



Social Responsibility

The mission of the Bial Group is to develop, discover and provide therapeutic solutions in the field of Health. In an effort to improve people's quality of life, our goals are to find cures for various disorders. The Bial Group's culture focuses on how to help advance society, and on achieving sustained growth.

Bial's Social Responsibility policy pervades management practices and relations with the Company's different publics. It covers several areas: human resources, quality and the environment, various initiatives to promote and support scientific research, and association with humanitarian causes and social entities worldwide.

We are members of the Global Compact, an international convention whose aim is to foster the sustainable growth of the world economy. It brings together firms, governments and civil society. Bial is also part of the BCSD – Business Council for Sustainable Development. The purpose of this body is to expand business and industry on the basis of social responsibility, economic growth and eco-efficiency.

Bial is also a signatory to "Caring for Climate", a declaration by the members of the Global Compact, which sets out to promote solutions for the climate problems afflicting the world.

The Group is also a member of the consultative council of EPIS – Businessmen for Social Inclusion. This association was created in 2006 and its action centres on education, with special emphasis on tackling failure and dropping out of school.



BCSD Portugal
Conselho Empresarial para o
Desenvolvimento Sustentável



Human Resources

The human factor is the Bial Group’s priority, in terms of policy. The R&D outcomes in terms of the quality of products, the Group’s technological development, the marketing area and improving services to the community, are the responsibility of the Bial team.

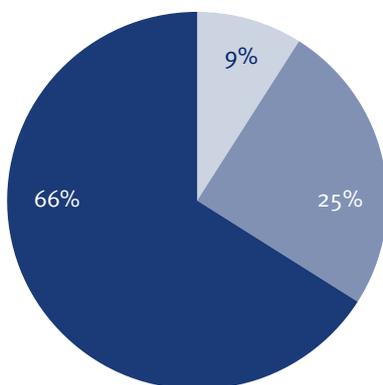
Throughout its 84 years’ history, Human Resources have been the foundation of Bial’s success, from their recruitment to their integration and career development.

The Bial Group is today acknowledged by public and private institutions alike as a benchmark in the labour market.

The Bial Group has consistently and steadfastly created job opportunities. In 1995, Bial employed 250 people. Today the Group employs around 730 workers, 10% more than last year, in over 30 countries.

The fruit of Bial’s investment in Human Resources can also be seen in its workers’ quality and levels of qualification.

Academic Qualifications



- Higher Education
- Secondary Education
- Below Secondary Education

Bial is proud of its extremely exacting selection and recruitment procedures, as it strives to attract, choose and retain skilled human resources, with the best qualifications. This stringency is proved by the more than 66% of employees with higher education degrees.

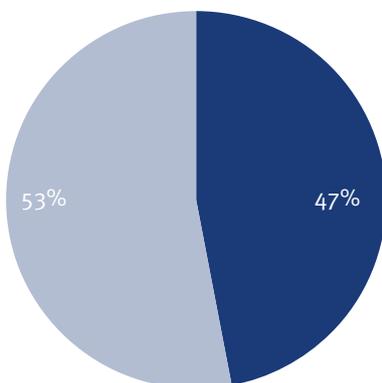


Human Resources

The challenges we face are stimulating and fascinating. In Bial, the strategy is forward-looking, without ever losing sight of the basic principles that any company has to ensure if it is to be socially responsible. We would draw attention to some situations that demonstrate how Bial operates in such a way as to achieve sustained growth, while simultaneously showing the utmost respect for society and for people.

- There is no 'child labour' in Bial: the minimum age for job applicants is 18.
- In Bial, the health and safety of workers are a constant priority of the Company, which has a medical and nursing section.
- In Bial, there is a proactive policy of developing its human resources through in-house and external training programmes.
- In Bial there is freedom to join trade unions and professional associations.
- Regarding job discrimination, Bial respects the religious, political and sexual orientations of every employee; gender, nationality, or disability of any kind are no bar to working for Bial. For example, around 47% of the workforce is women.

Employee gender



■ Women
■ Men

Defining internal motivation and the maintenance of a spirit of cooperation/collaboration as priorities, Bial has been constructing a virtuous circle of satisfaction between the Company and its workers.

In 2009 Bial will continue a project started in 2004 by conducting an internal survey to gauge levels of satisfaction, motivation and trust among the Group's employees.



Human Resources

Labour market demands are growing when it comes to knowledge levels. Bial is committed to ongoing training as a tool for employee development. In the global era we live in, it is crucial to see training as a continuous investment, and one that is increasingly diversified.

In Bial, we are particularly keen to encourage technical training so that workers can raise their degree of expertise in their own areas, but we are also committed to programmes that develop management skills. An organisation with over 700 employees has to invest in preparing those of them who hold management posts to tackle the challenges that the market poses for us.

In 2007, Bial's workers underwent an average of 84 hours training, about 14% of which was external and 86% in-house training. In 2008-2009, and despite the economic outlook, Bial intends to increase its investment in training its human resources. This is a guarantee of our competitiveness and corporate development.



Quality and Good Practice

The globalisation of the economy and the markets, new technologies, stronger competition, greater awareness of citizens of economic, social and environmental issues, and the publication of ever more demanding rules all mean that quality has become more important to organisations.

In Bial, the issue of quality is tackled by cultivating processes that can supply goods and services to meet the needs and expectations of the Company's customers and to satisfy the very highest standards set by international regulations, by improving its Human Resources' technical competence and by anticipating new market needs and opportunities.

The inclusion of environmental considerations in the Company's strategic decisions shows the importance which we ascribe to the continuing improvement of our performance. The incorporation of Environmental Good Practice into the Company's business operations is an intrinsic part of its management programmes, aiming to associate Bial's economic growth with the rational use of natural resources and the protection of the environment.

Bial was the first Portuguese firm in the area of health to obtain certification of its Quality, Environment and RDI Management Systems under standards NP EN ISO 9001, NP EN ISO 14001 and NP 4457, respectively.

Bial is an international pharmaceutical group whose products are marketed in 30 countries, on 4 continents: Europe, America, Africa and Asia. Its mission is to develop, discover and provide therapeutic solutions in accordance with the highest level of quality requirements and standards.





Quality and Good Practice

The Quality and Environment Management System operated by Bial reflects an unrelenting quest to fully satisfy all its customers and workers, and to work for the welfare of the public as a whole. In Bial, quality is a state of mind.

Respect for the Environment is the ever-present motto of the Bial Group in its pursuit of the balance between the production and distribution of quality medicines and regard for society. The implementation of an Environment Management System, certified in December 2001 under NP EN ISSO 14001, indicates both the growing concern of the Company to ensure a proper balance between its business goals and the protection of the environment, and the importance it ascribes to continually improving its performance. Bial has also been a pioneer in the area of health in Portugal by obtaining environmental certification.

Bial's conduct complies with the legislation and requirements applicable to the pharmaceutical industry, including GMP – Good Manufacturing Practices and GCP – Good Clinical Practices. Bial's production plants in Portugal and Spain have been certified by the health authorities in those countries (Infarmed in Portugal, and the Spanish Medicines Agency in Spain), the legal representatives of EMEA, the European Medicines Agency. The European Union, like the USA, demands the highest standards in the world in terms of rigour and quality in the production of medicinal products. Bial is also certified by INFARMED and IPQ (Portuguese Quality Institute) with GLP: Good Laboratory Practices.



The Bial Group's factories are thus approved for the production of pharmaceuticals for the whole of the European Union.

Bial sees Innovation and Quality as strategic areas.



Quality and Good Practice

The Quality and Environment System implemented in Bial under standards NP EN ISO 9001:2000 and NP EN ISSO 14001:2004 is complemented by the RDI Management System arising under standard NP 4457:2007: “Research, Development and Innovation (RDI) Management. Requirements of the RDI Management System” in the sphere of the Chemical, Pharmacological, Clinical and Pharmaceutical Research and Development of New Drugs.

The world today is characterised by globalisation and market volatility, where competitiveness is an essential factor if companies are to survive. The expansion of research, development and innovation work in firms involved in highly competitive segments, like the pharmaceutical industry, is an unquestionable benefit now. Given that knowledge is the basis for wealth generation and research and development underpin the creation of this knowledge, then it is in innovation that we find the means to turn this knowledge into economic development.

Companies have to generate and use innovation so as to set themselves apart from their rivals in a market that is increasingly globalised, where innovation is a fundamental, maybe the sole, requirement for survival. Bial ought therefore to be ready to compete with the best in the world: this competition means that consistent, sustainable strategies and goals, along with a culture of rigour, must unfailingly be established. This is the only way to meet the present and future needs of health professionals and patients.

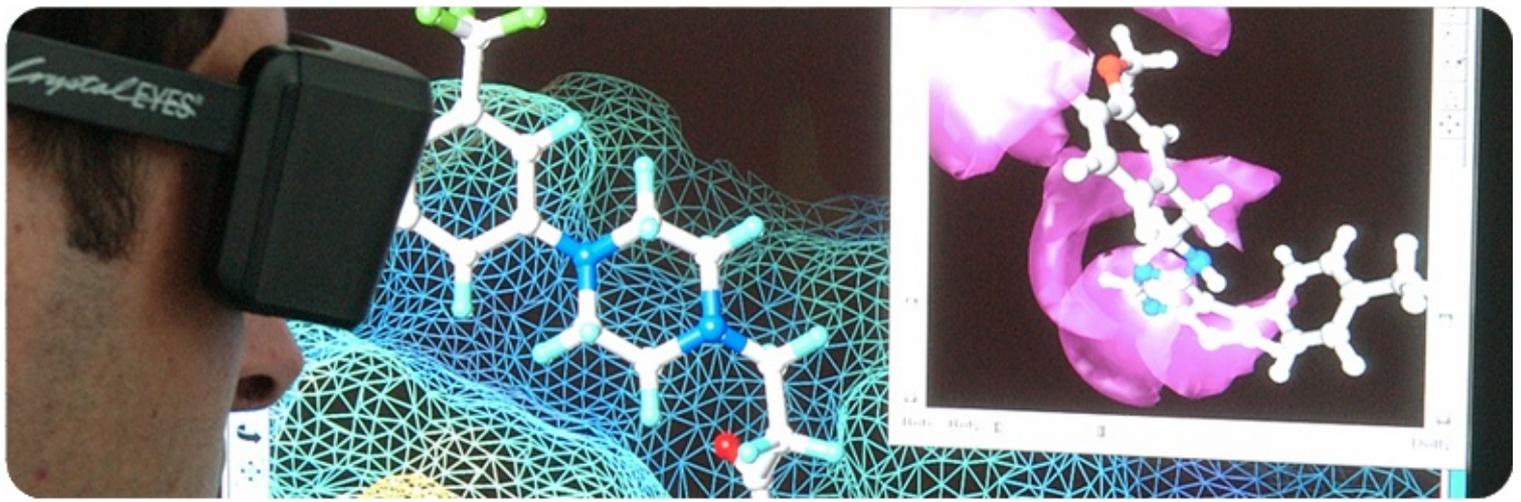




Quality and Good Practice

The quality of Bial's products and the group's commitment to scientific research aim to help ensure the well-being of millions of people worldwide, and they are an expression of the determination, rigour and professionalism which Bial applies **“at the service of your health”**.





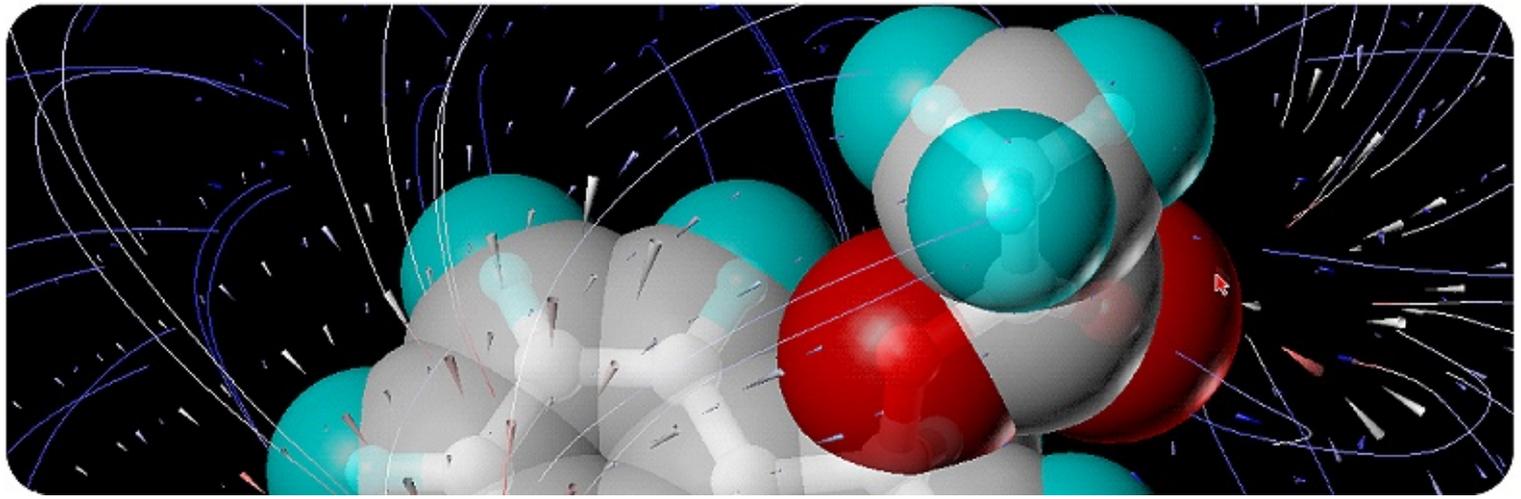
Research and Development

If they are to influence the development of humankind, then companies have to bring something new. It's not enough just to produce and market. It's obviously reductive to do more of the same. In Bial we see the need to discover, invent and actively do something to spur the development of humankind. The daily experience of a spirit of creativity and invention, within a markedly professionalised business model, involves our workers, our shareholders, our customers and our suppliers in the Bial project. There is a feeling of satisfaction and sharing, which everyone finds rewarding.

The Bial Group invests over 20% of its turnover in R&D; in 2007 this investment exceeded 30 million euros, and the same will happen in 2008.

The Company is deeply committed to the search for new therapeutic solutions, and its projects are developed in two Research and Development Centres: one in Trofa, Portugal, and the other in Bilbao, Spain. They employ 87 people, of whom 19 have PhDs. The main areas of research interest are the central nervous system, the cardiovascular system and allergology, and the objective is to help therapeutic evolution, providing the market with products that can enhance the quality of life.

We have patented several new drugs worldwide in the past few years, including an antiepileptic medicine. In 2007 we signed our first licensing agreement with a North American company, Sepracor, for the exclusive marketing of this product in the US and Canada. This could very soon be the first original Portuguese medicine to be marketed worldwide.



Research and Development

Bial's research and development projects are undertaken in close partnership with various institutions and research units in Portugal and abroad, with particular reference to:

- AIBILI – Association for Biomedical Research
- Centre for Neurosciences, Faculty of Medicine, Lisbon
- CNC – University of Coimbra Centre for Neurosciences
- Faculty of Sciences, University of Porto
- Catholic University College of Biotechnology
- IBET – Institute for Experimental Biology and Technology
- IBMC – Institute of Molecular and Cellular Biology
- Abel Salazar Institute of Biomedical Sciences
- Institute for Health Sciences Research, University of Beira Interior
- Technological and Nuclear Institute
- Faculty of Pharmacy, University of Coimbra
- Faculty of Pharmacy, University of Porto

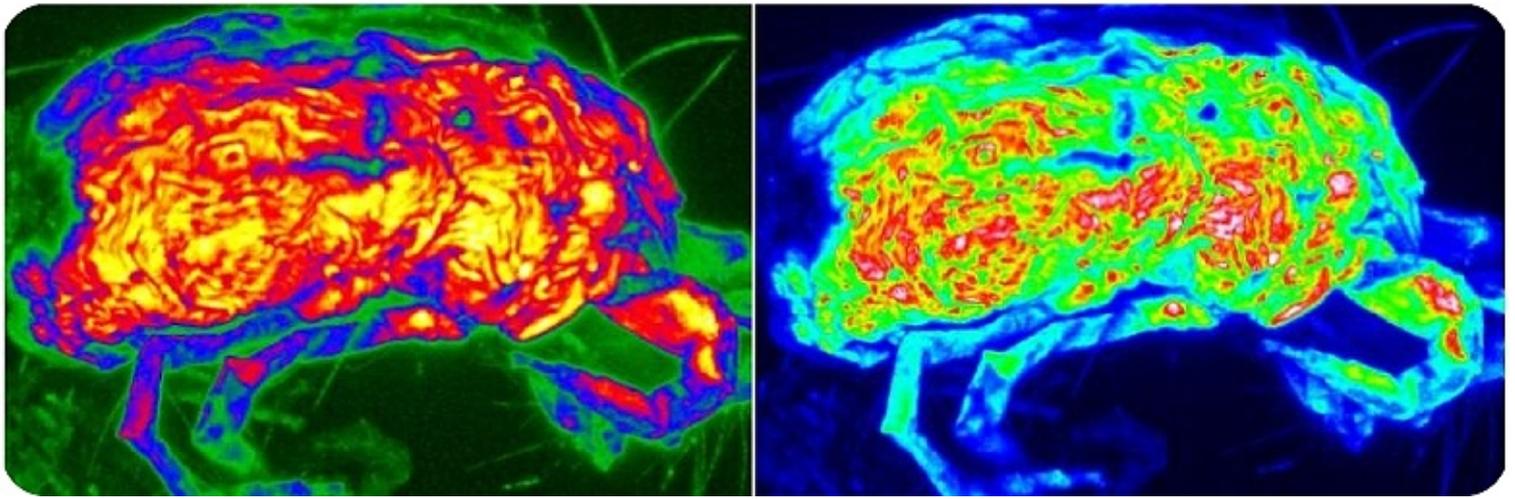
These partnerships also include the participation of a number of Bial staff in training programmes, scientific conferences, consultancies and the bodies of several university and research institutions. This is an expression of Bial's policy of forging close links with universities, which is a feature of the group's operations.



In recognition of Bial's commitment to research and development, the group has been accepted as a member of the European Federation of Pharmaceutical Industries and Associations (EFPIA), a respected Federation of leading research firms in the European pharmaceutical sector.



In 2007 Bial obtained its Research, Development and Innovation Management System certification under the 4457:2007 standard.



Research and Development

According to the Ministry of Science, Technology and Higher Education, through its Office for Planning, Strategy, Assessment and International Relations, the Bial Group was the 4th highest investor in R&D in 2005. The Bial Group is in 3rd place in the context of Portuguese owned firms, and is the highest ranked company from the health sector.

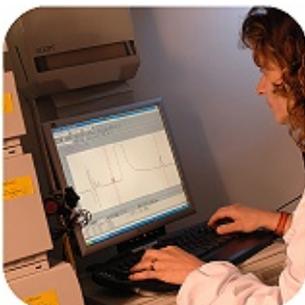
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In Bial, we feel the need to contribute actively to the country's economic and social development, fostering the construction of a society founded on the pillars of knowledge, competitiveness, cooperation, science and innovation. Bial is a founder member of and is associated with the Health Cluster Portugal, a focus of competitiveness in health, established in April 2008. The Health Cluster Portugal's mission is to make Portugal a competitive player in the research, conception, development, manufacture and marketing of health related goods and services.

We are strongly committed to the future.

We are strongly committed to R&D.

We are strongly committed to the sustainable development of all humankind.





Promoting research

In order to publicise and promote science and research in health, in 1994 Bial created the Bial Foundation. A public utility institution, the mission of the Bial Foundation is to promote and stimulate the scientific understanding of Man, from both the physical and spiritual perspectives.

Over the years the Bial Foundation's work to encourage scientific research with the award of the Bial Award and Research Grants has been acknowledged, with its support for the scientific community all over the world.

Established in 1984, the Bial Award is regarded as one of Europe's most significant awards in the health area. It distributes over 200 thousand euros between two prizes and four honourable mentions, for the best research in the sphere of medicine.

Since its inception, the Bial Award has examined 419 applications and mobilised 874 researchers, doctors and scientists. Over twelve editions this award has honoured 173 authors (77 prize-winning works). The outcome of 20 years of commitment to research has been the publication and free distribution to doctors and scientists of 28 winning works.

Bial Award 1984-2006



Number of editions held	12
Works entered	419
Total applicants	874
Prize-winning works	77
Total awards	173
Copies distributed	275.500





Promoting research

The Scientific Research Grants are intended to encourage research in the neurosciences. The rounds already held have helped 843 researchers from 22 countries, including Germany, Australia, Canada, the USA, France, Japan, the UK, Sweden, and others.

BIAL Research Grants		1994-2006
Submissions	Projects	773
	Researchers	2515
	Countries	34
Support	Projects	261
	Researchers	843
	Countries	22

In terms of training and medical research, too, Bial has supported all kinds of initiatives, notably by publishing scientific books, sponsoring prizes and grants, such as the Prize for the Best Scientific Publication of 2007, from the Pneumology Department of the Hospital Pulido Valente. It also helps with literature searches and medical updates.



BIAL staff in the Viso EB1 school

Partnerships and Donations

We are “**At the service of your Health**”, which extends our research work and the production and commercialisation of medicines.

The Bial Group plays an active role every year in helping the development of institutions, associations, hospitals, schools, universities, town halls and other entities whose aim is to foster the well-being of society, today and for future generations. Among these institutions, particular emphasis is given to the local community where Bial is based, that is, Trofa Municipal Council, local schools in Trofa and Maia, sports clubs and other social groups. Among these activities Bial is involved in the project “Porto de Futuro” (Future Porto), a cooperation protocol signed between Porto City Hall, the city’s school groups and a number of local firms.

This action involved staff from the Company volunteering to spend a day in the Viso EB1 school, seeing how to improve the study conditions of the pupils there.

With the aim of giving the student population greater awareness of what industry is really like, especially the pharmaceutical sector, and research, Bial has drawn up a programme of guided study visits to its facilities for secondary school pupils and university students.

It should be noted, too, that several of Bial’s employees, especially the Chairman, took part in a number of information and awareness-raising actions in the areas of science, health, education, innovation and entrepreneurship, organised by public and private entities.



Partnerships and Donations

We have also established partnerships with various entities in the sphere of health, including medical groups and patients' associations, with a view to training, education and providing information on various problems affecting people's health.

Among the list of institutions supported are:

- Portuguese Cardiology Society
- Portuguese Cardiology Foundation
- Portuguese Pneumology Society
- Portuguese Orthopaedics and Traumatology Society
- Portuguese Paediatrics Society
- Portuguese Neurology Society
- Portuguese Allergology and Immunology Clinic Society
- Portuguese Rheumatology Society
- Portuguese Society for Physical Medicine and Rehabilitation
- Portuguese Asthmatic Association
- Alzheimer Portugal
- National Association of Rheumatoid Arthritis Patients
- Portuguese Spina Bifida and Hydrocephaly Association
- Portuguese League against Epilepsy
- Association of Parents, Relatives, Friends and People with Epilepsy
- RESPIRA – Portuguese Association of People with COPD and other Chronic Respiratory Disorders

Here the focus is on screening, especially for cardiovascular and respiratory disorders, on publishing scientific and educational works and supporting conferences and scientific meetings.



Partnerships and Donations

Bial's sponsorship activity also embraces the arts, including the publication and promotion of works by authors and artists from the fields of painting, literature, sculpture, music and photography. Names include António Cruz, Armanda Passos, Arpad Szenes, Eugénio de Andrade, Fernando Pessoa, Graça Morais, Helena Abreu, Helena Almeida, Júlio Resende, Júlio Pomar, Maluda, Paula Rego, Pedro Cabrita Reis, Vergílio Ferreira, Vieira da Silva, and many others.

Bial is also linked to initiatives to help developing countries and conflict zones. The Company has helped the cause of Timor, Afghanistan and Iraq by providing medicines, mostly antibiotics. The Bial Group feels that it ought to back social causes anywhere in the world, and so try to help Mankind to live in a better world.