



PHARMACEUTICALS EXPORT PROMOTION COUNCIL

(Set up by Ministry of Commerce, Govt. of India)

COPY

Date : 12-06-2010

News / Story reproduced with thanks:- **FiercePharma**

Is manufacturing the 'stepchild' of pharma?

12th June 2010

Direct link to the News/Story:-

http://www.fiercepharma.com/story/manufacturing-stepchild-pharma/2010-06-11?utm_medium=nl&utm_source=internal

When it comes to the pharma business, [R&D is the rock star](#) [1]. It has groupies tracking its every move, and each bit of research news gets its moment--often many moments--in the spotlight. The workaday world of manufacturing [isn't nearly so glamorous](#) [2]. Nor so well watched.

And that's exactly the problem, a *Wall Street Journal* analysis suggests. Just witness the recent spate of manufacturing woes. Genzyme's [highly public problems](#) [3] are only one example. There's Johnson & Johnson with its series of consumer-drug recalls and an [ugly FDA plant inspection report](#) [4]. There's Ranbaxy Laboratories, whose [manufacturing-plant snafus](#) [5] prompted an FDA crackdown that's kept many of its generic meds out of the U.S. for months on end. And, as the *WSJ* points out, you also have Merck spending \$1 billion to correct vaccine-manufacturing problems and GlaxoSmithKline's recent pledge to rework its Rotarix vaccine.

In fact, it may just be that top pharma executives take too much about manufacturing for granted. An ex-Pfizer manufacturing type--who now heads up the National Institute for Pharmaceutical Technology and Education--told the newspaper that managers who come up the ranks in R&D or marketing tend to look to manufacturing when it's time to cut costs. Executives "don't understand you need to spend money on manufacturing," Prabir Basu said. "That's why it's falling apart."