

Social and humanitarian activities as part of Hemofarm's responsible business operations

Social responsibility represents an important segment of modern business operations of pharmaceutical companies. In addition to their core activity, the relationship with the community in which the company operates also plays a significant role. Hemofarm A.D. continuously supports initiatives that contribute to the improvement of health, solidarity, and humanity, with the active participation of its employees.

One of the most important activities was carried out with the support of the Hemofarm Foundation through a voluntary blood donation campaign. The employees demonstrated a high level of awareness of the importance of this humanitarian initiative, which has a direct impact on the healthcare system and patient treatment. Among the many participants in this campaign were Nikola Radnović from the Quality Assurance Department and Boška Radnović from the Quality Control Department, who contributed personally to this humanitarian initiative through their participation. The voluntary blood donation was held on December 8, 2025, at Hemofarm on the occasion of STADA's Caring Day, with numerous employees taking part in this humanitarian action.



Figure 1. Activities during Caring Day at Hemofarm. Photo by: Milan Risović, December 9, 2025, in the locality of Vršac, Vojvodina, Serbia.

In addition, a humanitarian initiative was carried out for children from the “Vera Radivojević” home for children and youth in Bela Crkva. As part of this activity, New Year’s gift packages were collected and distributed with the aim of providing the children with a sense of care and support during the holiday season. Alongside many other employees, Nikola Radnović and Boška Radnović also took part in this initiative, further highlighting the importance of personal engagement of employees in socially responsible projects.

Employee participation in these initiatives demonstrates that social responsibility is not only part of the company’s strategy, but also a personal value nurtured by its staff. Through such activities, the bond with the local community is strengthened, as is the awareness of the importance of humanity in the everyday professional environment.

The social and humanitarian initiatives implemented within Hemofarm A.D. represent an example of good practice and confirm that successful business operations can and should go hand in hand with care for society and the community.

Boška Radnović and Nikola Radnović
Hemofarm A.D. 26300 Vršac, Serbia

✉ Boska.Topalov@hemofarm.com

✉ Nikola.Radnovic@hemofarm.com

The Serbian-language version of this article is available on pp. 8–9 of this issue.

Verzija ovog rada na srpskom jeziku dostupna je na str. 8–9 ovog broja časopisa.