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## Novartis explores marketing, R&D collaborations in India

EPP News Bureau - Mumbai

SWISS drug major Novartis is exploring collaborations with Indian pharmaceutical companies in the areas of licensing, R&D and marketing.

Announcing this at a press conference in Mumbai, Novartis AG CEO, Thomas Ebeling said that Novartis recognised the huge potential of the Indian pharmaceutical industry and had therefore chosen India for the 'Art of Collaboration Symposium'.

This symposium will showcase Novartis' core strength in various therapeutic areas and underline the company's commitment to innovation. Through this high level programme, biotech and pharmaceutical leaders can have an insight into Novartis' perspective on collaborations.

Speaking at the conference, vice chairman and managing director of Novartis India Limited, Ranjit Shahani said, "A regulatory environment which respects intellectual property will provide an impetus to more research and development by both Indian and foreign companies in India." He further stated that India with its strong scientific pool has the makings of a research powerhouse and should not be apprehensive of a strong patent regime.

The company is actively seeking partnerships in several therapeutic areas such as oncology, metabolic, endocrine, cardiovascular disease, transplantation, arthritis bone metabolism, gastrointestinal diseases, dermatology, respiratory diseases, nervous system diseases, ophthalmology and infectious diseases.

Dr R A Mashelkar who will speak on 'India's emergence as a global research design and development hub', would deliver the keynote address at the symposium, to be held tomorrow. Other speakers at the symposium include Thomas Ebeling, Dr Paul Herrling, Dr James Shannon, global head, clinical and medical affairs, Dr Victor Hartmann, global head, business development and licensing. Novartis has held three such events prior to this. Two of these were held in the US and one in Japan.

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