

# WORLD BIOSIMILARS CONFERENCE

## Annual Conference on & NEPHROLOGY AND UROLOGY

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### Biosimilars and market strategy

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**H**areesh strongly believes that building a strategy for Biosimilars at the corporate level and taking it to a product level is an extremely complex exercise. Most companies spend little time/resources in planning this move thoroughly. They are either undecided or when they decide; they jump right into it and regret their decisions when the product is ready to be marketed. Remember,

that the market is not static but extremely dynamic and therefore one's Business Strategy has to align itself (real time in-sync) with the market dynamics. It is also getting very crowded with several players chasing the Biosimilars dream and companies like Samsung etc who were never into Pharmaceuticals have joined the party.