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Lupin, Merck Serono join forces targeting emerging markets

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Lupin will support Merck Serono in the implementation of the company's general medicines portfolio expansion initiative in emerging markets thus addressing local needs for affordable, highÃ¢â?¬?quality medicines.

The agreement builds on an established working relationship between the two companies, and could add up to 20 new products to the current portfolio.

The first launches are expected in 2016. The partnership covers major markets such as Brazil, Mexico, Indonesia, Philippines alongside several countries in Africa and Central Eastern Europe as well as other countries in emerging markets, focusing on cardiovascular and diabetes diseases.

In Africa, medicines will also be supplied for additional therapeutic areas, reflecting local healthcare needs such as availability of antibiotics.

"The agreement with Lupin is an exciting new approach for Merck Serono to address local health needs in fastÃ¢â?¬?growing regions with constantly increasing demand for high quality medicines from trusted companies like Merck Serono and Lupin," said Ms Elcin Ergun, head, global commercial, Merck Serono.

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Sales in the emerging market regions are one of the key growth drivers for Merck Serono amounting to close to Ã¢â??Â¬1.8 billion in 2013.

"We look forward to working with Merck Serono leveraging our established worldÃ¢â?¬?class formulation development, manufacturing, supply chain, and regulatory capabilities to produce a range of medications that meet local needs" said Mr Vinod Dhawan, group president, APAC, Africa, Middle East, and Latin America (AAMLA), Lupin.

He further added, "This strategic partnership builds on the existing close collaboration between our two companies. We are delighted to enter into this alliance, which is an extension of our existing partnership into a much larger, multiÃ¢â?¬?regional one."

Lupin will develop products, provide product dossiers and supply finished products to Merck Serono.

Merck Serono will be the marketing authorization holder for the products, and will leverage its strong commercial and medical teams in emerging markets to bring new medicines in its portfolio to customers.