



When you want
to know about
generics....

INTERPHARM *i^c*
C O N S U L T A N C Y

SPECIALIST GENERIC CONSULTANCY



When you want to know about generics.....

Nearly 40 years' experience of the European pharmaceutical industry in general and 35 years in generics specifically gives Interpharm the background to help you with whatever issues you may be facing. If you want to know about generic pharmaceuticals - **contact us** to see how we can help.

Whether you are thinking about:

- Business development
- Introducing your generic products into Europe
- Market intelligence and pricing
- Finding new products
- Assistance with product licensing (in or out)
- How to devise an effective defence strategy to protect your brands against generic competition
- In-house training on generic or biosimilar issues
- Bioequivalence studies for your generic developments

.....please [contact us](#).

What we do

Interpharm Consultancy has been serving the generic industry since 1997. We have worked with a wide range of companies on a variety of generic related projects. Here are a few examples of these assignments:



- Identified potential business partners for companies trying to enter EU generic market
- Organised meetings and helped negotiate deals with generic multinationals
- Supplied business intelligence and competitor information
- Researched competitor prices across 20+ EU states
- Provided legal and regulatory framework info to identify best registration method and timing
- Researched market potential for new developments and helped to select target markets
- Identified potential patent problems and advised on possible solutions
- Assisted with identifying suitable partners for US product licensing project

More about Interpharm

I set up Interpharm as an independent consultancy specialising in the area of generics in 1997. My intention was to build on my experience in building generic business for Norton-IVAX and Ranbaxy whose UK subsidiary I set up. You can find out more about me and my background in my Curriculum Vitae as well as information about some of the generics reports that I have written on the [Interpharm website](#). With a background of 35 years in generics from having worked at several companies, I have had industry experience at all levels up to Managing Director.



Interpharm has also worked with a number of branded companies on a variety of generic related projects. Here are a few examples of these assignments:

Branded company assignments

- Researched potential generic competition to brands with imminent patent expiry
- Briefed on strategies for possible entry into the generics business
- Advised on strategies for dealing with generic competition (several companies)
- Provided insight on how generic companies might target a specific brand
- Run seminars for senior management on the generic industry and how it differs from branded pharma
- Advised branded company on possible strategies for launching its own generic

Contact details:

If you have any questions that this brochure does not answer, then please contact me for more information. I will try to respond within 24 hours.

Interpharm Consultancy

9c Szold Street

Raanana 43218

Israel

Phone: +44 20 8446 5572

Mobile: +972 58 773 4238

Email: peter@interpharm-consultancy.co.uk

or: peter.wittner@yahoo.com

<http://www.interpharm-consultancy.co.uk>