

## Parallel Trade in Europe and the US: The challenges facing pharma

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### Description

#### Introduction

Since the beginning of this decade, parallel trade levels of pharmaceutical drugs in the US and Europe have risen to some of the highest levels ever seen, exerting additional pressure on the profitability of pharmaceutical companies. As a result, it has become ever more important for pharmaceutical companies to take action to limit the impact of this.

#### Scope

In-depth analysis of the present situation of parallel trade in Europe and the US, including an examination of the impact of the new accession states

Evaluation of the future of parallel trade in Europe and the US, including analysis of the key factors that impact this

Case studies examining strategies used by the leading pharmaceutical companies to restrict parallel trade

Recommendations on how companies can optimize their strategy to tackle parallel trade effectively

#### Highlights

Illegal drug importation into the US is in decline. Pharmaceutical companies have successfully restricted the supply of drugs to the main culprits in Canada who have been selling drugs to Americans, and the recent introduction of Medicare Part D has reduced the number of people without drug coverage.

The legal framework supporting parallel trade in the EU has restricted the actions pharmaceutical companies' can take to restrict parallel trade, but Bayer's legal victory on the Adalat case in 2004 has provided companies with an opportunity to take action that can effectively restrict parallel trade without infringing EU law.

The 2004 EU enlargement has not caused a rise in parallel trade yet, mainly because of the derogation that prevents parallel exportation of many branded drugs from 8 of the new countries. The effect of this on new accession states and future accession countries will erode over time, which is expected to cause a gradual rise in EU parallel trade.

#### Reasons to Purchase

Assess the commercial implications for your business of parallel trade in the US and EU

Get up to speed with recent development in the parallel trade situation in Europe and the US

Understand how to optimize your strategies to tackle parallel trade

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