

# 'Exciting times for agribusiness'

**THE name Bimeda may not be one that readily springs to mind when thinking about the major international veterinary pharmaceutical businesses, but this is a company with annual revenues in excess of €165 million.**

With international headquarters in Dublin and its UK HQ in Anglesey, the firm has 525

employees world-wide, seven state-of-the-art manufacturing facilities – in

Ireland, UK, Canada, USA and Brazil – and five development/regulatory laboratories.

Without doubt it is a company that the UK veterinary profession is soon to become much more aware of. More innovative new products are around the corner and Bimeda is anxious to build on its existing structure in the UK to take the business forward into a new period of growth.

Bimeda is a classic case of growth through hard work, investment and acquisition. Founded in the mid 1960s, the company initially concentrated on the domestic Irish market. Rapid expansion and acquisitions followed. In 1975 it acquired Constant Laboratories and in 1977 Clonmel Healthcare was brought into the fold. In the 1980s and 1990s the company expanded both at home and abroad with strong emphasis on the UK market.

Between 1997 and 2007, five acquisitions in the USA, Canada and Mexico put Bimeda firmly on the map in the Americas; while 2011 saw Bimeda acquire strategic businesses in both South America and Africa. The company recently invested in a joint venture research lab in the booming Chinese market, providing a direct route to rapid growth and development in Asia.

The company manufactures its own-branded products as well as brands under licence for some of the biggest and best known distributors, agents and peer companies.

The broad range spans preventive therapies such as endo/ectoparasiticides and intramammarys through to disease treatment with broad-spectrum antibiotics and anti-inflammatories. The company operates in key areas of

animal health such as teat sealants – claiming an advantage over its competition with the move towards a possible outright ban on the routine use of antibiotics in cows and other lactating animals.

This significant advance in animal welfare was made possible through Bimeda's commitment to a vigorous

## JOHN ALBOROUGH

visits the international headquarters of Bimeda to learn about the operations and development of this rapidly expanding company

research and development programme, with the company allocating a significant percentage of its annual revenues to this, funding work in Canada, Ireland, the United States and China.

At any one time there are literally hundreds of products being brought through the various stages of its development pipeline: from discovery, to "under evaluation", early and late development, registration and recently approved products. World-wide, the firm has secured many hundreds of marketing authorisations.

## Ireland and the UK

Bimeda has grown to be the largest indigenous animal health company in Ireland, directly employing more than 130 people, including a dedicated sales and marketing team who service a market consisting of 6.7 million cattle, 4.8 million sheep and 1.5 million pigs. The Irish animal health market was worth €140 million last year, up by 10% on the previous year.

Ireland currently exports around 90% of its agricultural produce and its agri-food exports grew last year by 12% to almost €9 billion.

The dairy herd in Ireland is set to increase by over 20% in the next five years to 1.4 million, with the removal of milk quotas. As an innovator in teat seal technology, Bimeda believes it is well placed to take advantage of this growth.

The UK base in Anglesey has been operational since 1998, prior to that being located in Liverpool, with an experienced and professional sales team servicing the UK. They are now in the process of launching a new range of animal health products onto the UK companion animal market.

to over 30 countries in the MEAA and has been active in some of these markets for more than 35 years, using a national distributor in each country.

Significant national markets include Uganda, Kenya, Tanzania, Zimbabwe and South Africa. The African operation is based in Nairobi, Kenya, dealing mainly with veterinary wholesalers, shops, pastoral and tribal areas and large farms – making the company's East African market share the largest in the animal health pharmaceutical sector. Products are produced locally in Kenya as well as imported from Bimeda's considerable distribution range.

Bimeda has established a 50-50 joint venture firm with Shijiazhuang Rainbow Laboratories in northern China to develop and manufacture veterinary and animal health products for the Chinese and Asian markets.

## America - north and south

Headquartered in Chicago, Bimeda's North American sales department consists of a team of 25 involved in marketing, sales, technical service and customer service. The company sells through distributors for the beef and dairy business and through the integrators for pig and poultry.

For the companion animal and equine sector, Bimeda utilises a range of distribution methods with 90% of products distributed in the US being Bimeda labelled.

In Canada it acquired in 1999 a distribution and manufacturing facility from Maple Leaf Foods and sells



Ian Simington, CEO Bimeda Europe.

through distributors to Canadian farmers, veterinarians and pet owners.

Bimeda Mogivet was established in 2011 when the company acquired majority control of Mogivet Farmaceutica SA in Brazil and now sells 26 products using its 35 sales representatives to all the states in that country. It expects to

more than double that number by 2015.

Bimeda sells its own branded products in Uruguay, Chile, Argentina, Columbia and Ecuador through exclusive distributors and is moving into Paraguay and Peru. In 2006, Bimeda acquired a distributor in Queretaro, north of Mexico City, where it has a sales team of 14 who market 42 Bimeda-labelled products in bovine, equine and pig.

## New CEO

In April this year Bimeda appointed Ian Simington as CEO Bimeda Europe. Prior to joining Bimeda, Ian was with infrastructure developer NTR plc as CEO Solar Division and group development director. From 1999 to 2006 he worked with McKinsey and Company.

Mr Simington told *Veterinary Practice*: "These are exciting times for agribusiness with buoyant global markets and farmers focused on increasing output and productivity. Bimeda is investing heavily to support the evolving needs of farmers both here in Ireland and globally. I am delighted to have joined the Bimeda team and to help deliver our plans."

## Life as a veterinary adviser

*Padraig Hyland writes:* My role as technical veterinary adviser is both challenging and rewarding as Bimeda looks to expand its business by securing new products and customers and to service existing customers to ensure their on-going loyalty to our brand and products.

I joined Bimeda last autumn after 10 years in practice. The fact that I had used and had great confidence in Bimeda products was a key factor in my decision to apply for the job as I was using Bimeda products such as Tetroxy LA, Cronyxin, Bimotrim Co and Bimamix/Bimastat in practice since qualifying from UCD in 2001. In Ireland Bimeda also has a tremendous reputation for intramammarys and being a dairy farmer's son the opportunity to join a world leader in this was one not to be missed!

Life as an industry vet is a busy and interesting one. The role involves backing up our sales team with technical and practical advice and being involved with new product and refresher training to these important staff members. The role also involves providing technical training and support to our customers. Bimeda is expanding its product ranges as we look to be increasingly relevant to companion animal vets and equine practice while still growing and enhancing our traditional food-animal range.

The R&D side is also imperative in an ambitious and ethical company like Bimeda which pumps 7% of annual revenue into this area with a large proportion of this being set aside for completely new technologies.



Bimeda's UK headquarters in Anglesey.

## Middle East and Asia

The firm's Middle East, Africa and Asia (MEAA) animal health business is headquartered in Dublin with distribution run from Anglesey. Bimeda exports