

An aerial night photograph of a city, likely Rio de Janeiro, Brazil, showing a dense cluster of yellow and white lights reflecting on the dark water of a bay. The surrounding terrain is dark and textured, with some lights scattered across it. The sky is a deep, dark blue.

Business Development & Licensing at a Glance

Brazilian Pharma Market:
Recent Deals

Pharma Meeting Brazil

A Closer Look at Some of the Recent Deals Shaping Brazil's Pharma Landscape

Partnerships and deals have been pivotal in elevating Brazil's position in the dynamic and rapidly evolving pharmaceutical industry. These strategic collaborations have facilitated breakthroughs, market expansion, and technology acquisition. A brief review of some of the most influential deals that took place in 2022 and 2023 reveals a trend of both public and private companies driving innovation and growth.

Among government entities, collaborations not only enhanced the capacity to develop novel treatments but also reinforced their role in addressing diverse health challenges.

In May 2022, Instituto Butantan partnered with US-based Blue Water Vaccines to develop a universal flu vaccine. The initiative primarily targeted the research of a vaccine capable of providing immunity against various strains of the disease without the need for annual updates. In addition, it aims to enable the Center for Research and Development in Immunobiologics (Cerdi) to achieve autonomy and self-sustainability in vaccine production.

Back in March of the same year, Fiocruz and German pharmaceutical company Boehringer Ingelheim completed the Productive Development Partnership (PDP) for the manufacture of the Parkinson's disease drug Pramipexole in Brazil. The partnership not only enables technological advancement and an innovation model for producing this crucial drug against a high-impact global disease but also promotes national autonomy in its production. The initiative could benefit the estimated 200,000 Parkinson's disease patients in the country.



In a bid to widen their product portfolios and embrace cutting-edge technologies, private institutions have also been actively pursuing collaborations and acquisitions with international firms. Brazilian pharmaceutical companies are leveraging their partnerships with global players to bring groundbreaking developments to the local market.

In August 2022, Aché Laboratórios Farmacêuticos renewed its collaboration with Emerge Brasil to develop new drugs derived from Brazil's rich biodiversity. The primary objective of the extensive cooperation is to map science-based solutions and invest in up to five startups across various sectors, including health, well-being, and animal health. By exploring the vast potential of Brazilian biodiversity, Aché reinforces its commitment to seeking sustainable business opportunities.

Brazilian companies are also rapidly changing the landscape of the nation's pharma market by introducing innovative drugs through strategic partnerships with global pharmaceutical companies. These collaborations mark a significant shift towards an era of advanced therapeutics in Brazil.

In January 2023, Latin American pharmaceutical giant Eurofarma partnered with Korean company HK inno.N to bring an innovative drug production technology for gastric and esophageal problems to Brazil. The initiative grants Eurofarma exclusive rights to manufacture, register, and market the drug in the country. The deal aligns with Eurofarma's ongoing pursuit of innovation and internationalization, which is also evident in its recent entry into the US market with the acquisition of dermatology specialist Medimetriks.

Back in 2022, Celleria Farma announced a partnership with Swiss company Ferring to develop an innovative drug for patients suffering from anal fissures, a condition with limited therapeutic options in Brazil. The deal was strategic for Celleria Farma to enter a market with a favorable competitive scenario and is expected to expand the company's participation in gastrointestinal diseases.

Shifting to the medicinal cannabis front, last December, Canadian biopharmaceutical company Thronus Medical partnered with Cifarma to expand its cannabis-based drug portfolio in Brazil. Cifarma is mobilizing medical representatives to promote the Bisaliv product line through doctor visits, workshops, and lectures. Initially, Bisaliv will be imported from Canada until local production is able to meet patient demand.



Also last year, Biolab announced the launch of Swiss-grown cannabis sativa extract Promediol 50 mg/mL in Brazilian pharmacies. This innovative product, licensed from Promediol, is the first controlled phytotherapeutic cannabis product without psychotropic effects authorized by ANVISA for national distribution. Biolab's partnership with Promediol could ensure quick and widespread access to cannabis-based treatment for patients in Brazil.

Over the past two years, Brazilian pharmaceutical companies have also strategically pursued brand acquisitions, aiming to enhance their market positioning.

In November 2022, Lupin's Brazil subsidiary, MedQuímica, acquired the rights to nine well-established medicines from a subsidiary of Bausch Health Companies Inc. The acquired brands, including Limbitrol, Melleril, and Dalmadorm, are well-known among doctors in Brazil for their reliability and safety. The transaction enhanced MedQuímica's product portfolio and strengthened its position in the prescription market.

Finally, on May 4, 2023, EMS announced the purchase of intimate soap brand Dermacyd from French company Sanofi for €66 million (approximately R\$364 million). With the acquisition, the Brazilian pharmaceutical manufacturer will hold the rights to manufacture and distribute 17 feminine hygiene products across Latin America. While EMS plans to assume sales in the near future, local production is expected to commence in two to three years. In the interim, Sanofi will continue manufacturing the products.

These and many other deals highlight the vibrant nature of the Brazilian pharma industry and its pursuit of innovation, market expansion, and technology acquisition. They highlight the commitment to addressing health challenges, investing in research and development, and fostering strategic partnerships to deliver cutting-edge solutions. As we move forward, we can expect to see more of these collaborations, leading to the growth and advancement of the local pharmaceutical industry.

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