



Specialist generic advice for Indian companies

When you want to know about generics...

How Interpharm can help you to enter the West European market for generics

The European Union (EU) is expanding to include new members and, with its expansion, the opportunities for generic pharmaceuticals are growing too. With EU governments everywhere trying to encourage use of generics, now is a very good time for you to look at opportunities for your company in the EU.

Your competitor companies from India as well as many from China and Korea and several other developing countries are already investigating and moving into the European marketplace. Others are sure to follow soon. It is therefore important for you to act *now* to gain market share.

Western Europe is a challenging market despite the new legislation designed to increase harmonisation among markets. Many differences still exist between countries due to their history and pharmaceutical environments. These can be very difficult to understand for companies coming from outside the EU.

There is a solution - take the initiative now and look at establishing yourself in Europe either through a subsidiary or finding a distributor for your products.

But where do you start? How do you set up a UK company or find a partner?

Interpharm can help you find answers to this question.

Interpharm offers you:

- In-depth knowledge of the European generic industry
- Experience of working with Indian pharmaceutical companies
- Experience of establishing new generic business in Europe
- Up to date knowledge of the latest European pharmaceutical legislation
- Extensive contacts with the major players in the European generic industry
- Guidance on how the West European generic environment differs from what you already know

Interpharm provides the following services:-

- ✓ Help with finding business partners for your products
- ✓ Information about pricing and market opportunities
- ✓ Help and advice about registration
- ✓ Clarification of patent issues
- ✓ Customised market research tailored to your requirements

We can be your bridge to Western Europe, allowing you to take advantage of the increasing levels of cross-border harmonisation. European generics are going through a major growth phase right now. You can take advantage of this opportunity *before* your competitors spot what is happening.

Contact us now for more information:-

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