

A word with...

GIOVANNA LIBRALON Head of Business Development - Micro-Macinazione SA

MICRO-MACINAZIONE SA

The most competent provider of Micronization services and equipment for the Pharmaceutical & Fine Chemical Industry



Swiss-based Micro-Macinazione SA was established in 1970, as an engineering company for the development of jet-mill technology. In 1975, the first custom micronization services plant was built in Molinazzo di Monteggio. In 1990, it was decided to change the strategy, and the plant was converted to only deal with Active Pharmaceutical Ingredients (APIs). In 1999, Micro-Macinazione opened a second plant in Madonna del Piano, built following the highest current GMP standards and under the supervision of the Swiss Authority (Swissmedic) and the US Food and Drug Administration (FDA). Micro-Macinazione is today the most competent provider of micronization services and equipment for the Pharmaceutical and Fine Chemical Industry. We have interviewed Giovanna Libralon, Head of Business Development, to enter into details of the over all business strategy of this company.



Giovanna Libralon

Do you actively promote to customers solutions concerning bioavailability, engineering issues or any other problems?

I actively promote solutions to our customers by mapping products under development and defining those that have a problem with bioavailability due to their low water solubility. After identifying these molecules, our R&D Dept. and our team of experts develop the best solution for solving formulation and bioavailability issues. This is possible thanks to the fact that Micro-Macinazione is uniquely positioned as an expert in both micronization and engineering, and the synergy between these competences enables us to develop the right solutions.

What is the role of Innovation in the company?

Micro-Macinazione has its roots in the 1970s as an engineering company, so innovation is part of its DNA. Nowadays, the company has reconfirmed the importance of innovation by investing one million Swiss francs in new R&D laboratories to host our team of chemists and engineers engaged in developing and testing new solutions and approaches in jet-milling and particle size engineering.

Why is communication so important in your job?

Communication is the basis of business development and every new relationship. The more effective and clearer the communication, the longer-lasting and stronger the relationship. I am responsible for communications within Micro-Macinazione and given that our technologies are constantly evolving and improving, I use communications to update and stimulate potential new customers to contact Micro-Macinazione and ask it to take care of their projects.

What is your main activity/role in the company?

My role in the company is to evaluate the market and the competitive landscape as well as identify trendsetter ideas by researching industry publications and attending international conferences and professional events. Keeping pace with the worldwide pharmaceutical industry allows me to identify and propose new businesses, promote and enlarge the services we offer to customers and bring innovation into the company in cooperation with our R&D team.

How do you interact with customers?

Interaction with existing and potential new customers as well as key decision-makers in the pharmaceutical industry represents the best way to understand clients' expectations, a fundamental requisite for promptly developing new solutions and improving our service portfolio. In order to maintain our leadership position in the micronization field, we continuously monitor relevant market requests and trends, and assess the rate of compliance with our activities.

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