

SECTOR: Educational & Training, Medical, Health Care and Related Products and Services

SUB-SECTOR: PHARMACEUTICALS AND BIOTECHNOLOGY

Officer: J.-P. Petit

U.S. Market Opportunities: The U.S. Biotechnology industry comprises approximately 1,100 companies, most of them small. About 35% of these companies are involved in therapeutics products, 28% in diagnostics, 18% in biotechnology products, 8% in Agricultural Biotechnology and 11% in other fields of Biotechnology. Their assets in 1991, totalled \$US 130 billion with revenues of \$US 60 billion and annual sales of \$US 4 billion. In 1990, 13 products became available, 11 in 1991, and 17 biotechnology products will be approved in 1992. A total of 132 biotechnology products are awaiting FDA's approval. Venture capital money is seeking opportunities in Biotech. It is estimated that \$US 30 billion dollars in venture capital are earmarked for Biotechnology.

American biotechnology firms forecast their exports to rise to 30% of their sales by 1992. These companies are open to exploring mutually beneficial collaborative research projects with foreign partners.

Canadian Capabilities: Pharmaceuticals and Biotechnology are among the U.S. Bureau priority sectors for 1992-93. Biotechnology is one of Canada's designated "Strategic Technologies" and research organizations receive substantial support for the development and commercialization of their products from government.

The Canadian Biotechnology industry is comprised of 300 companies, mostly small firms developing specific biotechnology products and processes. Biotechnology is a non conventional industry, involved in many sectors, whose present and future development hinges on availability of investment sources, a comprehensive regulatory regime for biotechnology products, qualified researchers, agreed solutions to the issue of intellectual property, and a positive public perception of the industry. Its global sales amounts to \$6 billion and are expected to reach \$100 billion in the year 2000.

The Canadian Biotechnology sector benefits from a solid infrastructure of public and private laboratories and a burgeoning interface of activities between universities and industry. Yet the industry is still developing its product lines and could benefit from strategic alliances with U.S. firms.

Strategy: - Continuing effort will be devoted to educating Canadian firms on specific market opportunities and to encourage them to fine tune their interests in match making and export endeavours.

- Increasing the awareness in the USA of Canadian Biotech capabilities and to foster new industry, R and D and investment contacts.

- Promote U.S investment, joint research and development and strategic alliances in order to attract high technology-based firms to Canada.