



CRA Announcement

Life Sciences

CRA Charles River
Associates

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A CRA report released this month highlights the enabling factors for biopharmaceutical innovation in middle-income countries.

Background

Charles River Associates was commissioned by The International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) to produce an independent study on biopharmaceutical innovation in middle-income countries. The objective was to evaluate the policies of host governments that encourage investment in innovation activities and the implications for future innovation policy. The report, "Policies That Encourage Innovation in Middle-Income Countries," examines growing biopharmaceutical innovation sectors in Brazil, China, Colombia, India, Malaysia, Russia, South Africa, and South Korea.

Findings

The report highlights success factors as consistent long-term policy and legal frameworks. These factors should be coupled with effective coordination of national industrial and health policies, encouragement of collaborations among stakeholders, and adequate intellectual property protection. The report further suggests that some countries specialize in those stages of the innovation process in which they have a competitive advantage. Key findings include:

- The continuing globalization and fragmentation of the innovation process should make it easier for middle-income countries to increase their share of both public and private investment in all stages of research and development.
- There is a very different opportunity for large markets, such as China, Brazil, and India, versus smaller markets, like Colombia and Malaysia, and therefore they need to adopt targeted, consistent policies tailored to their capabilities.
- Sustainable innovation requires coordination between health and industrial policy and among academia and public and private sector institutions.

The launch

IFPMA Director General Eduardo Pisani announced the findings of the report at the IFPMA's biannual Assembly, a health conference held in Geneva on October 31, 2012 and attended by more than 200 public and private sector health leaders. The conference focused on the theme of "Innovating Together for Global Health." IFPMA represents global research-based pharmaceutical companies in finding solutions to improve global health.

Co-authors of the report—Vice President **Tim Wilsdon**, Senior Consultant to CRA Jim Attridge, and Consulting Associate Eva Fiz—attended the Assembly and staffed a booth where they distributed

copies of the report to conference attendees and answered their questions. CRA Associate Satomi Ginoza also contributed to the report.

Click [here](#) to download a PDF version of the key findings from the report. For the full report, click [here](#).

About CRA and the Life Sciences Practice

CRA is a leading global consulting firm that offers business, financial, and economic consulting services to industry, government, and financial clients. Maximizing product value and corporate performance, CRA consultants combine knowledge and experience with state-of-the-art analytical tools and methodologies tailored to client-specific needs. Founded in 1965, CRA has offices internationally.

The Life Sciences Practice works with leading biotech, medical device, and pharmaceutical companies; law firms; regulatory agencies; and national and international industry associations around the world. We provide the analytical expertise and industry experience needed to address the industry's toughest issues. Throughout our history, we have developed a reputation for rigorous and innovative analysis, careful attention to detail, and the ability to work effectively as part of a wider team of advisers.

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