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Abstract

Determinants and requirements of entering the Palestinian pharmaceutical industry into the international markets.

Prepared by: Ala' Nabil Adili
Supervised by: Dr. Samir Hazboun

This study aimed to identify the motives that lie behind the internationalization of the Palestinian pharmaceutical companies, and determining the most important external and internal environmental factors that impact and guide these companies in the selection of international markets, and since there is not much information concerning this phenomenon, this study shall follow exploratory curriculum.

Data of this study was collected from secondary sources such as books and relevant previous studies, and primary sources based on face-to-face interviews and via e-mail.

The study was applied on three Palestinian pharmaceutical companies entered the international markets, and these companies were Beit Jala Pharmaceutical Company, Jepharm, and Pharmacare ltd.

The study found that the threats that the Palestinian pharmaceutical companies face in the local market such as small market size and tough competition, in addition to surplus of pharmaceutical production in the domestic market form the most important motives that guide these companies to international markets.

It also found that the economic factors (per capita income, infrastructure, and exchange rate stability) in the international markets were of varying impact on these companies in selecting international markets, where the effect of each factor depends on the company's policy and objectives.

The study found that the political and legal factors in the global market were the most important determinants and requirements that impact the selection of international markets by Palestinian pharmaceutical companies, whereas the cultural and social factors in the international markets do not impact the selection.

The attractiveness factors of the global market such as (market size and the rate of growth, competition, availability of agents, and the cost of servicing the market) impact these companies in selecting international markets, whereas the geographical distance did not.

As for the effect of internal factors, the study found that the following factors (financial resources, human resources, experience in the international market, product adaptation, competitive advantage, top management, strategic planning, production capacity, production cost, size of the company, product quality and access to market information) impact the Palestinian pharmaceutical companies in selecting international markets.

The study recommended many recommendations, the most important were: The need to guide the Palestinian pharmaceutical companies towards integration rather than competition in the local market, and to work on increasing their market share in the Palestinian market.

In addition, it recommends Palestinian pharmaceutical companies to consult international experts to improve the quality of production and marketing in order to raise these plants standards to obtain the European, American or Japanese certificates of Good Manufacturing Practices in order to enter the markets of industrialized countries, which constitute about 70% of the volume of drug consumption worldwide, it also recommends the need to evaluate all the external factors when selecting foreign markets.

It also recommends the Palestinian pharmaceutical companies to recruit qualified personnel in the export departments and to market their products in international markets by themselves and not to rely absolutely on the agents.

Abstract

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15.61%	\$6,019 million	فرنسا	Sanofi-Aventis
15.67%	\$5,400 million	سويسرا	Roche

14.97%	\$5,394 million	سويسرا	Novartis
21.13%	\$4,782 million	أمريكا	Merck & Co.
18.99%	\$4,269 million	أمريكا	Abbott
14.74%	\$3,902 million	بريطانيا	AstraZeneca
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6.1%	\$37 billion	بريطانيا	GlaxoSmithKline
5.2%	\$31.6 billion	سويسرا	Novartis
5.1%	\$31.1 billion	فرنسا	Sanofi-Aventis
4.5%	\$27.3 billion	أمريكا	Johnson & Johnson
4.4%	\$26.7 billion	بريطانيا	AstraZeneca
4.1%	\$25 billion	أمريكا	Merck & Co
3.9%	\$23.5 billion	سويسرا	Hoffman-La Roche
2.9%	\$17.6 billion	أمريكا	Abbott
2.7%	\$16.1 billion	أمريكا	Amgen

المصدر: (Global Pharmaceutical Industry, 2008).

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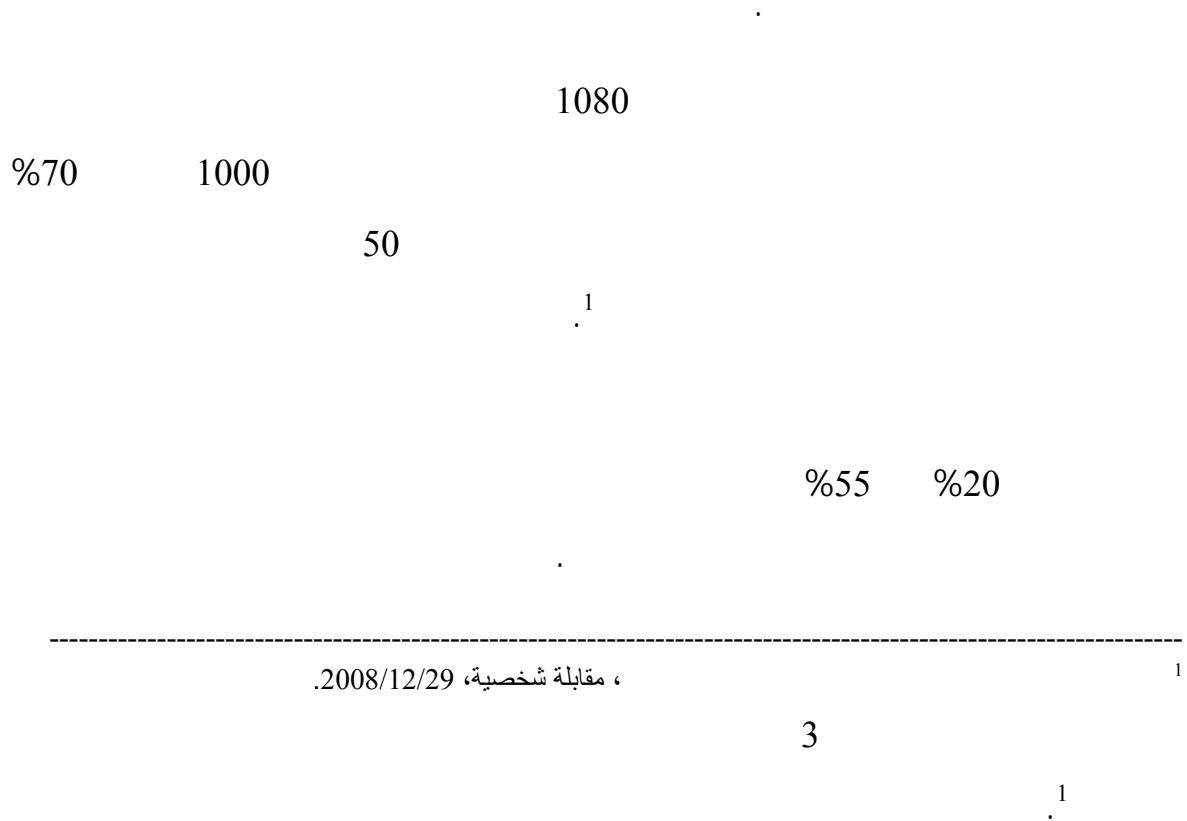
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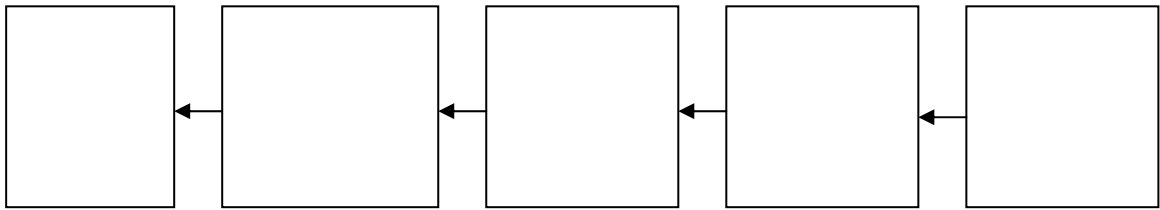
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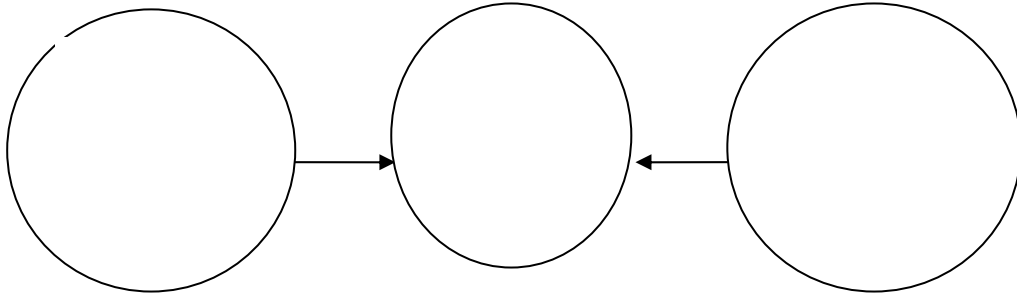
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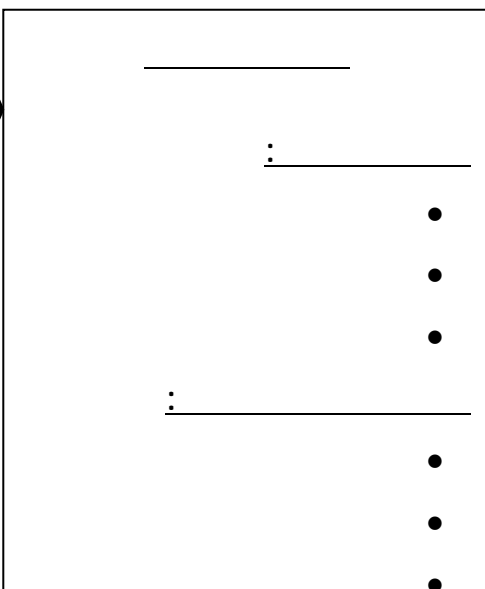
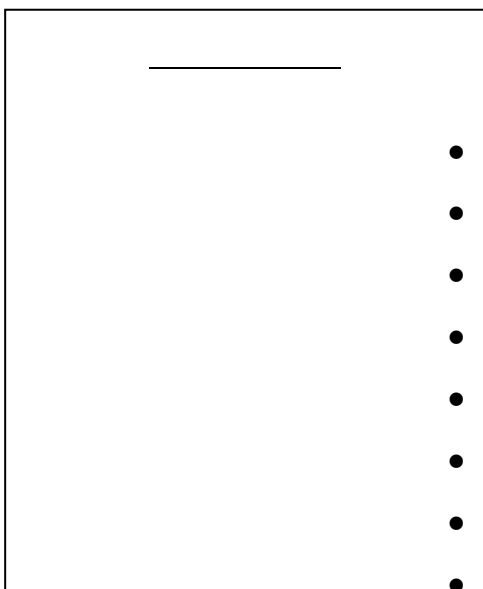
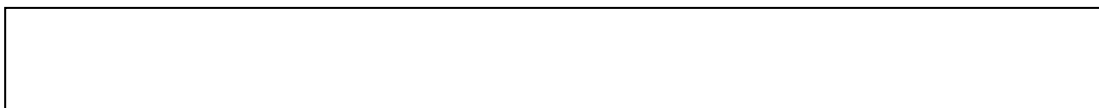
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External and internal factors influencing SMEs' choice of foreign market entry mode.

: (Puljeva and Widen, 2007) .2

The influence of internal and external factors on entry modes.

(descriptive)

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:(Ingvarsson, Johansson and Spak, 2007) .3

Entry Mode Strategies for ire into the Polish Market.

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:(Kale, 2007) .4

Internationalisation Strategies of Indian Pharmaceutical Firms.

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(acquisition)

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:(Gustavsson and Lundgren, 2006) .5

Internationalization of SMEs: the challenge of selecting foreign market entry modes.

(Ozkanli, Benek and Akdeve, 2006) .6

Export Barriers of Small Firms in Turkey.

:(Frandsberg and Kjellman, 2004) .7

Factors influencing SMEs' choice of market expansion strategy.

(personal interview)

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(Ahmed, Julian, Baalbaki and Hadidian, 2004) .8

Export Barriers and Firm Internationalization.

61

(Leonidou, 2004) .9

An Analysis of the Barriers Hindering Small Business Export Development.

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(Trimeche, 2003) .10

On Enhancing the Export Performance of Firms in the Arab Market Context.

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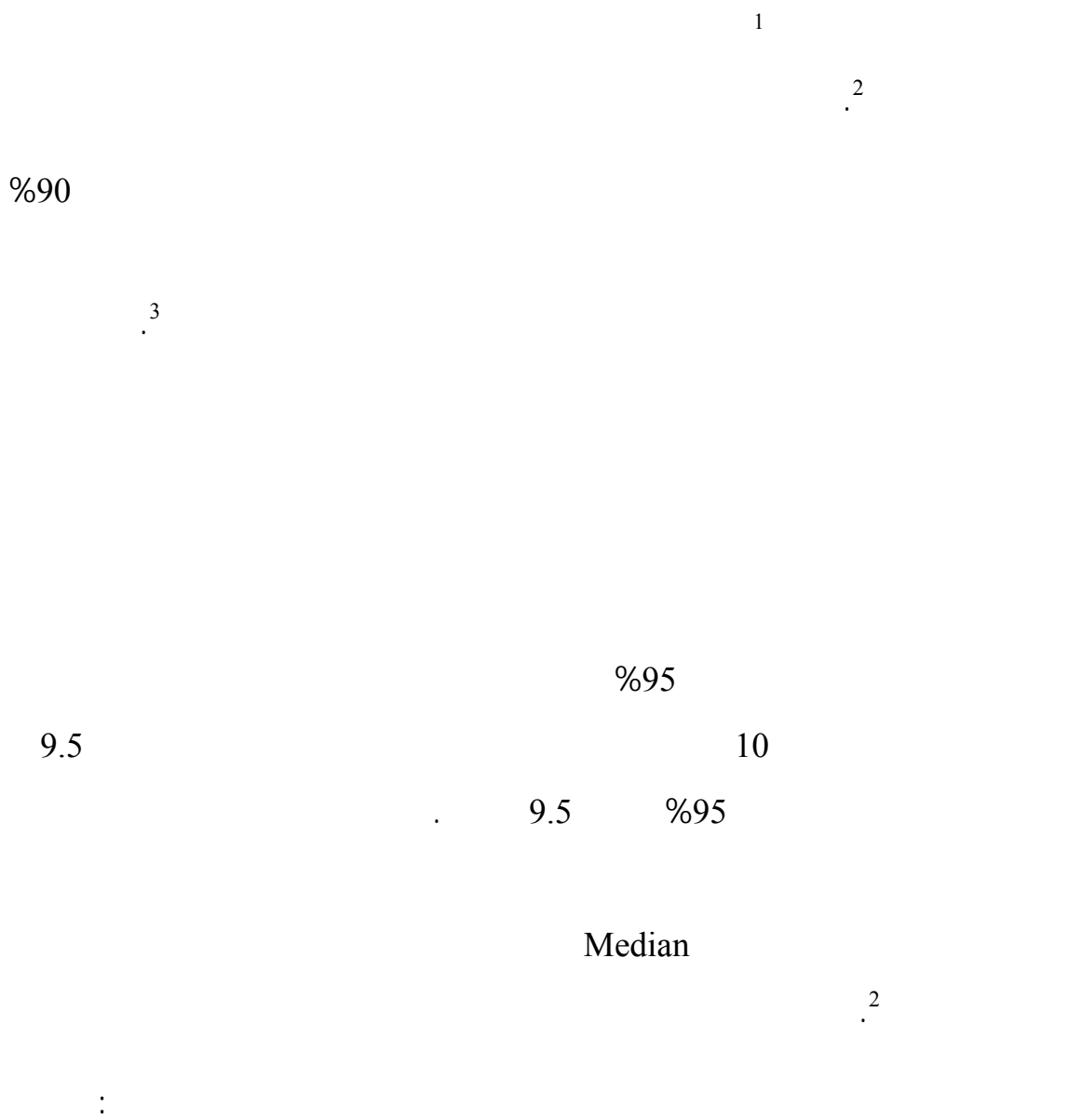
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