

Wholesale Bulletin



Wholesalers count on innovative services

European pharmaceutical wholesalers are worried about the exclusive distribution arrangements of the pharmaceutical giant Pfizer. They fear becoming demoted into solely logisticians. At the annual general meeting of the European umbrella association GIRP in Geneva, traders found themselves in an atmosphere of break-up: With the help of innovative services and a stronger attachment to pharmacies, major change can be avoided.

Among the wholesalers, the opinions about how to pull the activities of logisticians and producers into the distribution market differ a lot. While companies like OPG and Phoenix still count on the purchase of pharmacies and logistics offers to the industry, cooperatives and smaller national wholesalers want to convince the independent pharmacies by offering special services.

Special points of interest:

- > This bulletin is free to interested wholesaler employees
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This issue

More counterfeit medicines

The number of counterfeit medicines and devices increases further in the EU. Results have shown that an alarming 2.5 million product units of faked pharmaceuti-

cals were seized at EU borders in 2006; in 2005 there were only 500,000 units. Leading countries of origin for counterfeit medicines are India, United Arab Emirates and China.



innovative services

Counterfeit medicines

Dr Reddy's

Echinacea

GlaxoSmithKline

New subscribers

ProStrakan

Quality reading



Generic firm Dr Reddy's opens its first European R&D base

Dr Reddy's Laboratories plans to become an R&D-based company are picking up pace with the opening of its first European drug development office. The Indian generics firm has also appointed a new global drug development chief with pharma experience, but says it is at least four years away from seeing a home-grown product reach the market.

Electronic proof of delivery

AAH Pharmaceuticals has launched an electronic proof of delivery system (ePOD), making it the first full line wholesaler to move towards throwing out traditional paper-based systems in favour of a fully traceable. It will minimise all possible human error concerning the dispatch and delivery of an order.



CCA offers MHRA innovative pseudoephedrine solution

Multiple pharmacy groups have thrown their weight behind an innovative scheme from the USA in their efforts to stop the P to POM switch of products containing pseudoephedrine and ephedrine. Within its package of recommendations to the MHRA, the CCA says rather than making the medicines prescription-only, pharmacists in the UK could employ a system such as MethGuard, which monitors sales patterns.

Tip for selling

Understand what the prospect wants and what they need, make sure you know why and how they will want to use your product and/or service

Goldshield shifts its strategy

Goldshield is to pursue a strategy under new chief executive officer Rakesh Patel. Buying off-patent products from multinationals or brands that are about to lose protection. Executive director Kirti Patel has resigned to focus on defending an ongoing case with the Serious Fraud Office. Cur-

rent Chief executive Ajit Patel will be acquiring some of the firm's non-core activities in India.

GlaxoSmithKline (GSK)

pins hopes on five cancer drugs that are currently in development. GlaxoSmithKline said it expected to launch up to five new cancer drugs in the next three years in an attempt to tap into a £20bn

market that is growing at a rate of 20% every year.

New subscribers

WaveData have kindly agreed to give 100 credits for their wavedata.net live pricing information site to anyone passing on the names of colleagues who have agreed it would be interesting to receive the wholesale bulletin each month.

Apotex faces huge Plavix damages

Apotex could be forced to pay potentially huge damages after New York district court judge Sidney Stein found that the company had failed to provide clear and convincing evidence to any of its allegations that US patent 4,847,265, which projects Sanofi-Aventis, Plavix (Clopidogrel bisulfate) blockbuster until 17 November 2011 was invalid and unenforceable. The generics company launched Clopidogrel tablets 'at risk' in August 06 and within days had flooded the market with a six month supply before being forced to halt shipments by a preliminary injunction. The district court will rule on the level of damages at a later date.

