

An aerial night photograph of a city, likely Rio de Janeiro, Brazil, showing a dense cluster of yellow and white lights reflecting on the water. The city is set against a dark blue sky and the surrounding landscape is visible in shades of brown and green.

Business Development & Licensing at a Glance

Brazilian Pharma Market:
Innovation

Pharma Meeting Brazil



Innovating beyond borders: the evolution of Brazil's pharma industry

Brazil's pharmaceutical industry has been making strides in promoting innovation. Fueled by a combination of strategies such as investment in research and development (R&D), a focus on biotechnology, partnerships that explore the nation's rich biodiversity, and the pursuit of opportunities in niche segments, the country's pharmaceutical market reached \$17.2 billion in 2021. The government has been a strong supporter of these efforts, implementing policies and providing funding through institutions like BNDES and Finep to drive growth.

One essential area of progress has been the improvement of Good Manufacturing Practices (GMP). Investments made since the early 2000s have driven these enhancements as companies upgrade their production plants to meet international standards. These advances position Brazilian players to better compete in the global market and satisfy the increasing demand for high-quality products.

Another crucial aspect is the expansion of generic drug development. By capitalizing on intensifying competition within the generic segment, Brazilian organizations have internalized expertise to produce these drugs. This strategy means cost-effective and high-quality generics are increasingly available, contributing to the improvement and accessibility of essential medicines for patients locally and abroad.

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May, 23 (in person) - May, 24 – 25 – 26 (virtual)

The local pharmaceutical sector is characterized by a focus on incremental innovation (improvement of existing drugs), which constitutes a crucial step in discovering new synthetic and biological molecules (radical innovation). This dual approach has the potential to make the Brazilian industry internationally competitive and knowledge-intensive.

Brazilian organizations are also making their mark on the world stage through strategic acquisitions, partnerships, and exploration of new territories. Notable examples include Biolab's acquisition of Canadian firm Exzell Pharma and Eurofarma's foray into the North American market with the acquisition of Medimetriks Pharmaceuticals, Inc, both in 2022. These moves allow companies to strengthen their international presence and lay the groundwork for future growth in global markets.

The Brazilian pharmaceutical sector's investment in innovation can have a significant impact on its expansion and competitiveness in the international arena. Government support, combined with institutional backing from organizations, creates an environment ripe for continued expansion and success on the global stage.

As the industry continues to grow, it will be exciting to see what new developments emerge from Brazil's dynamic and evolving pharmaceutical landscape.

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