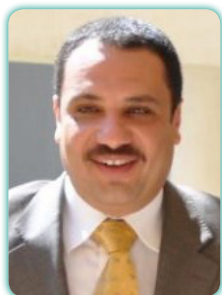


# World Drug Delivery Summit

August 17-19, 2015 Houston, USA



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### Drug delivery and generic medicine: The challenges ahead - choose where to play - MENA as an industry model

Although there is still room for growth in generics, delivering it has become more complex. Given that penetration rates are as high as 80 percent in the US and 70 percent in Central and Eastern Europe, significant potential exists for volume penetration in many markets. In addition, between \$20 and \$60 billion of originator sales will continue to go off-patent each year. However, generics companies face considerable challenges to their profitability and growth. The continent of Africa is becoming a large opportunity. The broader pharmaceuticals market, currently estimated at \$18 to \$19 billion, is expected to grow to about \$50 billion by 2020, representing an annual growth rate of 12 percent. Generics are one of the most vibrant sectors of the market. Worth \$4 billion, it is expected to reach \$18 billion by 2020 on annual growth of 22 percent. This review will illustrate a full scope picture based on more than 18 years of visual management in the industry and consultation in MENA region in addition to the authorized reports and statistics which draw a map for market players.

### Biography

Mohammad Refaat Khattab has completed his PhD from Cairo University. He has a unique blend of experience between science and business as he was COO of one of the biggest generic pharmaceutical companies in Egypt – MENA. Also, he worked with Bristol - Myers Squibb for more than 8 years, in addition to his extraordinary and novel consultation projects in pharmaceutical industry in MENA region. This experience delivered to him the value chain in drug delivery and its impact on the commercial process and applied practice.

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