

CONTENTS

Key Messages	1
Contents	5
Introduction.....	7
Asia.....	7
South America	10
Central and Eastern Europe	13
Objectives	17
Methodology.....	19
Section A. Development strategies.....	19
Section B. Submission strategies.....	19
Section C. Commercial strategies.....	19
Section D. Experience with marketing authorisation applications.....	19
Definitions.....	21
Results.....	25
Response	25
Overview of company strategies in the emerging markets.....	27
Development strategies.....	28
Submission strategies.....	30
Commercial strategies	32
South America	33
Development strategies in South America	33
Submission strategies in South America	36
Commercial strategies in South America	41
Experience with marketing authorisation applications in South America.....	43
Asia	53
Development strategies in Asia	53
Submission strategies in Asia	56
Commercial strategies in Asia.....	62
Experience with marketing authorisation applications in Asia	64
Central and Eastern Europe	79
Development strategies in Central and Eastern Europe	79
Submission strategies in Central and Eastern Europe	82
Commercial strategies in Central and Eastern Europe	88
Experience with marketing authorisation applications in Central and Eastern Europe.....	90
Discussion	103
Development strategies.....	103
Submission strategies.....	103
Commercial strategies	105
Experience with marketing authorisation applications.....	107

Recommendations.....	109
The Way Forward	111
Acknowledgement	113
References.....	115
Appendix 1, The questionnaire	117
Appendix 2, Companies invited to participate in this study	131