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Considerations in biosimilars commercialization

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The biosimilar market holds significant potential and benefit for all stakeholders. The experience with first wave of biosimilar launches provide interesting and in some cases exciting references for the next wave of more complex biosimilars. What does experience in Europe and US could show us so far about the evolving opportunity in biosimilars? In this talk the challenges and opportunities with commercialization of biosimilars will also be covered.

Biography

Darius Panaligan is currently the Vice President and Global Head of Commercial for Merck Biosimilars. In addition to developing commercial and go-to-market strategy, he has been focusing on organizational readiness for Biosimilars within Merck. Prior to this he was with Novartis Group for 15 years in multiple global and country roles in both pharma and generics division including 3 years with Sandoz Biopharmaceuticals Global HQ. One of his key projects at Sandoz is the launch of the first biosimilar in the US (Zarxio) and Lead for global G-CSF biosimilar portfolio. His earlier roles within Novartis include Business Head, Marketing, BD&L and Development in both Specialty and Primary Care. He holds a Bachelor of Science and an MBA from the University of British Columbia and Simon Fraser University in Canada, where he also worked in research for a biotechnology start up early in his professional career.

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