



For immediate release

Canadian Generic Pharmaceutical Association (CGPA) Establishes First Voice for Biosimilars In Canada

Toronto, April 7, 2015 – The Canadian Generic Pharmaceutical Association (CGPA) announced today the establishment of a new CGPA Biosimilars Board and the election of Michel Robidoux, President and General Manager of Sandoz Canada, as its inaugural Chair.

“The establishment of the new CGPA Biosimilars Board signifies the focus our industry is placing on ensuring that Canada is a viable market for the production and sale of biosimilar treatments,” said Mr. Robidoux. “The establishment of clear rules for the approval and reimbursement of cost-saving biosimilar products in Canada is essential for the ongoing sustainability of both public and employer-sponsored drug plans, and to ensure that more Canadians can gain access to the treatments they need.”

A biologic is manufactured in a living system such as a microorganism, or plant or animal cells. Most biologics are very large, complex molecules or mixtures of molecules while a drug is typically manufactured through chemical synthesis, which means that it is made by combining specific chemical ingredients in an ordered process. In Canada, four of the five top-selling pharmaceutical products are biologic products with annual sales of more than \$2-billion. These products can be extremely costly for patients and payers.

A biosimilar is a biologic medical product that is manufactured by a different company after the patent protection period for the original product ends. Biosimilar products provide significant savings for patients and payers.

“We have an important role to play in educating patients, prescribers and drug plan sponsors on biosimilar products,” Mr. Robidoux said. “As the worldwide biosimilars market continues to rapidly evolve with more products becoming available, we will bring that international experience to Canada.”

Mr. Robidoux was appointed President and General Manager for Sandoz Canada in 2010 and has more than 25 years of experience in the pharmaceutical, generic, consumer and medical device industry. He originally joined Sandoz Canada as Vice-President, Sales in 2008. Before joining Sandoz, Mr. Robidoux was Vice-President at Roche for various business units within the company such as Diabetes Care, Professional Diagnostics, Molecular Diagnostics and also Applied Science. Prior to Roche, he worked at Bayer for seven years in sales and marketing.

About the Canadian Generic Pharmaceutical Association

The Canadian Generic Pharmaceutical Association (CGPA) represents Canada’s generic pharmaceutical industry. The industry plays an important role in controlling health-care costs in Canada. Generic drugs are dispensed to fill 67 per cent of all prescriptions but account for only 23 percent of the \$23-billion Canadians spend annually on prescription medicines.

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