

Striking a strategic balance to achieve biologics in-particular biosimilars business sustainability for middle biotech companies

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There are three kinds of biologics including biosimilars, biobetters, or novel biologics are hot field in the recently pharmaceutical development. Biotech companies need to be laying down the evaluation criteria in determining portfolio focus. The important key issues are how to insight and approach to market prioritization and future expansion and looking for drug position to balance technology, regulatory and commercialization. The biosimilars industry is coming true from scientific, business, and industry points of view. How to success doing smart strategy force biosimilars developing uncertainty and challenges need to explore and sort of key success factors. The middle biotech companies would like drive and select niche business models and strategies to thrive in an ever-shifting competitive environment.

Biography

Chih-Jung Chang is currently the vice president of EirGenix, Inc. His responsibilities include project management and client relationships. Before EirGenix, he worked as Director of TOT Oncology Business Unit at TTY Biopharm. He was creating business and drug development strategies for licensing and collaboration in global/China NCE (Specialty)/Biologics (NBE/Biosimilars) projects. With both technical knowledge and business acumen, he has extensive experiences building up new biologics and specialty pipelines that fit the company's development strategy. In addition, he has extensive experiences managing international networking and relationships for value-added bridge between early to late stage drug development.

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