

## Case study | Celltrion


# Entering the U.S. generics market


**Korean biopharmaceutical Celltrion aims to strengthen its position as a global generics pharmaceutical company and enter the U.S. and global tender markets by developing generics and incrementally modified drugs (IMDs).**


The company did not have the reliable data needed to make accurate decisions and spent considerable time and expense gathering and analyzing data from multiple sources. To overcome this challenge, it turned to Cortellis Generics Intelligence™ because of its timely, reliable and independently validated content.


2018 marked an important milestone for Celltrion as they obtained 505(b)(2) NDA approval for Temixys®, the first IMD for HIV to be approved by the FDA. Since then the company has continued to grow its generics business by obtaining other FDA approvals.


By providing crucial insights, including U.S. market share data, Cortellis Generics Intelligence has helped Celltrion grow its generics business by:

 reducing the workload for generic portfolio selection,

 providing insight as to when drugs can become generic,

 helping the company monitor its competition,

 reducing the expense of gathering and analyzing data from multiple sources and

 saving more than five hours per week in increased productivity.

**"When we plan the generic portfolio to enter U.S. and E.U. market, we survey information on Cortellis Generics Intelligence. Then we can make the decision whether we should develop or not."**

**Seungryum Kim, IP Analyst, Celltrion, Inc.**

For more information on how Cortellis Generics intelligence can help you anticipate market opportunities visit our website at:

**[clarivate.com/genericsintelligence](https://clarivate.com/genericsintelligence)**

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