

**CLUBENOVOS** NEGÓCIOS®

## **MOMENTO BD&L**

*BUSINESS DEVELOPMENT & LICENSING  
NA INDÚSTRIA FARMACÊUTICA*

UMA MARCA



®

## ***Biolab: Strategic Growth and Global Ambitions***

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In this edition of Momento BD&L, our guest is pharma giant Biolab. Founded in 1997 and showcasing a rich history of innovation, the company talked about its growth journey, strategic partnerships, global expansion, and unwavering commitment to serve the medical community and improve the quality of life for Brazilians.

Established in 1997, Biolab is not just another name in the pharmaceutical sector. The company has made its mark in millions of homes, providing over 170 products tailored for every life stage. Its impressive credentials include being one of Brazil's leading pharmaceutical companies, consistently ranking among the most prescribed laboratories. They hold prominent positions in multiple therapeutic arenas, such as cardiology, dermatology, gynecology, and central nervous system specialties.

Further solidifying its influence, Biolab operates three state-of-the-art industrial units in Sao Paulo and is in the process of setting up a new complex in Pouso Alegre, in the state of Minas Gerais. Their commitment to innovation and research is underscored by their Research, Development, and Innovation Centers in Brazil and Canada.

Central to Biolab's mission is its aspiration to introduce unique and innovative products to the market. With a strong foothold in the national prescription sector, the company ensures that its offerings cater to both the medical community and the broader Brazilian population. This ambition is brought to fruition through their four R&D centers and an active New Business Department, which sources groundbreaking products from across the globe.

Indeed, going global has been a defining part of Biolab's growth story. "Our international presence serves as a powerful engine for strategic development," the company highlighted. While they've established a significant footprint across various Latin American countries, their recent venture into the Middle Eastern market is turning heads. A shining jewel in their international portfolio is Vonau, an orodispersible tablet of ondansetron hydrochloride, a groundbreaking technology born from a collaboration with the University of São Paulo (USP).

Biolab's expansion hasn't just been about new markets; it's also about fostering innovation through international partnerships. Their noteworthy presence in Canada, spearheaded by an innovation and development center since 2017, embodies this philosophy. This center is geared towards drug development not just for the Brazilian market but also for territories with strict regulations, such as those overseen by the FDA.

In the ever-evolving pharmaceutical landscape, the importance of business development and licensing can't be understated. For Biolab, the BD&L department is the bedrock for their product portfolio growth. With a licensing portfolio that's one of the largest among national pharmaceutical companies and boasting over 50 global partnerships, Biolab seamlessly blends in-house ingenuity with groundbreaking external solutions. As they put it, "We complement our internal innovation team by incorporating disruptive technologies and innovative molecules to bring to market."

Peeling back the layers of Biolab's operations reveals an intricately structured New Business department. Segmented for efficiency, their approach ensures high productivity and project quality. Delving into the makeup of this team provides insights into the company's broader philosophy. Within their ranks, they've assembled a wide array of professionals, spanning fields from pharmacy and biotechnology to economics and business. "A diverse team with varied technical and behavioral competencies delivers optimal results," the company emphasized.



From left to right - top: Diogo Silva, Gustavo Bertolini, José Alfredo Raimundo, Werik Lopes e Jose Roberto da Costa Pereira.  
From left to right - below: Priscila Youssef, Julianna Ohara, Bruna Diniz, Marcia Cristina Barbosa e Jamily Carvalho.

While Biolab's growth story is undeniably impressive, its guiding principle remains steadfast: to improve the health and quality of life for people. This ethos permeates their every endeavor, from R&D to strategic partnerships. As they put it, "We research, develop, manufacture, and market medicines with the mission of playing a role in these achievements and fostering people's fulfillment."

But the path forward is not without challenges. Despite a comprehensive product portfolio, the need for new market alternatives is ever-present. Here, the company's strategy is twofold: internally, they're doubling down on R&D to foster excellence in product development. Externally, their New Business team is aggressively scouting for innovative opportunities through global networking.

On the topic of strategic alliances and partnerships, the company adopts a balanced perspective. "Both established and innovative products are targets." They do acknowledge the challenges of building partnerships in a diverse market landscape such as Latin America, with its varied regulatory standards. While ties between Brazilian companies and regional counterparts exist, Biolab sees a vast realm of untapped opportunities within these markets.

Reflecting on the broader Brazilian pharmaceutical landscape, the company is bullish about its prospects. With a growing market showcasing double-digit growth rates, they firmly believe that Brazil is an inviting terrain for overseas pharma players. Acknowledging local gaps in technologies and innovations that are already present elsewhere, Biolab discerns that the key to success lies in collaborating with global counterparts to bring home cutting-edge offerings at prices attuned to the country's economic reality.

Biolab's success hasn't come by chance. A structured review and rigorous approval process underpin every new venture. Each project is meticulously assessed, not just on financial metrics but also on technical and regulatory aspects. As the company notes, highlighting their proactive approach, "For risks deemed controllable, we map out mitigation action plans"

It's evident why Biolab stands out as an exemplary partner in the pharmaceutical sector. They maintain a robust presence in their home market, and the company has also emerged as a trusted partner in Canada. Their influence doesn't stop at these borders; with strategic alliances spanning Latin America and other global regions, they've successfully showcased their products on the international stage.

A testament to its dynamism, Biolab boasts an impressive track record of introducing novel concepts to the market. Over the past two decades, they've accomplished the successful launch of more than 50 products, underscoring a legacy of ingenuity and market agility.

In wrapping up our insightful discussion with Biolab, the company mentioned its ambitious partnership with the prestigious Massachusetts Institute of Technology (MIT). The collaboration is a strategic move to drive innovation to unparalleled heights, all in the pursuit of promoting the well-being and health of the Brazilian population.

## **CLUBENOVOS**NEGÓCIOS®

*Conectando pessoas, acelerando negócios*

Created in 2003, the Clube de Novos Negócios aims to **promote networking** between pharmaceutical professionals who work in business development and licensing. Since its creation, CLNN has acted as a **catalyst for opportunities** between companies that aim to access the Brazilian and Latam pharmaceutical markets through alliances and partnerships.

Criado em 2003, o Clube de Novos Negócios visa promover o networking entre profissionais da área farmacêutica que atuam no desenvolvimento de negócios e licenciamentos. Desde sua criação, o CLNN atua como catalisador de oportunidades entre empresas que têm como objetivo acessar o mercado farmacêutico brasileiro e Latam através de alianças e parcerias.

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