

Press release

Bionorica honoured for entrepreneurial excellence

German herbal medicine manufacturer is “Axia Best Managed Company 2021”

Neumarkt in the Upper Palatinate, 6th May 2021 – This year, Bionorica is once again amongst the Axia Best Managed Companies and has, as in 2020 and 2011, received the quality seal for the best managed companies. The award was presented to the company in Neumarkt, Bavaria, by representatives of the management consultancy company Deloitte and the bank Credit Suisse. “From the development of forward-looking strategies and innovative processes to effective corporate governance structures and a healthy corporate culture: like all the winners of the Axia Best Managed Companies Award, Bionorica demonstrates business excellence – and once again sets standards in all the key areas of company management,” emphasises Lutz Meyer, Partner and Head of Deloitte Private.

Focus on digitisation, sustainability and the business location of Bavaria

“We are delighted that we have received the Axia Best Managed Companies Award for the second time in a row and the third time in total,” says Professor Michael A. Popp, owner and CEO of Bionorica. “The award is a great honour for Bionorica and confirms that we are outstanding in precisely those categories that make companies successful in the long-term. We are always able to respond strategically to changes in the market and are driving the digital transformation of Bionorica forward. For example, we have digitised our cultivation of medicinal plants and set up an Artificial Intelligence department.”

Bionorica is also characterised by its focus on research and sustainability and its clear commitment to the business location of Bavaria. In spite of the challenging times brought by the coronavirus pandemic, the medium-sized enterprise has been able to keep its employee numbers stable. Therefore, with more than 800 employees at its headquarters, Bionorica SE is one of the largest companies in the district of Neumarkt and the largest employer within the local pharmaceutical industry.

“We present the Best Managed Company Award to medium-sized enterprises in Germany that exemplify what is referred to the backbone of the economy for good reason. It is companies such as Bionorica that, even in extraordinary times, do not just withstand the pressure, but excel under pressure. It is due to them that crises can also be a new beginning, by recognizing the increased urgency of new developments such as digitisation and sustainability and implementing them in a way that benefits society,,” explains Mischa Tschopp, Market Group Head Germany and Austria International at Credit Suisse.

Success in four core competencies decisive

Being a winner of the Axia Best Managed Companies Award depends on excellence in the four competition categories of strategy, productivity and innovation, culture and commitment, and finance and governance. The performance of the examined companies was compared on the basis of the application documents, but also in face-to-face interviews with the Managing Director. After evaluation by a panel of experts, a jury of representatives of business, academia and the media selected this year’s winners.

A competition in more than 30 countries

The Axia Best Managed Companies Programme is a competition run in Germany by Deloitte, WirtschaftsWoche, Credit Suisse and BDI, and is a seal of quality for successful medium-sized companies. The basic requirements for participation are a minimum annual turnover of 150 million euros and the company headquarters being in Germany. In addition, the companies must be medium-sized or family-run companies and must show a successful economic development in the past four years.

Best Managed Companies was initiated in the 1990s by Deloitte in Canada and has now been successfully introduced in more than 30 countries.

Press photo:

Professor Popp holding the Axia Best Managed Companies Award 2021. The award was presented at Bionorica in Neumarkt by Martin Thiermann, Partner Audit Industry at Deloitte in Nuremberg, and Sebastian Drossmann, Ambassador Germany at Credit Suisse AG (on the right in the picture).

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Company profile

Patients want effective and tolerable medications and so herbal remedies are the preferred option. Bionorica, located in Neumarkt in Bavaria's Upper Palatinate region, is the world's leading manufacturer of scientifically researched phyto-pharmaceuticals. Physicians, pharmacists and patients in more than 40 countries trust in our effective products with few side effects. In 2020, the Bionorica Group achieved sales of EUR 289 million. The company's equity ratio is 80,5 percent. Over 1,800 employees at 20 Bionorica locations worldwide work every day to carry on this success story, which began in Nuremberg 88 years ago.

Based on its "Phytoneering" strategy, Bionorica decodes the extensive active ingredient potential of plants (phytos) using state-of-the-art research and technology (engineering). The result: highly effective phyto-pharmaceuticals with few side effects. Our research and development priorities involve the treatment of symptoms in the respiratory tract, urinary tract, women's health and the immune system.

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