

中国医药外包年鉴 2010

China Pharma Outsourcing Annual Review 2010



Sample Page

Major pharma companies have all realized that emerging markets are the growth drivers of the world pharmaceutical market in the near future and that all drugs they developed in the past were primarily designed for the Western patients and thus may not be suitable for patients in those Asian countries. In fact, they have now realized that any future drug development programs must consider the market potential of the emerging markets especially the Chinese market as the fast growing pharmaceutical market in the country can not be ignored.

Table 11
Common goals of major pharma companies in China (and other Asian countries)

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<ul style="list-style-type: none">◆ To establish a networked partnership with local companies/organizations to support their research projects so as to accelerate their drug R&D and product portfolio, just to increase their productivity, same as what they are doing in the West;◆ To seek and meanwhile to build knowledge and insights in diseases prevalent in China (and Asia) and the mechanisms of these diseases;◆ To pursue an innovative approach to redefine their current R&D model that would be relevant to all countries;◆ To expand their market territories;◆ Still to source cheap raw materials including APIs.

So, in addition to marketing their drug products (mostly branded generics) in China, what the major pharma companies are currently also doing in China (and other emerging markets in Asia) include:

- ◆ Establishing R&D centers in China to study the genetic information of the Chinese patients so that their future drugs developed in China will also be suitable for the Chinese patients;
- ◆ Including China in future clinical trials of any of their new drug candidates to be developed so that they can be launched in the Chinese market at the same time as they are in the Western markets;
- ◆ To realize these goals, they are aggressively looking for partnerships with local companies or research institutions that possess the desired technical capabilities.