

TUESDAY, SEPTEMBER 29, 2009

TOPIC: Global Generics Market

SPEAKERS: Alan Sheppard, Principal, Global Generics, Thought Leadership, IMS Health
Tamotsu Fujino, Director, International Affairs, Japan Generic Medicines Assoc.

Two experts will fly in from Japan and the U.K. for this program to address global generics market dynamics, market challenges and opportunities, and how stakeholders such as governments, payers, big pharma and generic makers are changing the landscape.

The top eight global markets – the U.S., Germany, France, the U.K., Canada, Italy, Spain and Japan – today account for 84 percent of total generics sales, according to IMS Health. Generics sales rose 10.2 percent in Japan, 16.9 percent in France, 12.5 percent in Italy and 10.5 percent in Spain in the 12 months through September 2008. The U.S., the world's largest generics market with 42 percent of global sales, however, experienced a 2.7 percent sales decline during the same period while volume increased 5.4 percent (this accounts for 63.7 percent of the total U.S. pharmaceutical market volume). These numbers reflect the changing industry dynamics that also are affecting branded pharmaceutical products.

Alan Sheppard, based in IMS Health's UK office, is responsible for leading the generics initiatives and insights to support both R&D-based companies and the generics industry. He is an expert in the generics business, and an expert witness in the field of intellectual property in the pharma industry. His extensive experience covers the full spectrum of innovative medicines, generics, biologicals, vaccines and OTC medicines as well as mergers and acquisitions, partnering, licensing, product development, manufacturing and R&D.

Tamotsu Fujino is currently in charge of International Affairs at the Japan Generic Medicines Association, the main industry organization for generics makers in Japan. Prior to his current position, he spent almost 25 years with Otsuka Pharmaceutical Co., Ltd., holding various key positions in both Japan and the United States. Mr. Fujino holds an MBA from Anderson Graduate School of Management, UCLA.