



## **Drug Delivery and Generic Medicine; The challenges ahead; Choose Where to Play; MENA as an Industry Model**

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Although there is still room for growth in generics, delivering it has become more complex. Given that penetration rates are as high as 80 percent in the US and 70 percent in central and eastern Europe, significant potential exists for volume penetration in many markets. In addition, between \$20 and \$60 billion of originator sales will continue to go off-patent each year. However, generics companies face considerable challenges to their profitability and growth

The continent of Africa is becoming a large opportunity. The broader pharmaceuticals market, currently estimated at \$18 to \$19 billion, is expected to grow to about \$50 billion by 2020, representing an annual growth rate of 12 percent. Generics is one of the most vibrant sectors of the market. Worth \$4 billion, it is expected to reach \$18 billion by 2020 on annual growth of 22 percent.

This review will illustrate a full scope picture based on more than 18 years of visual management in the industry and consultation in MENA region in addition to the authorised reports and statistics which draw a map for market players

### **Biography**

Mohammad Refaat Khattab was born the first of January 1975 - graduated from the Faculty of Veterinary Medicine - Cairo University in 1997 and amount to associate prof. at the University of Cairo after he received a doctorate in a unique specialty in medicine serving human with respiratory tract illness and was honoured by the year 2000 from the club members of Cairo University as ideal lecturer's assistant.

Mohammad Penetrated the field of business and administration in 1998, where he joined with major American pharmaceutical company that operate in Egypt (Bristol - Myers Squibb) and gain the expert interaction with many responsibilities guarded by international policies, standard

systems and professional network which had a great impact on the management style who could be configured from which to be COO of one of the biggest Egyptian pharmaceutical companies (Delta Pharmaceuticals) and began a new and successful administrative trip.

Mohammad Refaat is the founder and president of Passion pharmaceuticals, and mind4pharma Consultancy and Advisory Agency.

He was selected to work in the Egyptian government in 2012 following his project to reform and develop the administrative system of the Egyptian state as adviser for the minister of state of administrative development and by the beginning of 2013 as deputy minister for the minister of state of sports for administrative and human development.

He held a number of senior positions during this period; the most important of it was the Presidency of the Technical Secretariat of the national project to reform the street children.

Mohammad was chosen as director of the Arab Institute of Sports Science and Human Development - Arab Academy for Science, Technology and Maritime Transport.

He participated in several local and international conferences in Saudi Arabia, Greece, Jordan, Turkey, Syria, Spain, Yemen, Netherlands, Oman, Russia, Tunisia, Ukraine, Libya Sudan, Thailand, Malaysia, Czech Republic, and India.