

Market Access Brazil: Unlocking Pharma Potential

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Abstracts

With this year's election of president Dilma Rousseff, Brazil has indicated a willingness to encourage long-term foreign investment in the pharmaceutical industry. Yet while Rousseff has set three critical path priorities to ensure investment flows into the country, there are serious concerns. Price setting, the 'big stick' of the compulsory licenses, burdensome tax laws, slow product approvals and linguistic barriers have all emerged as key issues. Complicating matters is competition from government-favoured generics and a high volume in illegally-traded drugs, which represent 25 percent of all pharmaceuticals sold.

Yet while those issues may seem insurmountable, gaining access to the fast-growing and potentially rich Brazilian market is not impossible—with the right information.

Report overview

Market Access Brazil: Unlocking Pharma Potential lays bare the otherwise complex operations of the Brazilian health industry. From an examination of health care responsibilities and the role of the National Health Surveillance Agency (ANVISA) to consumer trends, the latest patent protection issues, the role of generics and ongoing battle over intellectual property, the report provides clear insight into an evolving landscape. Containing interviews with experts, financial comparatives and updates from multinationals in the region, the report offers a compelling overview of Brazil's pharmaceutical industry.

Key features

Breakdown of market trends and where opportunities exist

Examination of intellectual property and price controls and their impact on

foreign pharmaceutical manufacturers

Role of generics, their phenomenal success and its impact on market share for the top ten producers

Explanation of licensing agreements, their loopholes and legislation to close them

Outline of investing within a protectionist environment, with a look at agreements that impact the pharma industry

Company updates on Pfizer, sanofi-aventis, Laboratorios Silanes de Mexico, Amgen, Hypermarcas de Brazil and GlaxoSmithKline amongst others

Key benefits

Clear insight into the complex and evolving regulatory landscape in Brazil

A roadmap to the barriers and potholes facing multinationals

Expert analysis of key issues facing the industry

Key questions asked

How is the political situation in Brazil impacting overseas investment by pharma?

What barriers exist to market access and how can they be overcome?

What are the emerging trends in intellectual property, licensing agreements and patent protection?

What response has been made to questions about price control?

Expert Views

Marin Osorio, Senior Secretary, Brazilian Ministry of Health

Odir Finotti, President, Pro Genericos

Patrice Grand, Latin American affairs, Bristol-Myers Squibb

Ricardo Mendes da Silva, President, Ache Laboratorios Farmaceuticos

Maximilian Gorissen, Compustream Consultoria Ltda

Ricardo Ruiz, Adjunct Professor, Federal University of Minas Gerais

Emilio Wien, Health Economist, Brazilian Ministry of Health

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Eurofarma

Novartis

Roche

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