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Printed in the U.S.A.

Volume Nine, Number Ten

PharmaVOICE (ISSN: 1932961X) is published monthly except joint issues in July/Aug. and Nov./Dec., by PharmaLinx LLC, P.O. Box 327, Titusville, NJ 08560. **Periodicals postage paid** at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345.

PharmaVOICE Coverage and Distribution:

Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVOICE at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

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2010 — Time to Move Forward

The consensus is pretty clear: 2009 is best left behind. People began writing off this year back in June and started setting their sights on first-quarter 2010. Fiscal projections aside, this Gregorian leapfrog of the calendar was more of a mindset throughout the industry: Let's just get to the end of the year. Barraged by bad news daily — plummeting 401(k)s; unprecedented layoffs throughout every business sector, including our industry's top performers; and a looming and overarching healthcare reform bill with the potential to constrict business operations — it's no wonder that we are less than eager to wax nostalgic about the year gone by.

As our experts predicted last year, cutbacks, layoffs, buyouts, patent expirations, and mergers and acquisitions were, and continue to be, some of the challenges that are likely to have major ramifications for the way in which the life-sciences industry innovates, develops, markets, and distributes its medicines around the world.

The good news is that we are starting to see a slight recovery. In the past month, IMS Health raised its expectations for five-year pharmaceutical market growth by one percentage point, partly due to the stronger demand being experienced in 2009. It was just in April of this year that IMS experts predicted that the pharmaceutical industry would be feeling the impact of the economic climate through 2010. And while economic conditions are expected to be a factor in the coming year, the industry could experience stronger near-term growth in the United States and expanded access in emerging markets. In fact, IMS Health predicts global pharmaceutical market sales at a 4% to 7% compound annual growth rate through 2013.

Emerging markets especially will play a larger role and will impact every sector of the industry: manufacturing, distribution, clinical research, patient recruitment, marketing, sales, etc., etc., etc. IMS predicts the seven emerging markets it tracks are likely to contribute an average of 40% of the industry's value through 2013. China, in particular, is expected to rise from the sixth-largest pharmaceutical market today to the third-largest as we close in on 2011.

Once again, PharmaVOICE would like to thank the more than 140 thought leaders who contributed their views, insights, and best practices for navigating this complex business and operational landscape. You will find their contributions throughout this special Year in Preview issue's 80-plus pages — in print and exclusive bonus digital content.

Given market predictions, it's apropos that 2010 is the Chinese Year of the Tiger, which according to Chinese lore is said to be lucky, vivid, lively, and engaging, as well as incredibly brave and willing to engage in battle with undying courage.

We hope everybody embraces their inner tiger and has a rebound year punctuated by prosperity, good health, and cheer. (I think we've earned it!)

A year to forget