

## **Biosimilars: A micro economic approach of the market**

**Anne-Sophie Garcia**  
Counsel, France

As a growing market, the biosimilars attract many new stakeholders. But the development of a biosimilar is long and expensive at the difference of the generics. Also the biosimilar process is quasi fixed. Unlike the generic, it will not be possible to adjust it in case of a coming non-identified process patent, or a new form of the brand.

At the end, not all of the actors will get their slice of the pie. Only companies which can anticipate the brand strategy and which can offer an attractive price will be among the winners.

The presentation will overview the key points of a competitive market of similar drugs, and will make a micro economic approach of the biosimilar market.

### **Biography**

Anne-Sophie Garcia has contributed to the development of 2 generic start-up companies. Her last experience was in the development of arrow group acquired by Watson. She has more than 15 years of experience in regulatory affairs, patents and licensing. She is pharmacist with a memory on the bioequivalence and she is now ending an MBA at the EM business school in Lyon, France where she made her strategic report on biosimilars.

[asgarciamba@gmail.com](mailto:asgarciamba@gmail.com)