



International
Federation of
Pharmaceutical
Manufacturers &
Associations

Fédération
Internationale de
l'Industrie du
Médicament

Federación
Internacional de la
Industria del
Medicamento



Geneva Pharma Forum

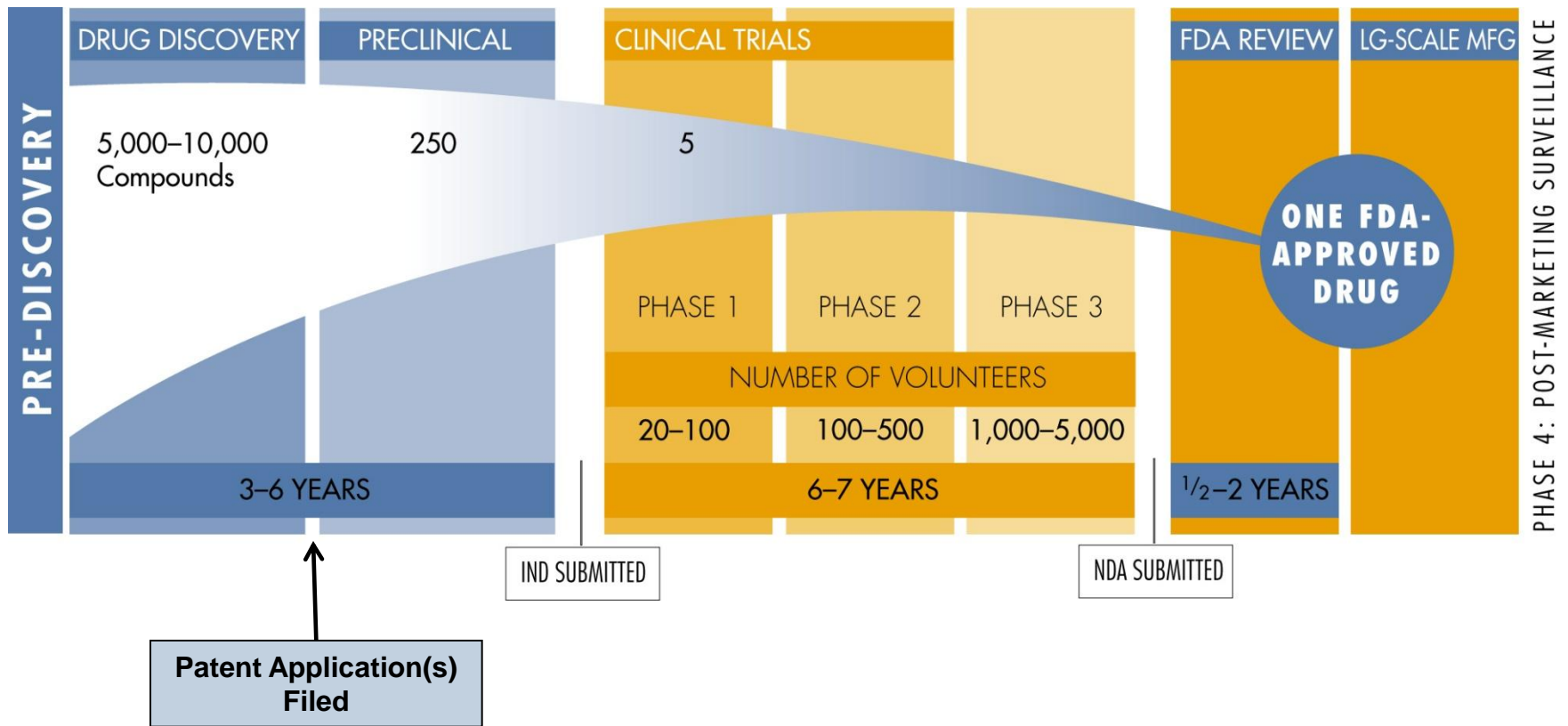
WIPO Geneva

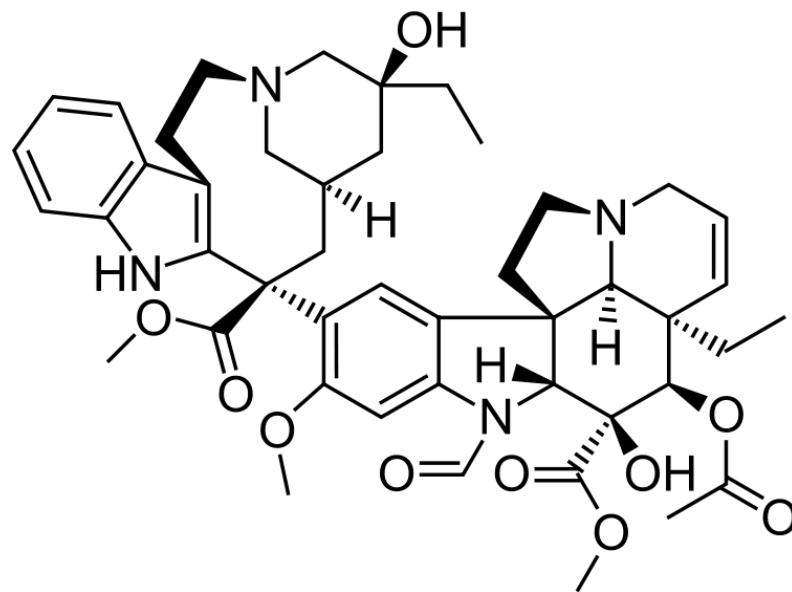
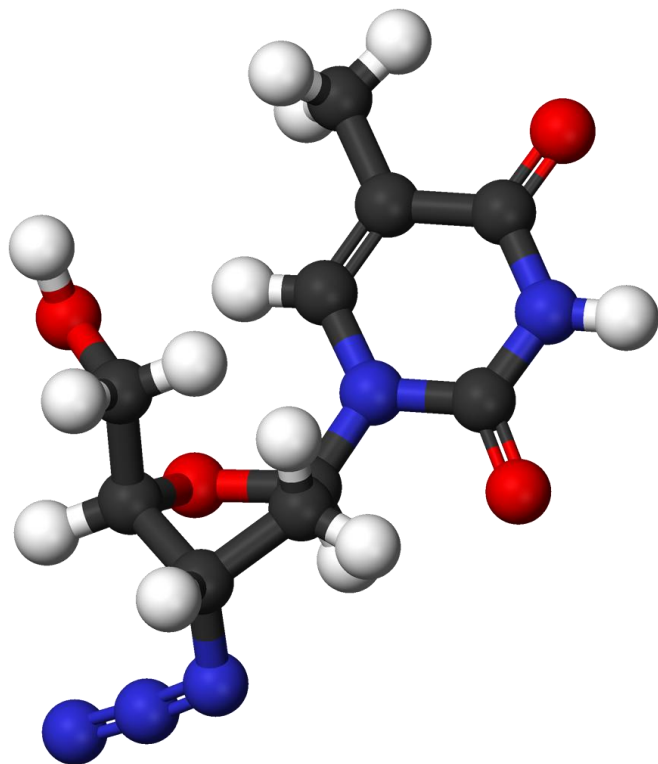
Traditional Knowledge & Biopharmaceutical Innovation

Andrew Jenner

Director Innovation, IP & Trade

The R&D Process: Long, Complex, and Costly





Vincristine

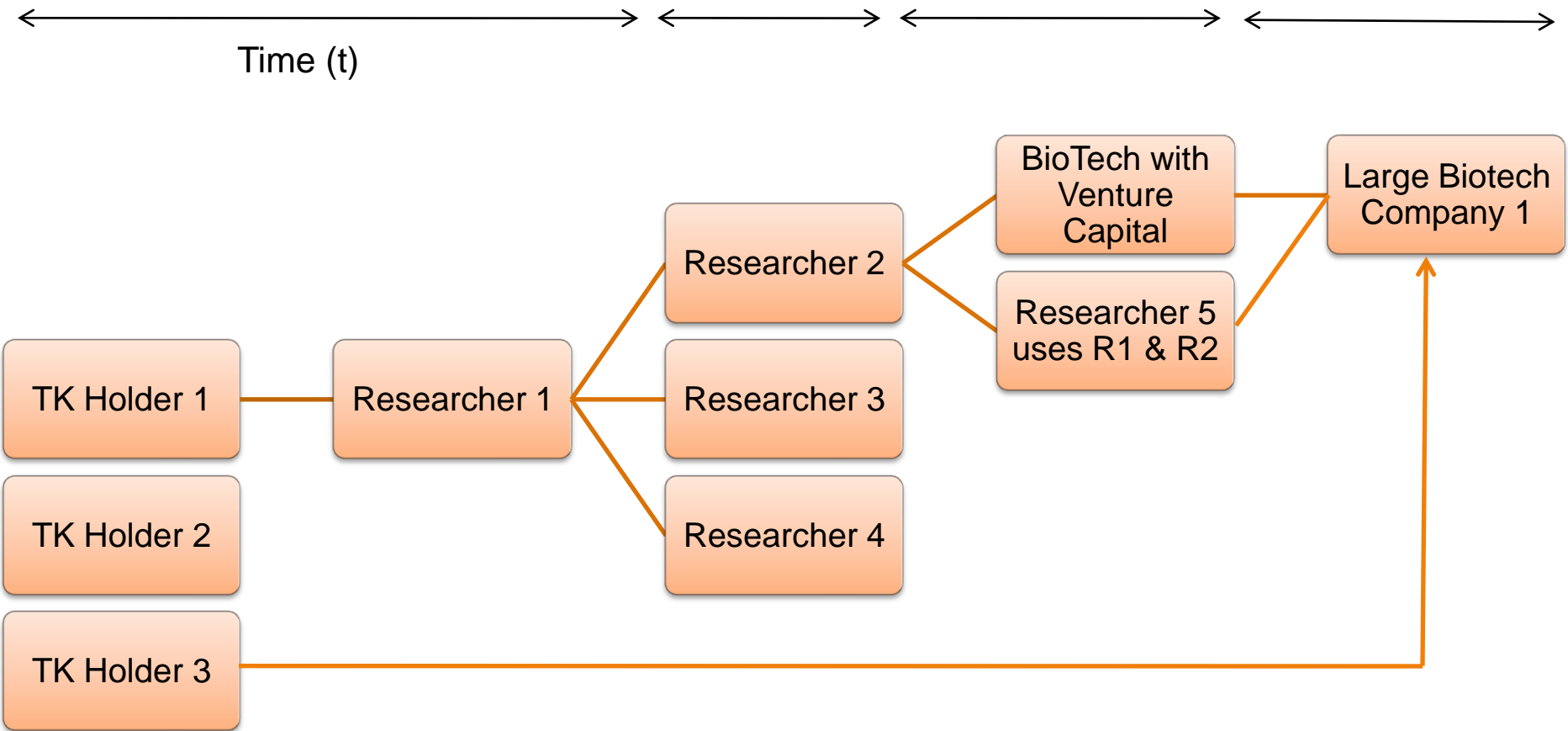
- “Our industry is taking **too long**, we’re spending **too much**, and we’re producing far **too little**... Ironically, the crisis in our innovation model comes at a time when we have vastly more scientific knowledge and data than ever before... In the face of diminishing results, we can’t simply perform the same old rituals and hope for a different outcome.”

The case for research and new medications was compelling he said, but with the age of austerity upon us this isn’t enough – **drugs have to make their way to patients faster and cheaper**. Not only should pharma become more networked, global and entrepreneurial, it needs to be matched with regulations that support an environment of innovation.

- “**Even as we rebuild our R&D engine**, we must build an environment where pharmaceutical innovation can thrive

John Lechleiter (CEO Eli Lilly) 10 February 2011

TK in the Public Domain?



**Traditional
Knowledge
Holder**

**Patent
Application**

**Patent
Application
1**

**Patent
Application
2**

- **Industry keen to fulfill obligations under the CBD**
- **Vital Component is Legal Certainty**
- **Win / Win for all.**



For more information

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