



Robert Hagopian, Director, Business Development - PolyPeptide Group

Personalized medicine, biotechnology, gene therapy and the rise of emerging markets are already influencing the pharmaceutical landscape. How will your company deal with these changes? Which are the area's you are planning to add to your future service portfolio.

We are pleased to announce that the PolyPeptide Group is committed to serving the personalized medicine market. PolyPeptide has completed the necessary investments in equipment and infrastructure for this particular field and is in the process of completing several contracts with Biotech companies that are leading this field.

How important is the US market to your business, and where do you see changes and challenges in the next 5 years in the US market?

The US market has been growing steadily for the past several years. We anticipate the trend to continue in 2019. It is difficult to predict the future as this would depend on the general economic health of the US and global market.

How important are face-to-face meetings with your customers and suppliers and events for your business?

While email is today's predominant approach to communication, it does not substitute the overall efficiency of an "old fashioned" one on one call, or a face to face meeting with a client or a supplier. Meeting the client is essential in building a sustainable longer term relationship.

Beyond the USA, which growing markets do you see in the next 5 years?

As a global organization, PolyPeptide anticipates growth for our products in the Japanese and other South Eastern Asian countries.

How can US and European competitors stay in the market and remain profitable in a general context of growing emerging markets and strong competition from Asian providers?

At PolyPeptide our goal is to build strong and sustainable relationships with our existing and new clients. We aim at doing so by providing a **consistently high quality** product, and by relentlessly improving our **production efficiency** so we may maintain our costs low and offer value to our clients.

Which markets will gain more importance for your company in the next 5 years?

PolyPeptide anticipates the personalized medicine market to become a more important part of our ongoing business.



Richard Sidwell, Vice President and Chief Scientific Officer - Recro Gainesville

Which are the key success factors of a successful CDMO in today's environment?

The number one key to success for a CDMO remains the ability to establish a good working relationship with their clients. Businesses have different cultures and styles, and a clash of communication style or expectations could have a negative impact on your project. Free exchange of information and ideas is crucial to the success of any team. When the project team spans different companies, as in a sponsor-CDMO relationship, any inter-company tension undermines that free exchange, and creates risk of misunderstanding and violated expectations. CDMOs must take ownership of this process to make the relationship work smoothly. This means being flexible, quick, open, and clear in interactions with clients. It also means working hard to listen carefully and seek to understand and accommodate both the client's real needs and their preferred ways of working, even when they may not be clearly articulated.

How important is the US market to your business, and where do you see changes and challenges in the next 5 years in the US market?

The US market remains extremely important to our business. The main challenges continue to be the balance between being thorough and being fast. This is particularly true in

relation to ex-US competitors, as the industry sponsors seek the right amount of speed, cost, and compliance at each phase of development.

How important are face-to-face meetings with your customers and suppliers and events for your business?

The importance of face-to-face meetings depends heavily on the type of project. Face-to-face meetings with suppliers of off-the-shelf materials, consumables, or equipment may not be necessary. Once projects begin to involve a significant amount of input from both sides, for example, in formulation development, clinical supply or regulatory strategy, face-to-face meetings become extremely valuable. Not only do these meetings help establish rapport within the team, they provide a better communication bandwidth, allowing deeper and more efficient understanding that is crucial to complex planning and decision-making. The recent advances in easy-to-use and high quality videoconferencing have dramatically closed the gap between teleconferences and being in-person. Video is now a viable alternative to "being there" for many more meetings.

What will be key issues shaping the pharmaceutical industry in the next 3-5 years?

Key issues shaping the pharmaceutical industry in the next 3-5 years, as always, are economic conditions, regulatory expectations, and the continued political focus on the cost of pharmaceuticals in the US. Money availability for investment in new products is still strong, but many people are beginning to be concerned that a recession, while not imminent, is on the horizon.