

## Mexico attracts pharmaceutical companies

- José Manuel Martínez

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The need to maintain health, a growing middle class, and the low presence of sophisticated medicines in the country, were the three factors that convinced the executives of the pharmaceutical company moksha8 to commence operations in Mexico.

The US-Brazilian company, with three years in operation, bases its growth on the distribution of sophisticated medicines in markets known as “Emerging Pharma”, like those of Russia, China, Brazil, India, Turkey, South Korea and Mexico.

In these countries, the company sees a more developed health infrastructure, with an estimated annual growth of 12 to 15%, in comparison with single-digit rates in developed countries.

“We’re aiming at the middle class in Latin America where the national medical infrastructures are more developed than in countries such as China, which makes Mexico more attractive”, said Dr. Simba Gill, CEO and founder of moksha8.

The company joined into a strategic alliance with the Swiss company Roche to market Roche’s products, such as Rivotril, Bactrim and Valium, among others, in three therapeutic areas (central nervous system, antibiotics and anti-inflammatories).

“We hope for sales of US\$ 140 million in the first year of operations, exceeding that of Brazil which would close the year with US\$ 60 million”, said Ayse Kocak, moksha8’s General Manager of Mexico.

In Mexico, the expenditure on healthcare is equal to 7% of the Gross Domestic Product and together with Brazil constitutes 85% of the Latin American pharmaceutical market - estimated to be worth a total of US\$ 30 billion.

The company is committed to bringing the most innovative medicines to the country. Emerging Markets are those with the highest growth, where new medicines take 3 to 5 years to be introduced, which will be the window of opportunity for the company. moksha8 also doesn’t rule out marketing drugs of Mexican companies.

moksha8 does not seek to install a manufacturing plant in the country, but maintains its expectation of increasing its sales to US\$ 500 million in the medium term.