

Innovation As a Sustaining Strategy for the Jordanian Pharmaceutical Manufacturing Company

Dr. Adnan A. Badwan
General Director

The Jordanian Pharmaceutical Manufacturing Company

Association of Arab Universities

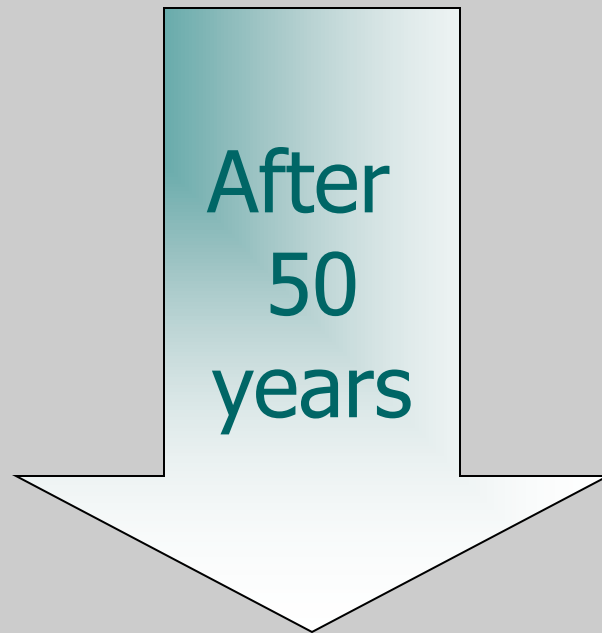
Amman 1–2, April 2015

Jordan

Content

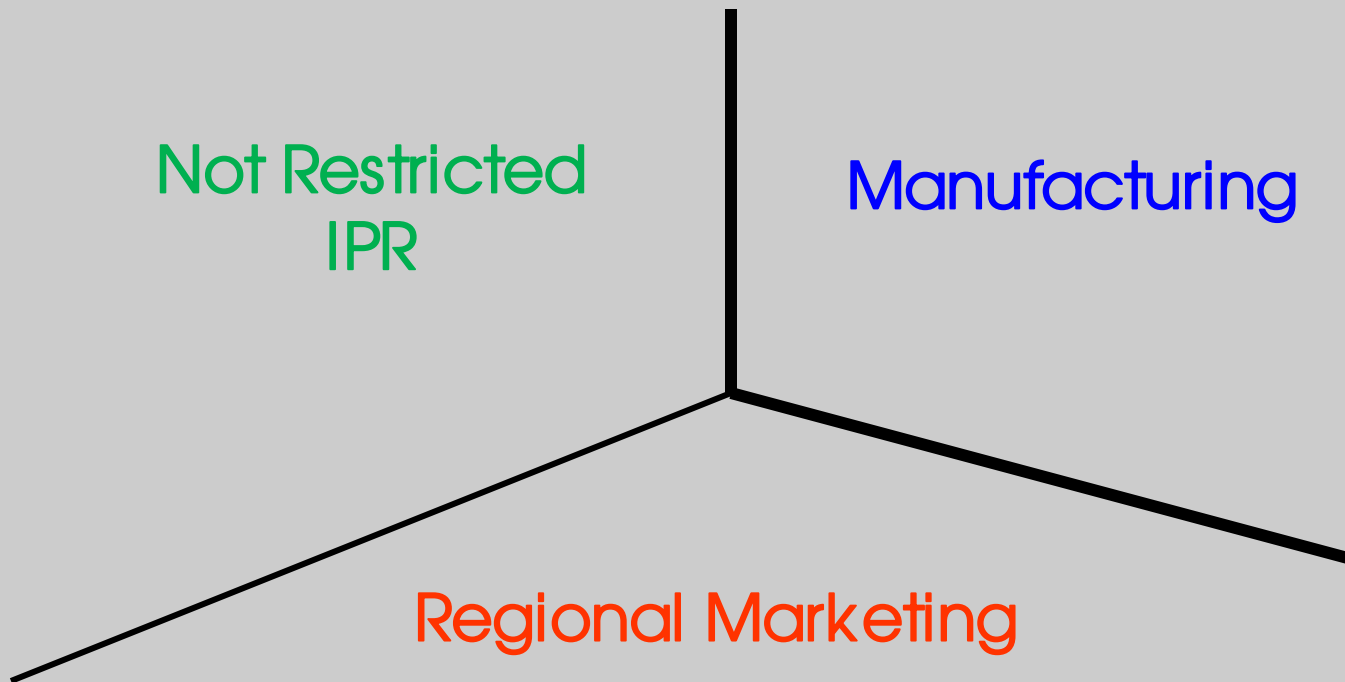
- Background on the Jordanian Pharmaceutical Industry.
- Future for the Jordanian Pharmaceutical Industry.
- Innovation in Pharmaceutical Industry.
- Innovation Components.
- Innovation in Practice.
- Results of adopting innovation strategies.
- Conclusion.

**The Pharmaceutical industry in Jordan
started in 1963 with only one company**

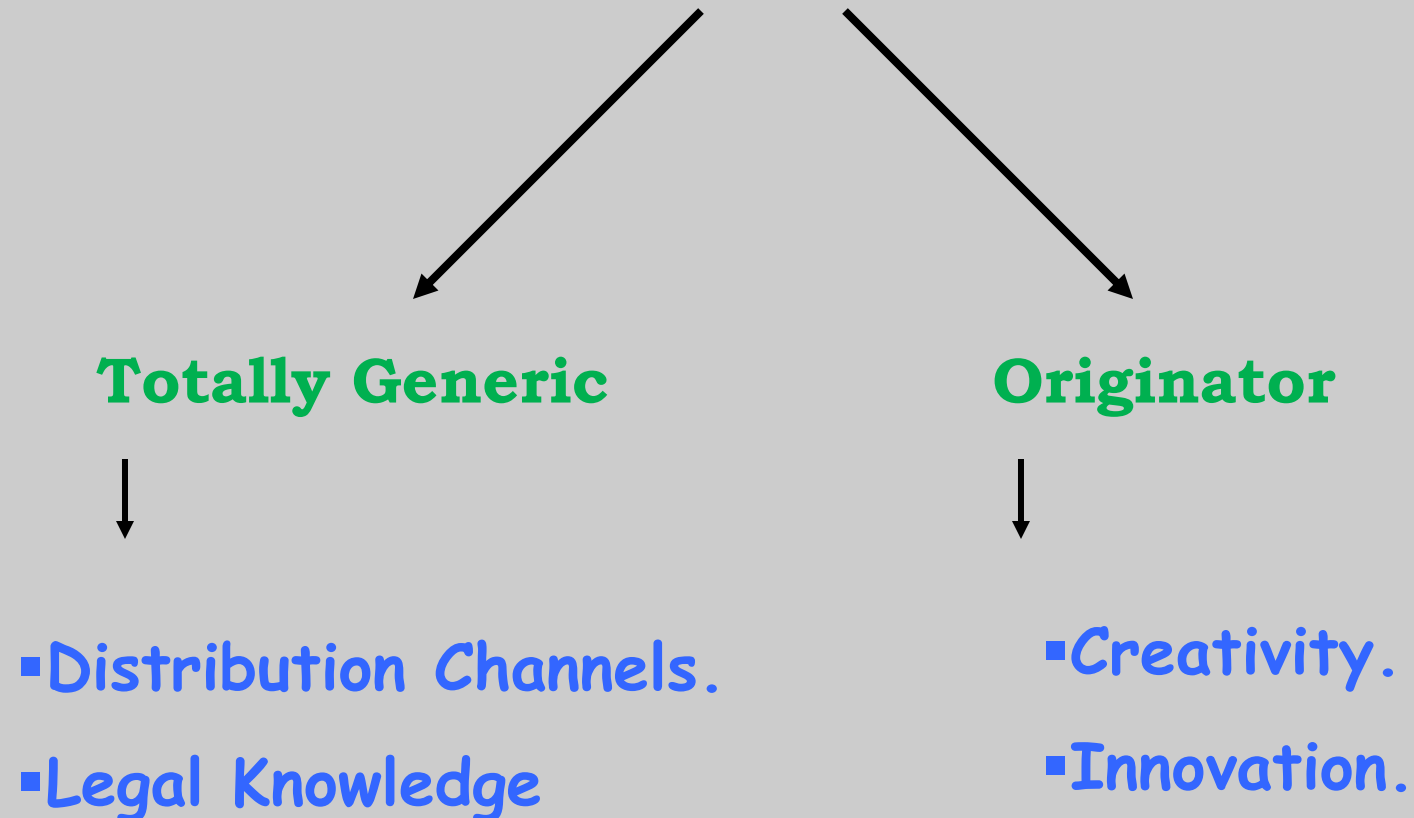


- ✧ **15 pharmaceutical companies were established.**
- ✧ **~ 50% of the total consumed medicines are manufactured locally (free market)**
- ✧ **Brand Generic Industry - Quality Products.**
- ✧ **Respect Intellectual propriety rights (copyrights, trade marks and patents).**
- ✧ **Under license makes 3% of the total industry.**
- ✧ **It has a capacity in Analysis and development.**
- ✧ **Governmental regulations are strict.**
- ✧ **Exports make 70% of manufactured products.**

Pharmaceutical Jordan Industry is Brand Generic



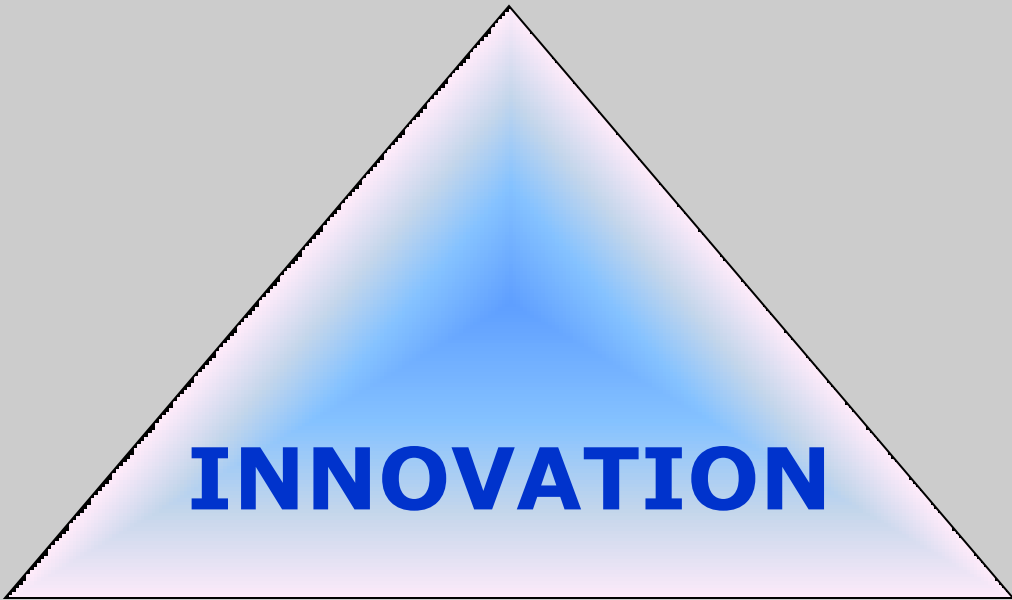
Future of the Jordanian Pharmaceutical Industry



⊕ Innovation is the conversion of knowledge and ideas into benefit

 *Innovation is an everyday activity*

Human Capital



Infra Structure

Capital

Component

**Human
Capital**

**Human
Capital**

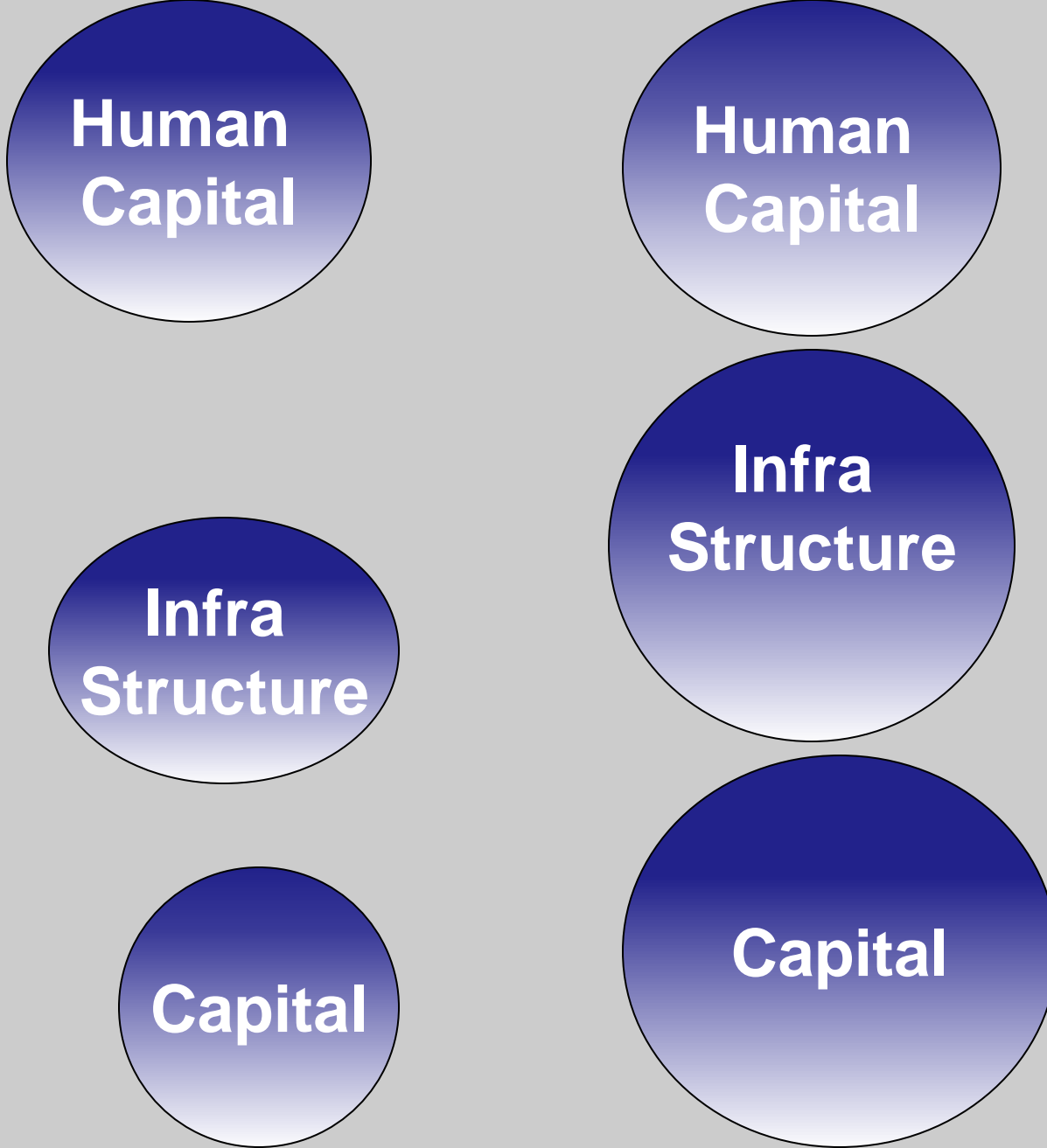
**Infra
Structure**

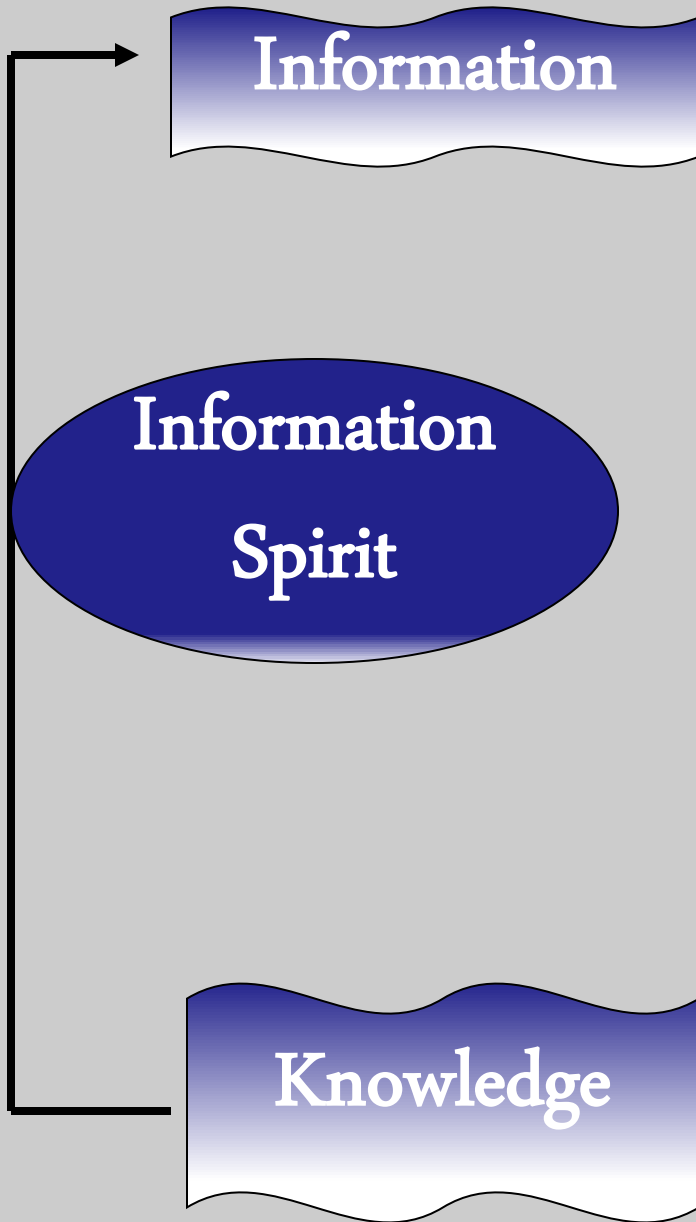
**Infra
Structure**

Capital

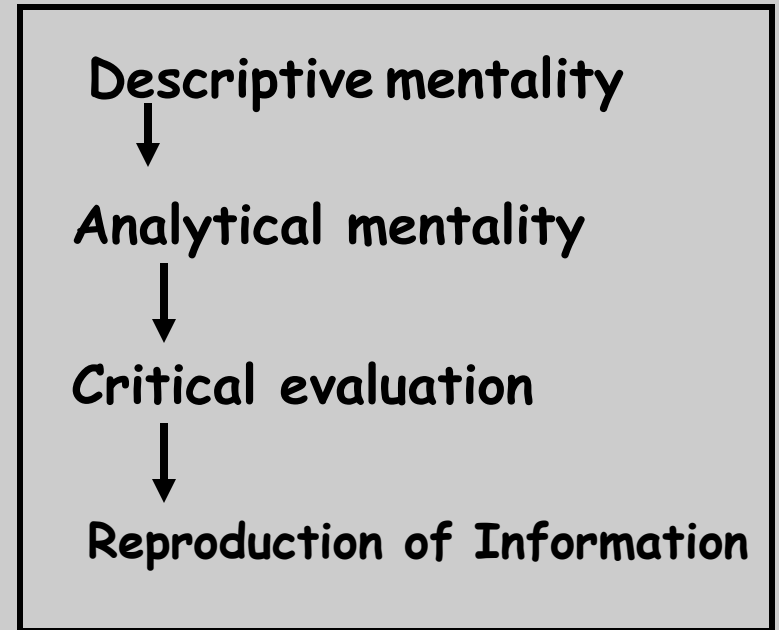
Capital

Time





Classification
Prioritization



Interfacing
with
Scientific
Environment

RESEARCH ENVIROMENT



Universities

- **Post graduate students. (in and outside the country)**
- **Scientific Experts.**
- **Facilities.**

Research Centers

- **Exposure to international Arena.**
- **Focused Researchers.**
- **Facilities.**

Contract Research Organization (CRO):

- **Regulatory knowledge.**
- **Self assurance for industry.**
- **Less Expense.**

Regulatory Environment

1. Intellectual Property and related aspect regulations.
 - a. Patents.
 - b. Trade Marks.
 - c. “Data protection”.
2. Strong Presence for governmental regulations
 - a. System for inspection.
 - b. Certification.
 - c. Quality control labs.
 - d. Proper Certification.

Idea



**Practical
Usage**



**Ability to be converted
into a good**



**A good can be
Commercialized**



**The outcome of Following Innovation
Strategy.**

Patents

	Patents
Diagnostics	23
Novel excipients	6
Formulation	6
Controlled drug delivery	5
New chemical entity (NCE)	4
Functional food	1
Total	45

Conclusion

Innovation resulted in creating different patented products allowing the company to be Technology provider.