



# Generic and innovative drugs markets in Central and Eastern Europe 2009

**Comparative analysis, reimbursement  
policies and development forecasts  
2009-2011**

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Publication date: November 2009

Language: English

## Word from the authors:



Today innovative companies face a crisis associated with the loss of important patent rights pertaining to their most important products. What is more, for innovative companies Central and Eastern Europe is a comparatively difficult theatre of operations because of the relatively small amount of per capita spending on drugs and the pro-generic policies of the majority of governments in the region. However, the status of innovative companies is worth considering in terms of the future development of the CEE drug market, to the extent that these players are likely to contribute a great deal to the region's progress.

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## About the report:

*Generic and innovative drugs markets in Central and Eastern Europe 2009* provides a study analysis of the eight generic and innovative drugs markets in the CEE: **Bulgaria, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia and Ukraine**. The report focuses on a comparative analysis of CEE policies towards the use of generic and innovative drug applications and covers such important areas like the legal framework, counterfeit products and reimbursement and pricing policies.

The report delivers key data on the total size of the CEE generic and innovative drugs market, the market share for each country in the region and development forecasts up to 2011.

## If you are looking for:

- overview and analysis of the generic and innovative drugs market in Central and Eastern Europe
- top selling generic and innovative drugs
- market trends and forecasts until 2011
- latest changes on drug reimbursements list and pricing policies
- company profiles of the leading generic and innovative drugs manufacturers in CEE countries

...this is the report for you!

In addition, **Generic and innovative drugs markets in Central and Eastern Europe 2009** *Comparative analysis, reimbursement policies and development forecasts 2009-2011* provides details on patent and data exclusivity protection trends and facts in the countries analysed as well as scale of counterfeiting in each of the countries.

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