

Market Overview

Economic prosperity, aging population, the growing middle-income population and sensitive public policy are key pharma-demand drivers in South East Asia

Opportunities



Aging population



Raising burden of chronic diseases



Inexpensive medical devices



Ongoing improvements to the regulatory environment



R&D commitment through strategic partnerships



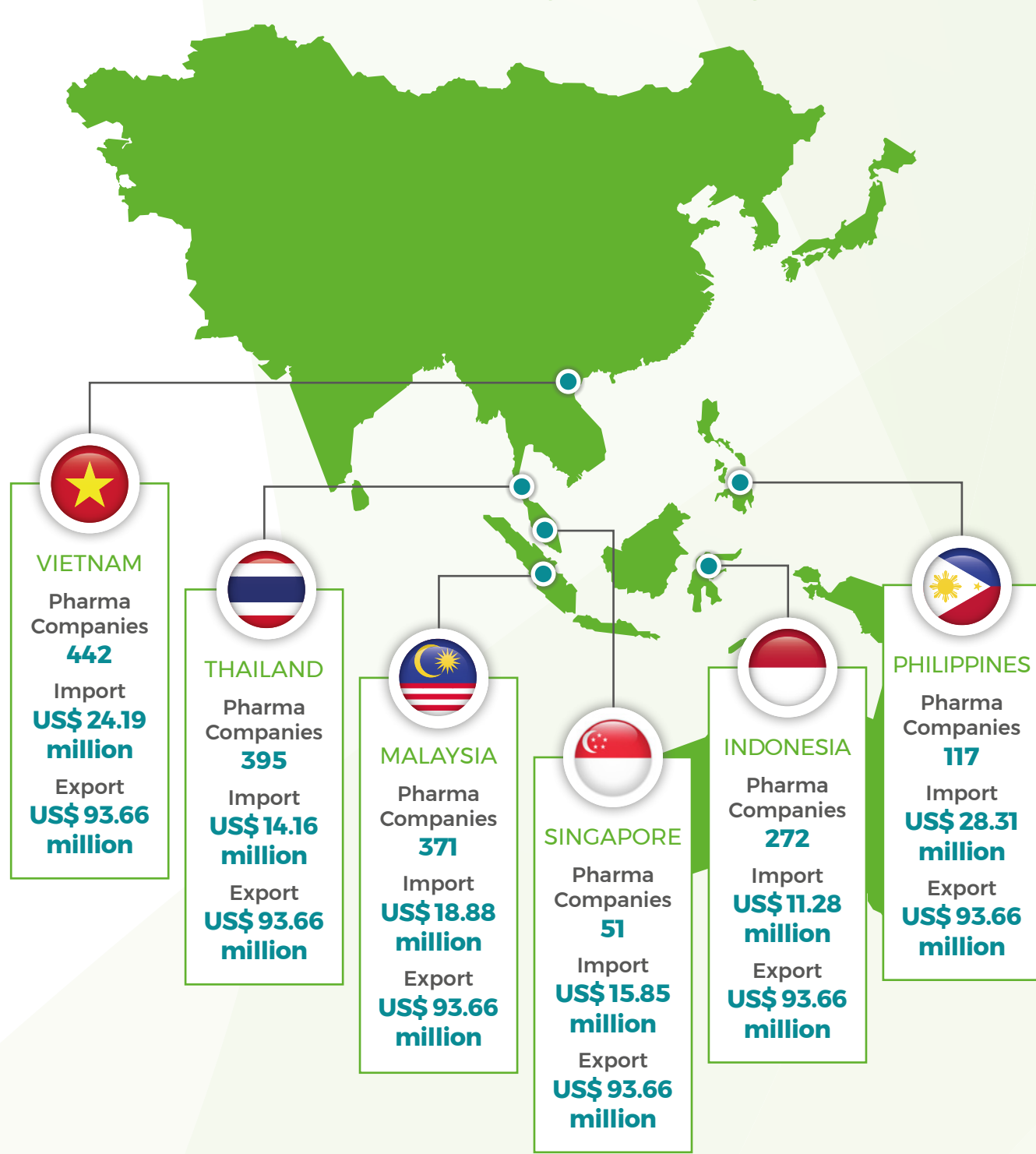
Government control pricing and generic substitution policies

Challenges

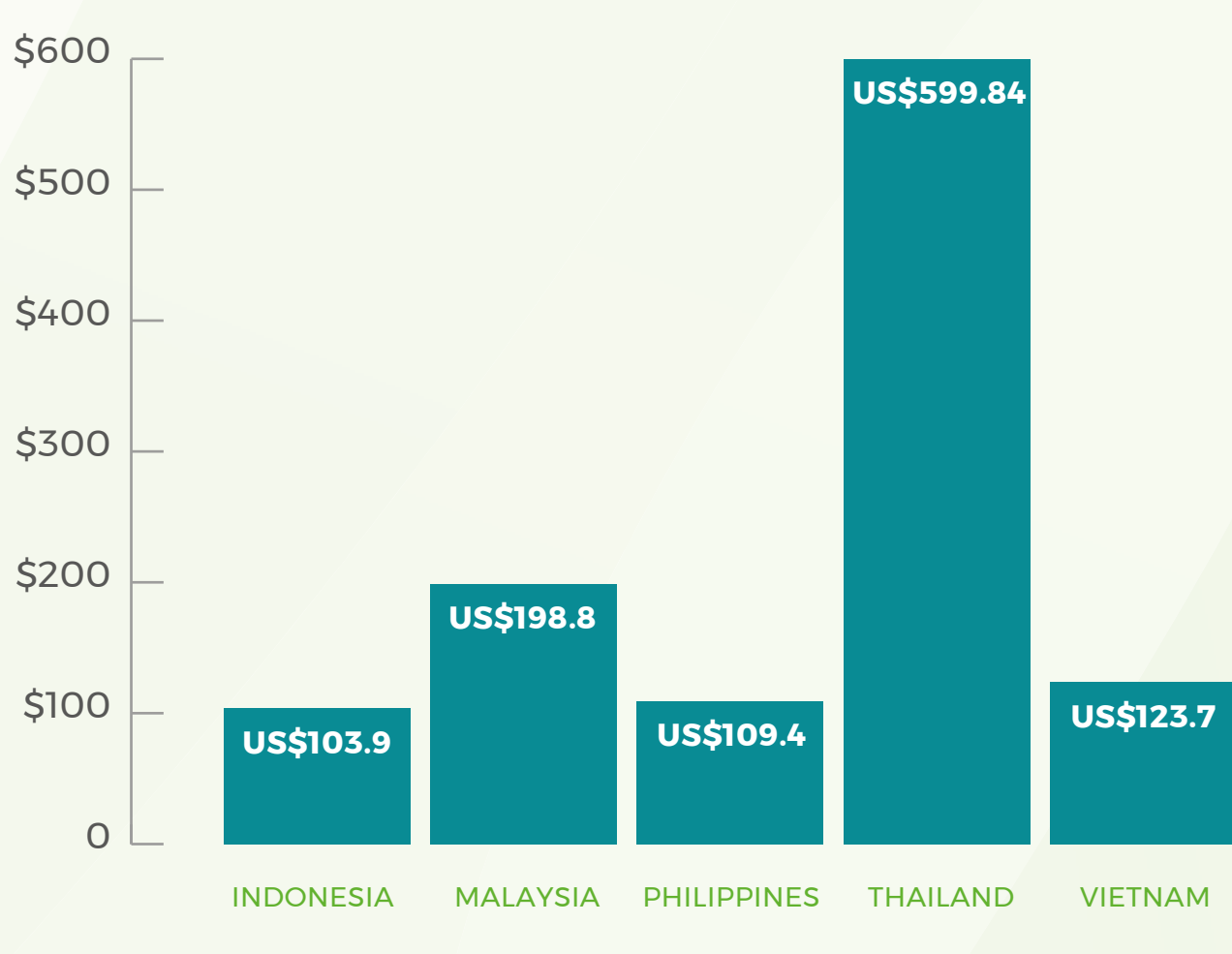


Weak intellectual property protection

Statistics by Country



Expenditure by Country



Total Pharmaceutical Expenditure

■ Public vs ■ Private

INDONESIA

14.3% vs 85.7%

MALAYSIA

54.3% vs 45.7%

PHILIPPINES

15% vs 85%

THAILAND

90.6% vs 9.4%

VIETNAM

16.5% vs 83.5%

VAT on Medicine



10%



INDONESIA

6%



MALAYSIA

12%



PHILIPPINES

7%



THAILAND

5%



VIETNAM

Latest Updates

The **Vietnam National Heart Association** signed an agreement with **Merck Export GMBH** to implement the **Continuing Medical Education Program New Concept** programme for the 2019-2021 term.

The **Thai drug market** is dominated by **foreign pharma companies**. By 2022, the pharmaceutical market in Thailand is predicated to double, thanks to **trade negotiations, regional harmonization** and **positive economic trends**.

Singapore's **Finance Minister Heng Swee Keat** released Singapore's FY2019/20 budget '**Building a Strong, United Singapore**'. For senior citizens, the government set aside **SGD6.1bn (USD4.5bn)** in this budget for a newly set up **Merdeka Generation Fund** that will benefit more than **500,000** senior citizens.

The Philippines **President Rodrigo Duterte** officially signed the **Universal Health Care Act** into law, which **guarantees equitable access to quality and affordable healthcare** services for all Filipinos.

Source:

• World Health Organization & OECD - How pharmaceutical systems are organized in Asia and the Pacific
• Asia, Pharmaceutical & Healthcare Report Q2 2019, Fitch Solutions

• Deloitte - A perspective of future healthcare landscape in ASEAN and Singapore
• International Journal of Drug Regulatory Affairs - A critical view of harmonization of regulatory requirements for Generic Drug approval submissions in ASEAN countries