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Biosimilars marketing strategies: Insight into the future of potential growth and key challenges

What does experience in the Eu and US so far can tell us about the opportunities and challenges in Biosimilars? While Biosimilars' growth potential looks extremely attractive, winning is not as simple as it might look at the first sight. Biosimilars hold a great potential for stakeholders. The opportunities are estimated at approximately \$100 billion of biologics to lose patent protection in the Eu and US over the next few years. Although the European experience to date is reasonably good, additional challenges to the new launches of Biosimilars should be considered. Companies should craft a clear marketing strategy and incorporate the lessons learned from previous successes and failures. Past events in the biosimilar global market place could provide valuable insights into future

success. In fact, it could provide an interesting reference for the next waves of Biosimilars.

Speaker Biography

Radwan Ahmed is the Chairman and CEO of PIONEERA Healthcare Group. He is also an Adjunct Professor of Management at Edinburgh Business School; Heriot Watt University in the UK. He has over 25 years of experience within the Pharmaceutical sector, including ethical pharmaceuticals, OTC, generics and strategic management consultation. His experience was gained at French, German, Japanese, Swiss and British multinational pharmaceutical companies. He was the Marketing Director of Novartis, Regional Marketing Director of Otsuka and GSK. He has received his Master and Doctoral degrees from Middlesex University in London. He also holds a first degree in Pharmacy and Pharmaceutical Sciences from Cairo University.

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