

تحلیل محیط کسب و کار برای شناسایی و انتخاب بازارهای هدف بین المللی



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علوم پزشکی تهران



دکتر مهرداد نوربخش

مدیرعامل شرکت البرز پرشین نگار (MTC)



دکتر نیما قیصرزاده

معاون توسعه کسب و کار شرکت پویش دارو



Top Generic Pharma Companies 2022

1

teva

2

SANDOZ

3

VIATRIS™

4

SUN PHARMA

5

AUROBINDO

6

Cipla

7

hikma.

8

aspEN HOLDINGS

9

LUPIN

10

KRKA

11

glenmark

12

FRESENIUS KABI

13

sawai

14

Dr.Reddy's

15

STADA

16

amneal

17

torrent PHARMA

18

sanofi

19

endo

20

Piramal Healthcare

04

\$5.06B



05

\$3.09B



06

\$2.87B



07

\$2.55B



09

\$2.05B



08

\$2.36B



10

\$1.78B



more than 150 countries

strong supply chain of generic products and APIs

navigating IP regulations

extensive R&D investment

strategic partnership

acquisitions and mergers

extensive market research

focusing on regulated markets

identify potential opportunities and gaps

expanding portfolio by focusing on biosimilars

strong focus on providing affordable solution

reputation for high-quality, reliable products

developing biosimilars, complex generics, and niche pharmaceuticals

robust pipeline of specialty products

special focus on cost-effectiveness

Examples of Extensive Investment

- **Sun Pharma**

\$550 million to acquire Ranbaxy Laboratories in 2015
major move to expand its global presence

- **Dr. Reddy's**

\$78 million to acquire certain business divisions of
Dowpharma Inc. in 2009

- **Lupin**

\$880 million to acquire GAVIS Pharmaceuticals LLC and
Novel Laboratories Inc. in 2015

BASF Pharma (Knoll AG) (2000)

pharmaceutical business

Betapharm Arzneimittel GmbH (2006)

Merck Generics (2006)

Schein Pharmaceutical

OctoPlus N.V. (2013)

drug delivery systems

Chirotech Technology Ltd. (2008)

research and development of fine chemicals

Wockhardt Ltd. (2020)

branded generics

GlaxoSmithKline's (GSK) (2018)

Over-the-Counter (OTC) Brands in India

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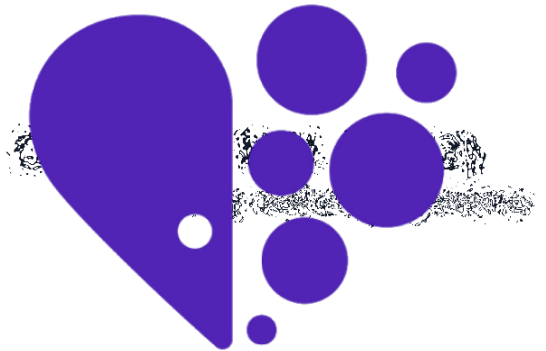
Over-the-Counter (OTC) Brands in India



Wockhardt Ltd. (2020)

branded generics

Dr.Reddy's



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Regulatory Reform and Compliance

- Harmonize regulatory standards with international norms and practices (ICH, WHO)
- Strengthen IP protection to encourage innovation and foreign investment

Quality Assurance and Good Manufacturing Practices (GMP)

- Infrastructure Revamp
- Invest in modern manufacturing facilities and technology to meet international quality standards.

Research and Development (R&D)

- Allocate substantial resources for pharmaceutical R&D to develop new drugs and technologies.
- Collaborate with international research institutions and companies to leverage global expertise.

Market Access and Promotion

- Develop a comprehensive export strategy for pharmaceutical products
- Establish partnerships with international distributors and pharmaceutical companies to access global markets
- Conduct market research to identify global demand for specific pharmaceutical products
- Analyze global competitors and develop strategies to compete effectively

Patient-Centric Approach

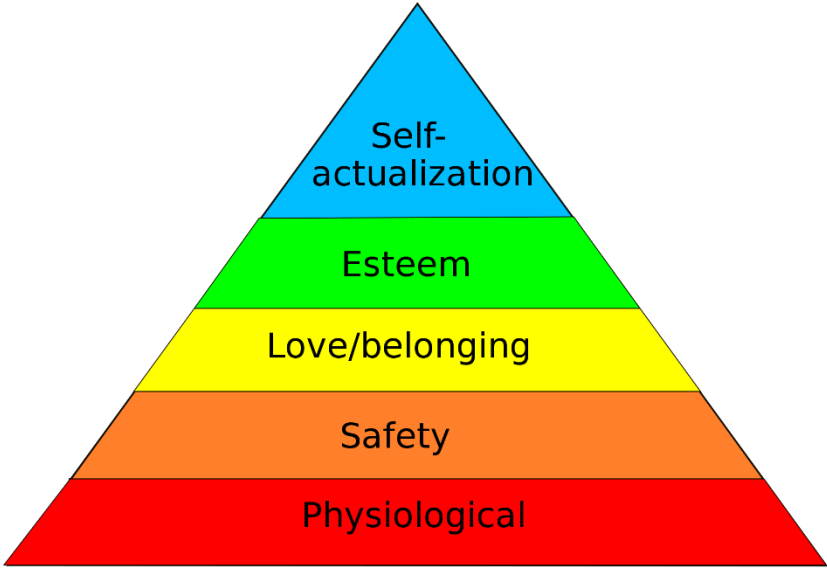
- Invest in clinical trials to generate robust data supporting product efficacy and safety claims
- Develop pharmacovigilance infrastructure

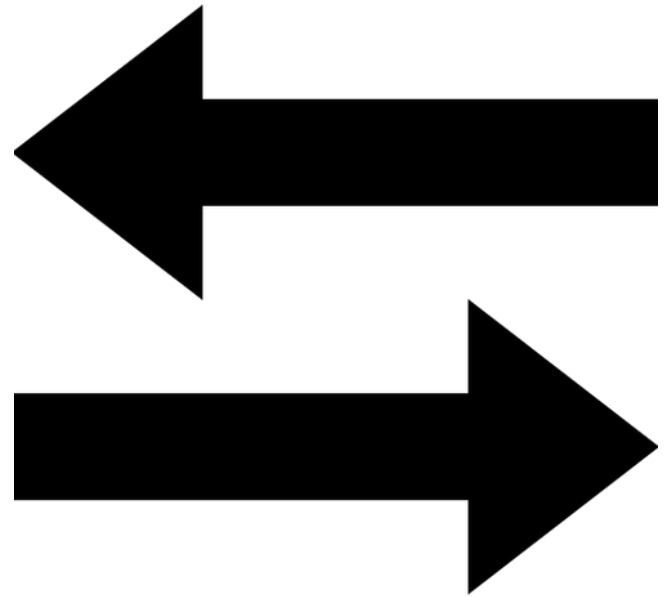
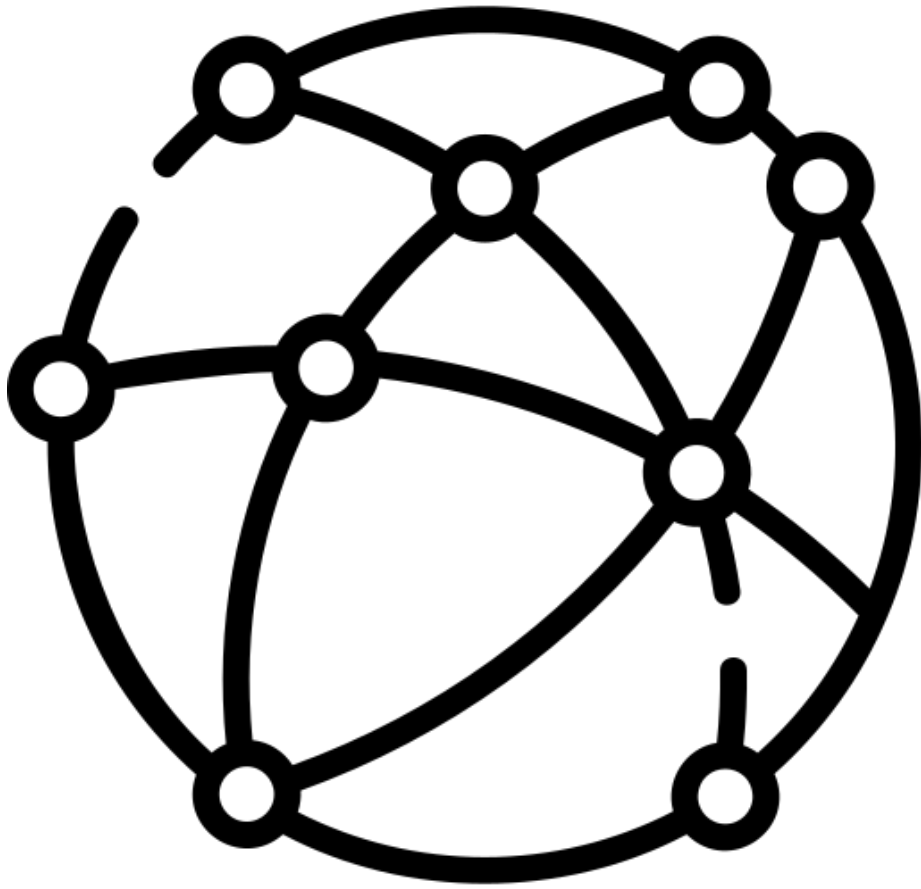
Education and Workforce Development

- Invest in education and training programs for pharmaceutical professionals to enhance their skills and knowledge
- Attract and retain top talent in the industry

Government Support and Incentives

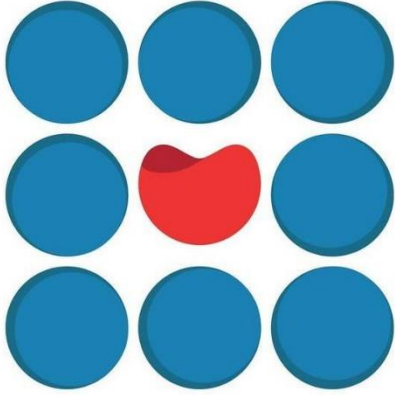
- Provide financial incentives, tax breaks, and grants to encourage investment in the pharmaceutical industry
- Create a favorable business environment for both domestic and foreign pharmaceutical companies





اگر شما سیاستگذار بودید ...





حمایت میکنم!

غرفه A105



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