

## For Immediate Release

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### New Book Reveals How Biotech is Transforming Middle Eastern Healthcare

April 2009 (Rockville, MD) – Companies with an interest in biotech are finding the Middle East offers a wealth of attractive opportunities, as detailed in BioPlan’s newly released *A quick guide™ to Healthcare and Biotechnology in the Middle East* “For the rest of us...”.

“Due to changing disease profiles, there is a growing demand in the Middle East for biotech products. This is reflected by the decisions of multinational companies to invest in the region,” explains Dr Kermani. “Like patients elsewhere in the world, it should come as no surprise that those in the Middle East are eager to gain access to the latest and innovative new medicines.”

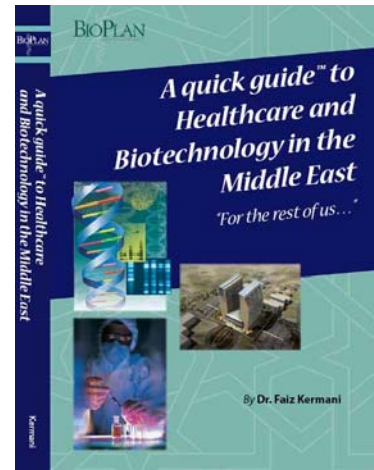
Aside from specialized biotech companies such as Amgen and Genzyme, many of the major pharmaceutical companies including Roche, Novartis, Pfizer and GlaxoSmithKline market biotech products in the Middle East. NovoNordisk, which has a specialty in diabetes, has performed very strongly in the region due to the rise in the disease. Smaller biotech companies have also targeted the Middle East for growth. Generex Biotech has been using local consultants to aggressively source and evaluate prospective licensing opportunities for its products.

The success of foreign companies with biotech products has not gone unnoticed by regional pharmaceutical companies and a number have set up dedicated R&D divisions to develop biotech products. Many governments wish to promote the development of a mainstream biotech industry and have created incentives to kick-start the sector. Since biotech drugs are expensive, they believe that opting for local generated biotech products will prove cost effective.

Going forward, one of the most impressive developments is DuBiotech in the UAE, which is the world’s first free-zone dedicated to the life science industry. It has been seeking to attract a range of companies, ranging from small start-ups through to more established international companies. Among the R&D programs being encouraged at DuBiotech, stem cell research will be permitted in line with international regulations.

“So far DuBiotech is being viewed very positively by international companies, with several having established their regional headquarters there,” comments Dr Kermani. “However, at present, there are few signs of this strategy having increased the number of local biotech start-ups. Nevertheless, it is likely that the DuBiotech model to increasing biotech investment in the region will encourage other countries to follow suit.”

*“A quick guide™ to Healthcare and Biotechnology in the Middle East” is available from BioPlan Associates, Inc., Rockville, MD 20850. Tel: 301-921-5979 (<http://www.bioplanassociates.com>)*



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