

# Mitsubishi Tanabe - Collategene US Marketing Rights – A Bet to Get Trump Card for US!

<https://marketpublishers.com/r/M48153815FAEN.html>

Date: July 2012

Pages: 3

Price: US\$ 90.00 (Single User License)

ID: M48153815FAEN

## Abstracts

Mitsubishi Tanabe (MT) announcement to acquire US marketing rights of Collategene (preparing PhIII, PAD, Anges) lifts speculations if MT intends to change its 'Not Front-End' US strategy soon. Our fresh talks with MT today suggest that such possibilities are real and in-line with its Mid-Term Plan (MTP) - but are subject to PhIII outcome of Collategene. A solid data in PhIII will prompt MT to invest in the US and build its own field force, while a moderate to weak outcome will lead MT look for alternatives – selling marketing rights to third party or returning rights are more viable under such circumstances. We do not have enough data in hand to analyze financial implications, but in this report we have analyze that the concept and approach of Collategene carries an attractive 'high-risk-high-reward' profile and Its success will facilitate MT to built around a marketing infrastructure in the US that can potentially target a huge ~\$5b untapped market.

## Contents

### COMPANIES MENTIONED

Mitsubishi Tanabe

## I would like to order

Product name: Mitsubishi Tanabe - Collategene US Marketing Rights – A Bet to Get Trump Card for US!

Product link: <https://marketpublishers.com/r/M48153815FAEN.html>

Price: US\$ 90.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M48153815FAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970