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TOPIC: **Growth Opportunities and Strategies in “Pharmerging Markets”**

SPEAKER: **Marc Benoff**, Vice President and Practice Leader, Pricing and Market Access, IMS Health

The shape of the global market for pharmaceutical industry is changing. Some of the emerging markets such as China are set to overtake some major developed drug markets of the world by 2013, according to a recent report from IMS Health. The report grouped 17 emerging markets with significant growth, which IMS has called the “pharmerging markets,” into three tiers in descending order of market value growth. China alone occupies the top tier. The second tier comprises Brazil, Russia and India, while the third tier includes Venezuela, Poland, Argentina, Turkey and Mexico. Last year, those countries accounted for \$123 billion - about 16 percent - of more than \$770 billion in global drug sales. By 2013, those same countries are estimated to bring in an additional \$90 billion in sales accounting for 48 percent of industry growth. Overall, emerging markets are expected to represent about 21 percent of total drug sales in 2013.

The report urges leading drug makers to move faster in emerging markets, where they already face competition from entrenched domestic producers and are, overall, under-performing.

At this program, Marc Benoff will examine how pharma companies can maximize their opportunities in emerging markets.

Marc Benoff helps IMS clients better understand, develop, and evaluate global pricing and market access strategies for new and existing products. More than 15 years of diverse healthcare experience, which spans physician groups, hospitals, health plans and pharmaceutical companies, has helped him apply both qualitative and quantitative methodologies to solving pricing and reimbursement issues integral to strategic and tactical business planning. Prior to joining IMS, Benoff served as Director, Commercial Investment and Pricing Strategy at Wyeth Pharmaceuticals.