

The moksha8 enigma

The name may be mysterious, but the goal of the new multinational pharmaceutical company is quite clear: Target emerging markets only and be leader in Latin America.



Set upon the conference room floor at the São Paulo Hilton Hotel, a poster displayed a word unknown to the Portuguese lexicon: moksha. The curious word was arranged beside a number 8 in a bold red color, stirring the interest of everyone who saw it. "It is pronounced *móquishia* and in Sanskrit it means to achieve a state of liberation and enlightenment. The 8 beside it portrays the infinite, and our wish is that our proposal endures forever", revealed moksha8 Executive Vice President, Mário Grieco. Grieco, formerly president of Bristol-Myers Squibb (BMS) Brazil, is the new Head of Latin America at this brand new pharmaceutical company. It is the first in the world, he says, whose business will exclusively target the emerging markets. The company's first launch took place in Brazil.

Mário Grieco, Executive Vice President and Head of Latin America: *"The goal is to build a manufacturing unit in Brazil within the next three years."*

The company will move in three stages. In the first stage, moksha8 is commercializing high quality branded drugs from its Big Pharma partners. These drugs are mature from the marketing standpoint, with profit margins Big Pharma companies no longer consider appealing. "moksha8 will act as the commercial agent of classical drugs from Pfizer and Roche. Among these are Valium, Lexotan and Bactrim", explains Grieco. At a second stage, moksha8 will promote novel products from smaller companies with limited investment capacity. In the third stage, the company will manufacture and commercialize its own drugs. moksha8 is exclusively targeting the emerging markets due to their great potential. The global pharmaceutical market is worth over US\$ 600 billion. Emerging markets currently account for roughly 16% of global pharmaceutical consumption, and their share increases with each year.

Pharmaceutical sales in the Emerging Markets account for nearly US\$ 100 billion each year.



moksha8's goals are truly ambitious. The company's advisors, the venture capital firms Votorantim Novos Negócios and the North American Texas Pacific Group, foresee a turnover of US\$ 80 million in Brazil for the year 2008 alone. In one year, they aim to increase this number by 30%. Over the next three years, moksha8 and its financial supporters intend to invest up to US\$ 500 million into the Brazilian transactions alone.

The arrival of the new company to the Brazilian market has already sparked some excitement. As the company was being launched at the Hilton, simultaneously a sales team of over 60 agents took to the streets of Brazil's biggest cities to publicize moksha8's products, and reach out to some twenty thousand doctors. The company's aim is to become the leader in pharmaceuticals in Latin America over the next four years. For this reason, CEO Simba Gill is already on the alert for the next target market where moksha8 will land.

According to Senior Director of Global Strategic Marketing, the French Akram Bouchenaki, the company's next target is likely China. However, Grieco hopes to encourage shareholders to first direct efforts towards Mexico. "Brazil and Mexico represent 80% of the pharmaceutical market in Latin America," he says. In addition, the group intends to build their own local manufacturing unit. The locale is yet to be selected. Once again, Grieco is moving to attract investment into the country of Brazil. "The problem is that India is ahead in the pharmaceutical industry and healthcare technology.", he admits. But Brazil takes the lead in other areas, which counted favorably when moksha8 decided upon the best country in which to debut their business. "The protection for intellectual property and patent laws, the speed in drug approvals and the high technical knowledge and expertise of the local health care professionals are the main factors which brought us here," explains Bouchenaki. With such praise to Brazil, perhaps Grieco is closer still to realizing his goals to develop the local pharmaceutical industry in Brazil and attract global investment with moksha8.