

# Pharmaceutical Market Access in Latin America

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## Abstracts

With its top eight markets valued at more than \$30 billion in 2009, Latin America represents shining hope for an industry in flux.

Strong, steady growth, resiliency in the face of global downturn, positive regulatory frameworks and a motivated public all translate into one of the world's leading emerging markets.

Yet, with seven cultural groups, an estimated population of 568 million and every political philosophy from left to right, the region also poses significant barriers. In some countries, such as Columbia, Mexico and Chile, right-of-centre politics mean a favorable regulatory environment and government support. In Venezuela, Ecuador, Bolivia and Nicaragua, however, left-leaning administrations can pose challenges.

And while country members of the Mercosur and Andean groups have joined forces to combine regulations and approval processes, there have been delays along the way. Regulatory frameworks overall have improved as a result of free trade and intellectual property agreements. Yet many administrations—intentionally or not—have promoted the generic industry.

Navigating such a diverse, colourful and dynamic region requires local knowledge, expert insight and up-to-date reporting. In *Pharmaceutical Market Access in Latin America*, FirstWord offers the roadmap the industry needs to tap into Latin America's possibilities. The report, which features extensive interviews with industry and government leaders, explains the regulatory, legal and geo-political environment, country by country. The dossier offers up-to-date insights into the use of market access consultants, five case studies of major firms' experiences and an in-depth breakdown of inter-governmental pharmaceutical agreements, by institution or country.

**The report offers insights into:**

The regulatory, geo-political and economic environment of 10 Latin American regions

The increasing use of market access consultants by major pharmaceutical firms

**Key features**

A country-by-country breakdown of major players, newcomers, infrastructure and industry operations

Five case studies of major pharmaceutical companies

Charts on inter-governmental agreements, legal and national public policy environments

Description of attempts to standardize regulations and policy approval processes

**Companies profiled in the case studies**

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Ranbaxy in six regions

Frensenius Medical Care in Columbia

Pfizer in Venezuela

Bristol-Myers Squibb in Latin America

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