

PharmaForum – November 3, 2010 in Mainz

1. Company

Through the takeover of Altana Pharma some three years ago, Nycomed became one of the largest pharmaceutical companies in Germany. The company's German marketing and sales activities are grouped together in Nycomed Deutschland GmbH. The German market continues to be the most important for Nycomed and so Nycomed Deutschland GmbH is a correspondingly important player within the global Nycomed organization. The 450 or so staff in sales administration and the field force offer a broad spectrum of drug products. The German marketing and sales company is the largest within the Nycomed world. Nycomed employs nearly 3000 people in Germany and around 12 000 worldwide.

2. Core Competences

The core competence of Nycomed Deutschland GmbH is marketing prescription products to hospitals, specialists and general practice. Nycomed focuses especially on the therapeutic areas of respiratory disease, gastroenterology, pain relief, osteoporosis and tissue management. In addition to innovative medicines originating from our own research or collaborations with international partners, our product portfolio also contains low-cost originals and generics and a broad range of products for self-medication. Our strong OTC business includes brands such as Sanostol, Calcimagon, Faktu and Buerlecithin.

The effectiveness of the German organization is most clearly demonstrated by its success in ensuring the supply of pantoprazole to the global market. This gastroenterological preparation, marketed in Germany under the trade name Pantozol, is Nycomed's global top-selling product. The high quality and safety standards of the company, however, do not apply just to this blockbuster but also, of course, to all Nycomed products. Another highlight of the range is undoubtedly Tachosil, a collagen sponge, with which the company has set benchmarks in tissue management. Nycomed's strong position in pain relief (Matrifen, Telos) is further consolidated by Instanyl for the treatment of breakthrough pain.

The company showed another example of its innovative capacity with the German launch of Daxas. This preparation, based on the active ingredient roflumilast, offers a completely new therapeutic approach for the treatment of chronically obstructive pulmonary disease (COPD). The drug, developed in Konstanz, will be rolled out in other European countries by the end of 2010. COPD is a disease that still cannot be optimally treated at present and causes some three million deaths worldwide every year. Daxas therefore represents another contribution to Nycomed's vision of providing medicines that make a real difference.