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MEDIA RELEASE:

NEW INDUSTRY BODY FOR PHARMACEUTICALS SECTOR

Australia's pharmaceutical and biotechnology industries have a new peak industry group, the Pharmaceuticals Industry Council (PIC).

The PIC brings together the innovative, generic and biotechnology industries to represent a whole-of-sector approach to addressing opportunities and threats to investment in the sector.

The sector employs approximately 30,000 people, exports more than \$3 billion worth of medicines annually and invests more than \$500 million a year in research and development collaborations with local hospitals, universities and research institutes. It is a major, innovative contributor to the economy and one of the most R&D intensive industries in Australia.

The PIC has been established to take forward the work of the Pharmaceuticals Industry Action Agenda, which industry and the Federal Government have been working together to implement since 2002. The Action Agenda's vision is to double Australia's share of the global pharmaceuticals industry by 2012.

The Minister for Industry, Tourism and Resources, the Hon Ian Macfarlane MP, welcomed the establishment of the PIC. "The Pharmaceuticals Industry Action Agenda developed a bold vision for the Australian pharmaceuticals industry and I am impressed by the industry's commitment to pursuing this vision and strengthening Australia's global position," Mr Macfarlane said.

Chaired by Will Delaat, who is the Managing Director of Merck Sharp & Dohme (Australia), the PIC is a peak body of three peak industry associations- AusBiotech, the Generic Medicines Industry Association and Medicines Australia.

Mr Delaat said: "The partnership represented through the PIC reflects one of the most important drivers of success in this critical sector. Partnerships are so important for taking great science from the lab to the market."

"The PIC will focus on developing initiatives to increase investment in Australia, capturing innovation and knowledge. We want to create a global hub for research, development and commercialisation and to further develop Australia as a key exporter of goods and services," he said.

"We will seek to continue to work with the Government to achieve our vision."



The PIC members comprise:

Will Delaat (Chair)

Dr Martin Cross, Managing Director, Novartis Pharmaceuticals

Bob Finder, Managing Director and CEO, GroPep Ltd

Di Ford, Executive Director, Generic Medicines Industry Association

Michael Kotsanis, President, Asia Pacific, Mayne Pharma

Dr Anna Lavelle, CEO, AusBiotech

Kieran Schneemann, CEO, Medicines Australia

Michael Schwager, Department of Industry, Tourism & Resources

Dr John Sime, Director, Prima BioMed

For interviews with Mr Delaat, please contact Sara Pantzer 02-9795 9528 or 0414-795098