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WHAT DO ENTREPRENEURS EXPECT FROM ROMANIA'S EU ACCESSION? RESULTS FROM AN EXPERT INTERVIEW SURVEY

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ABSTRACT. Romanian pharmaceutical market is one of the most attractive markets in the region of Central and Eastern Europe due to its size, growth potential and increasing per capita medicine consumption. Romanian pharmaceutical industry has been to large extent consolidated in the last decade and thus followed the process of concentration and globalization of world pharmaceutical industry. Forthcoming entry of Romania into the full European Union membership will undoubtedly further influence and strengthen regulatory, competitive and other industry relevant issues related to the local pharmaceutical market. We foresee further consolidation of local pharmaceutical industry and hence increased competition among local pharmaceutical companies.

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