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The opportunity with the emerging middle class in APAC and how to make it profitable

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The APAC region will be after Africa Middle East the fastest growing region in the world in terms of healthcare expenditure and Pharmasales in the next 10 years, predominantly driven by the aging population, Universal Health Coverage penetration in the most populous countries and the expansion of the middle class. The expansion of the middle class along with the working poor class in the developing world represents a very attractive business to every player in the healthcare industry, furthermore, the business model need to be tweaked in terms of: Balancing profitability pressures geographically and demographically, incorporate new technology available (e.g., mHealth), partnership with other players, extent payment and financial services. For the pensionable population and for the developed world the system needs to be adapted towards Value Based Healthcare and the investigation needs to early incorporate payors. The Pharma industry and the healthcare providers are far from these 2 big mindset shifts. Multinational, Locals player, R&D driven and Generics companies are exposed to the same risks and same opportunities equally. In this presentation we will cover the attractiveness of the middle class and the poor in the APAC Region, some of the other dynamics affecting the market and will introduce some key elements to ensure the opportunity is being captured.

Biography

Rafael Mendoza is an accomplished multicultural professional. He holds four postgraduate degrees: Finance and Marketing in Universidad Metropolitana in Caracas, the third one in General Management at one of the most recognized Business School in Venezuela, IESA and lately he is finishing an MBA in Fundesem, Alicante, Spain. His professional background includes experience as a financial analyst, product manager; new product manager in both Latin America and in New York. Also he has worked as Strategic and New Product Planning Manager and then head of Established Product Business Unit at Pfizer Venezuela, one of the toughest market in the Emerging world to his current role as Regional Sr. Director for Asia Pacific based in Shanghai until May 2013 and currently based in Hong Kong. Some of his most remarkable successes are: The outstanding implementation of the sustainable access program for low income population and the managed care program for the Venezuelan market. He is also a Professor in two major universities, he is founding an NGO to support poor entrepreneurs, he writes a monthly column in FarmActual magazine and he volunteers in one local municipality.