

# PharmaBoardroom releases free Canada Pharma report

LONDON, UNITED KINGDOM, December 19, 2013 /EINPresswire.com/ -- The Canada Pharma [free report](#), part of PharmaBoardroom's Healthcare and Life Sciences Review series, looks at the misconceptions and myths regarding the Canadian pharmaceutical industry, and gets to the bottom of what is driving the sector forward today.

Despite declining investments by big pharma in recent years, Canada has created a number of innovative ways to incentivize R&D throughout its vast geography. "Science powers commerce," Canadian Prime Minister Stephen Harper remarked in 2010. In those three words, the prime minister summarizes a massive effort by various stakeholders to create a "brain gain" in Canada to strengthen its positioning in the world of research and technology.

Chances are that Canada is not the first country that comes to mind when thinking of important [pharmaceutical markets](#): dwarfed by its US neighbor, Canada, which has a population of 35 million, would seem to have a tiny market (USD 326.9 billion in the US

versus USD 21.9 billion in Canada). Yet, according to IMS Health, the country has the seventh largest pharmaceutical market in the world.

As well as having one of the largest pharmaceutical sales market, Canada also has a thriving research community, a fact that is not widely known. "Canada has not been aggressive enough to sell itself," said Rémi Quirion, Chief Scientist of Quebec. "The world is small enough that if Canada does not promote itself, others will leave the country behind in the dust."

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*Gilles Patry, CEO of Canada Foundation for Innovation*

Waiting for people to call us will not work." Perhaps Quirion's remarks are reflective of Canadians' tradition of politeness and modesty; however, the country is taking steps to make a name for itself in the research segment as well. "Canada has

gone from an era of 'brain drain' in the early and mid-1990s to an era of 'brain gain', with some of the most brilliant researchers from around the world now being attracted to this country because of its commitment to research," says Gilles Patry, CEO of Canada Foundation for Innovation.



“With 0.5 percent of the world population Canada produces 4.1 percent of the peer review journals around the world and five per- cent of the most highly cited papers. As we say, Canada is really punching above its weight.” Now the challenge is spreading the word.

Last year, Forbes Magazine rated Canada the number one country in the G20 for doing business, and according to the World Bank, Canada leads all G7 countries in average economic growth between 2002 and 2011. According to American magazine Entrepreneur, Toronto and Vancouver are currently ranked as the eighth and ninth best ecosystems for startups worldwide.

Since 2006, the federal government has invested over CAD 9 billion (USD 8.71 billion) into science, a rare feat compared to many other countries since the economic recession. As former Minister of State (Science and Technology) Gary Goodyear states, this investment has been “a significant turnaround fostered by an attitude that was completely contrary to what many other countries were doing to battle their debts and the economic downturn.”

Written after exclusive [interviews](#) with the country’s leading decision makers, from local and multinational companies, manufacturers, distributors, experts, legislators, this is a unique resource for those looking beyond figures.

Featuring:

Hon. Reza Moridi, Minister Of Research and Innovation Of Ontario  
Hon. Nicolas Marceau, Quebec Minister of Finance and Economy  
Jacques Dessureault, President and General Manager, Valeant Canada  
Jim Keon, President of the Canadian Generic Pharmaceutical Association (CGPA)  
Deborah Brown, President, EMD Serono Canada  
Paul Lucas, President & Chair, Life Sciences Ontario  
Raphael Hofstein, President & CEO, MaRS Innovation  
Riad Sherif, Presient, Novartis Canada  
Barry Fishman, President & CEO, Teva Canada

About PharmaBoardroom:

PharmaBoardroom is the premier website for C-Level executives, consultants, regulators and vendors working in healthcare and life sciences globally.

This site is for senior professionals who want to understand local and global markets on a strategic level, and benefit from their peers' on-the-ground experience. Our teams go deep into key country markets, conducting hundreds of exclusive interviews with the movers and shakers of the industry. By capturing their opinions we create an experience-based study of the challenges and opportunities in these markets.

In a fluid and ever-evolving healthcare environment, shared knowledge, where leaders learn from each other, is invaluable. Practical know-how and experience can be adapted by different companies, different markets, different regimes. Pharma Boardroom allows you to read the opinions of peers in your own country market, but also provides a high level snapshot of other markets and organizations, allowing you to examine how others have faced similar issues to your own, and how they have executed successful business strategies in demanding environments.

With over a thousand interviews and daily updates, PharmaBoardroom will walk you through the path of development, where market regulators and the industry are in a constant dialogue to improve

business opportunities. Supplemented by the latest news from global markets, articles, market overviews, and a comprehensive database of the most important companies and business leaders in each key market, PharmaBoardroom is an invaluable resource for those who want to look beyond figures.

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