

EXCELSIOR

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Accelerating the Way into Mexico

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moksha8, a marketer of medicines in Brasil, is looking for ways to position itself in the Mexican pharmaceutical market with the sale of biotechnology products and the acquisition of rights to known brands. In three years, the company plans to take in revenues of US \$500 million dollars. And they do not disregard the idea of partnering with national laboratories in order to commercialize their drugs in other countries.

Currently, moksha8 is driving the commercialization of a portfolio of Roche medicines in Mexico, from which they have obtained revenues of \$140 million dollars, out of a total of \$200 million dollars from the rest of their business this year.

The CEO of the company, Dr. Simba Gill, said, "The focal point of growth is in the Emerging Markets, like our target countries. We are expecting to see the pharmaceutical markets in these countries to grow between 11 and 14 percent from 2008 to 2013, while other mature markets will be less dynamic."

In the United States", says Dr. Gill, "growth will be less than 1.1 percent, in Europe, only 3 to 7 percent, and in Japan, 4 percent - figures that show that the development of the Pharmaceutical Industry is centred in Latin America and Asia."

Gill notes that 73 percent of medicine sales in Latin America are attributable to Mexico and Brazil. Which is why these are the two markets in which moksha8 is seeking strategic alliances.