

Pioneering Emerging Markets

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Emerging Markets



***New Global Frontiers:
Business Opportunities in Emerging
Markets of the World
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Today's Agenda



- About us
- Our product
- Our customers
- Our target markets
- Emerging markets

Genzyme Corporation



- Biotechnology company
- Established in 1981; public in 1983
- First product launched in 1991
- 2004 - \$1.6 billion
- Market cap \$13 billion

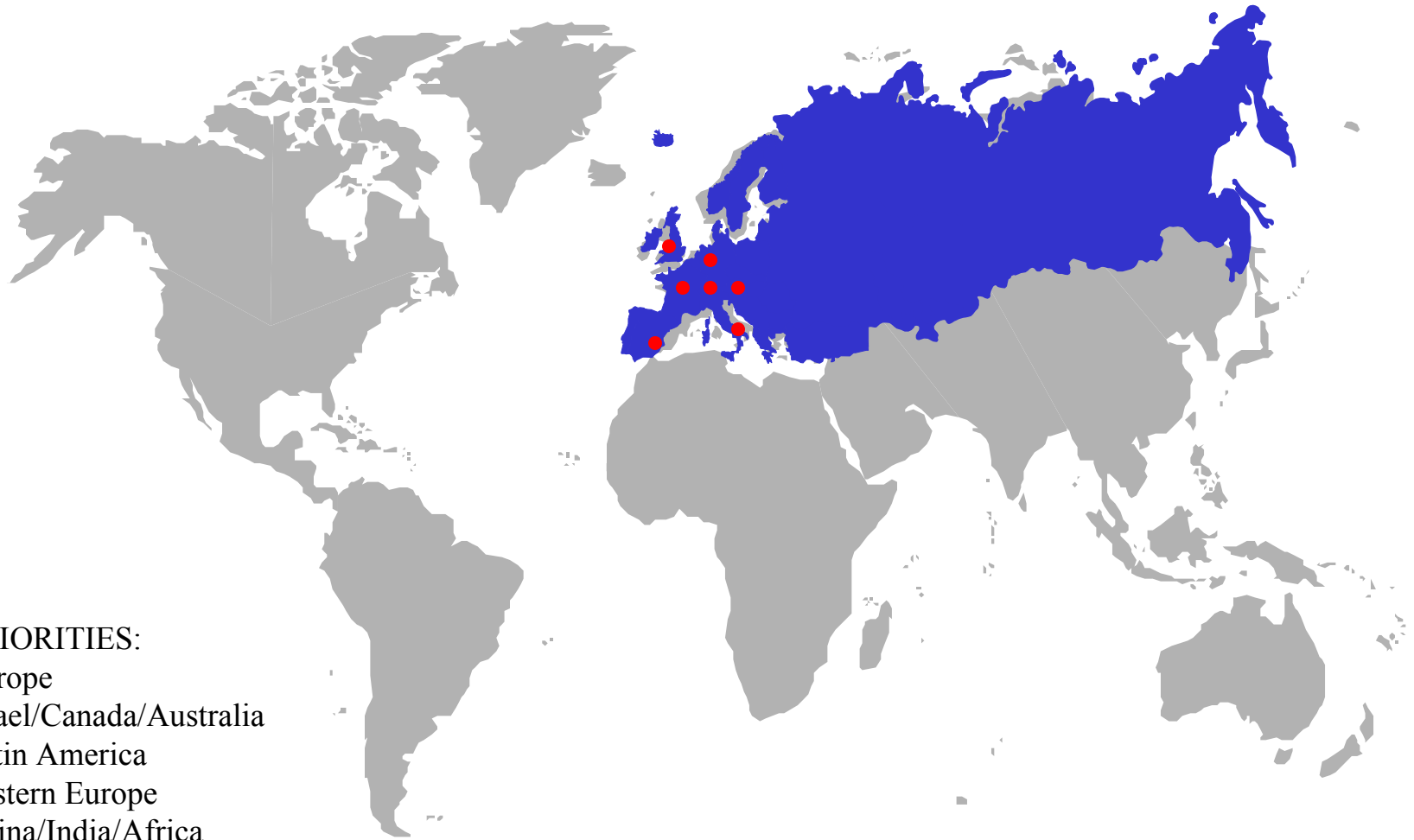
Flagship drug



Ceredase/Cerezyme

- Only treatment for Gaucher disease
- Rare genetic disorder
- “Orphan” status, less than 5000 worldwide
- Very expensive - ~\$100,000/year

Target Markets



PRIORITIES:

- Europe
- Israel/Canada/Australia
- Latin America
- Eastern Europe
- China/India/Africa

Market Entry Model



- Patient
- Physician
- Government
- Advocacy!

Emerging Markets



- Same entry strategy – partnerships with advocates and governments
- Individual by individual
- Focus on rarity of disease
- Low overall cost to the government
- Highly effective results
- Hire the right people!

When all else fails



Share our success through humanitarian programs which:

- Serve the patients
- Complement our business
- Lead to potential markets for other drugs/products

Have a good evening!!

Thank you!

