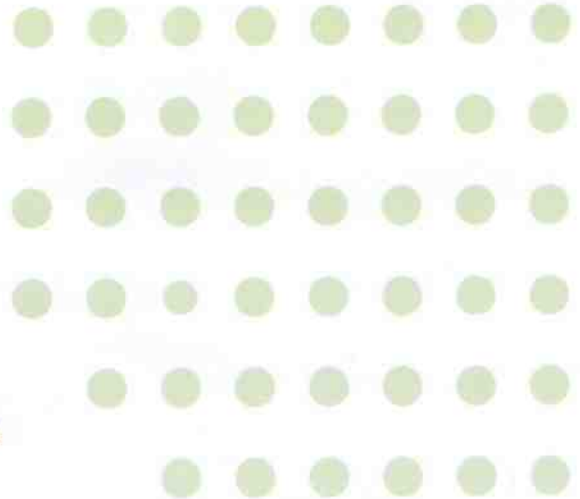




Innovative Medicines
South Africa



IMSA position on formation of PIASA

IMSA, representing research based pharmaceutical companies, notes with interest the reorganisation of the PMA to accommodate generic companies in the association - we wish them well with this venture.

The role of Pharmaceutical Trade associations is important for the pharmaceutical industry in SA, particularly in this environment of policy implementation and regulatory change. IMSA was pro-active in bringing together the 3 pharmaceutical industry associations for the purposes of negotiating the health charter and will continue to seek this interaction with both the NAPM and the PIASA.

What about IMSA going forward? IMSA, now more than ever, has an important role to play as the face of the research based pharmaceutical industry. Global experience has demonstrated that generic and research based companies have divergent issues and challenges and, whilst IMSA does not distinguish between local and international businesses, our focus is firmly fixed on the value of the innovative medicines from our research based members.

Our issues remain the finalisation of the health charter, adequate protection for intellectual property, ethical marketing practices and a competitive business environment that will foster foreign direct investment in this country. Our greatest challenge perhaps in the current environment is cost cutting by health care insurers. We will work to ensure that all patients continue to have access to innovative medicines and appropriate health care, in line with best clinical practice.

Innovative Medicines SA (IMSA) continues to represent the following research based pharmaceutical companies: Lilly, MSD, Pfizer, Novartis, Roche, Sanofi-Aventis

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