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moksha8 expands in Mexico

- Fernando Franco Piña

The pharmaceutical marketing company moksha8 is looking to position itself as one of the industry's five most important companies in Mexico in the next few years, through the sale of biotechnology products and the acquisition of rights to existing brands.

Presently, the Brazilian company markets medicines made by Roche in the country, an operation that has generated income of \$140 million dollars, that is, 70% of their total turnover in Latin America of US\$ 200 million.

Dr. Simba Gill, the company's CEO, said that they are negotiating additional partnerships with "big" laboratories, without revealing the names of these companies.

moksha8 hopes to record income of \$500 million dollars in the next three years, which, he said, will place the pharmaceutical company as one of the leaders in its sector.

PLANT INSTALLATION RULED OUT-

The executive asserted that they are looking for a portfolio of their own medicines in the long term, in areas of treatment of cancer, diabetes and cardiology, among others.

Nevertheless, Dr. Simba Gill ruled out the construction of a plant in the country. "Our experience is not in manufacturing, the objective is for others to do this for us. We do not have plans of creating a plant, maybe we will work with an existing Mexican company", he said.

The CEO explained that the international pharmaceutical industry generates sales of US\$ 100 billion dollars, of which 30 billion is produced in Latin America, to which Mexico contributes 10.6 billion.

Similarly, Simba Gill indicated that there would be opportunities for expansion in emerging economies, as in the case of Mexico, where it is hoped that the pharmaceutical sector will expand by between 11% and 14% from 2008 to 2013, while in mature markets like the U.S., growth will be of 1.2% and in Europe of between 3 and 6%.

ffranco@eleconomista.com.mx