisions and so on.

At the same time, solutions have been looked for over the last years at European level, solutions to address the need to increase the access to medical services and pharmaceutical products for a growing number of ever aging-people. Steady changes within the overall operation framework, in the regulation system are expected – they shall appear as well at the level of the entire European Union and that of each member country. The companies must develop their ability to rapidly adjust to changes, to face an increased fluidity environment, at the same time continuing

to be effective in connection with the current operations, the promotion of the existing portfolio, etc.

Under these circumstances, the strategic alliance between **Link Resource** and **NNDKP** anticipatively answers certain trends such as specialization and integration.

"I estimate that the consultancy market in such highly specialized field shall grow in the following five years, the distance being visible, yet relatively small. The financial potential that I estimate for the following five years is about 10 - 20 million Euro", added **Nicolae Voiculescu**.

"**NNDKP** had the privilege of always being in the avant-garde of the legal consultancy services due to its long presence on the Romanian market. This new alliance maintains a similar registry: we approach a direction which enables us to put to value a rich expertise that followed the market evolution, in an integrated context with other consultancy fields. Thus, we may bring a higher contribution to our clients' rapid answers to the market challenges" stated **Ion Nestor, one of NNDKP's Managing Partners**.

Link Resource is a Romanian consultancy company, registered at the beginning of this year and coordinated by Mr. Nicolae Voiculescu, one of the prominent figures of pharmaceutical and healthcare industries, with over 18 years experience in multinational companies, both in Romania and abroad. His team of advisors comprises a network of more than 25 specialists out of which 6 are part of the core group. The launch on the market of **Link Resource** entailed an investment amounting to EUR 250,000, directed towards the office opening and the establishment of the teams and network of advisors.

With over 100 lawyers, 75 people staff and offices in Bucharest, Timisoara and Brasov, NNDKP is the pioneer of business law in our country and provides a full range of legal services to clients doing business in Romania. NNDKP's The Intellectual Property of Pharma Department was established in 2000 and is currently the strongest in Romania in this field, ranked 1st in Chambers Europe and European Legal 500 international legal guides.

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