

**Biopharmaceutical Industry Must Urgently Address
Expression Systems Neglect**

Inefficiencies in biopharmaceutical manufacturing are hampering companies in staying competitive. A new cutting edge report by BioPlan Associates examines the problems and offers solutions.

Valued at over \$70 billion, and growing at over 12% annually, the biopharmaceutical market is fiercely competitive. Yet BioPlan Associates' new report entitled *Biopharmaceutical Expression Systems and Genetic Engineering Technologies: Current and Future Manufacturing Platforms*, reveals that not all companies have adopted the right strategies for the future.

"Historically, there have been notable improvements in biopharmaceutical success rates since the 1990s," comments Eric Langer, Managing Partner BioPlan Associates, Inc. "However, one area that has been neglected by companies is manufacturing. Our report shows that most area still relying on technology that has its origins in the 1970s. This is no way for a company to plan for its future."

The report outlines the wealth of new platform technologies that currently exist and the opportunities for companies to gain access to them and even contact the innovators behind them. In addition, the report carefully documents how investment in new platform technologies has the potential to propel companies far ahead of their rivals.

"The advantages go beyond just improvements in product yield," explains Eric Langer. "Companies who take the right approach will see improved product quality, and lower operating and infrastructure costs. Furthermore, in such a competitive field, these technologies can provide a route for innovators to make their products unique – essentially difficult or impossible to copy".

Aside from offering advantages and savings for product manufacturer, new biopharmaceutical manufacturing systems/platforms and genetic engineering technologies offer new opportunities for further corporate development, licensing, investment and profit. Therefore any company involved in the biopharmaceutical sector, regardless of size, has much to gain by taking account of the technologies available now. For the moment there are a range of promising technologies within this field that are being overlooked, but the window of opportunity for companies to become involved may not last for long.

The report shows that a growing number of companies are attempting to outflank their rivals and take advantage of early technology adoption and licensing. This includes major companies, with some having paid millions of dollars to acquire companies whose only or primary assets are new manufacturing platforms. Other companies have been quietly, but actively, investigating, optioning, licensing in and implementing the new technologies they have encountered.

"The report outlines exactly how companies can address these issues before it is too late," concludes Eric Langer. "In an increasingly competitive market, those companies that invest in the new platform technologies available will secure their industry position in the future. In contrast, those that allow the window of opportunity to pass may find themselves unable to recover."

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About BioPlan Associates, Inc.

BioPlan Associates, Inc. is a biotechnology and healthcare marketing research and publications firm based in Rockville, MD. The company has worked internationally with biopharmaceutical and life sciences companies of all sizes since 1989. Clients receive the information needed to make market-based strategic decisions and drive business results.