

" "

:

/

:

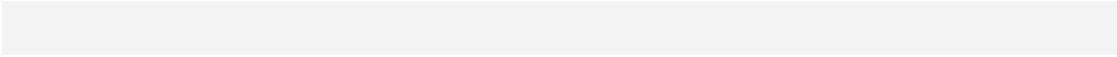
"

"

2000 /

16-15

" "



(Patents and Data Exclusivity) "

Think

¹"Tools

: Think Tools ¹



(219)

1999

(15)

1962

1979

1976

1975

(

) 1977

()

– (Cephalosporins)

1978

.-

.1980

1983

:

.1988

1985

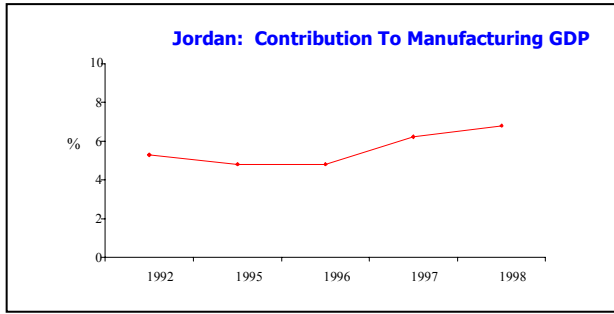
.1989

1988

.1997

1994

.2001



(%6.8)

(%0.01)

1998

.%35

1988
(12)

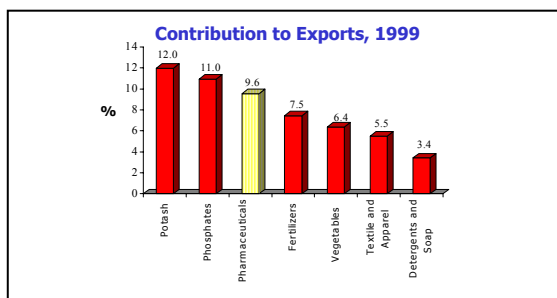
(1250)
1998

(3100)

1976
%3

(260)
1995 (2570)
1976

50



%29

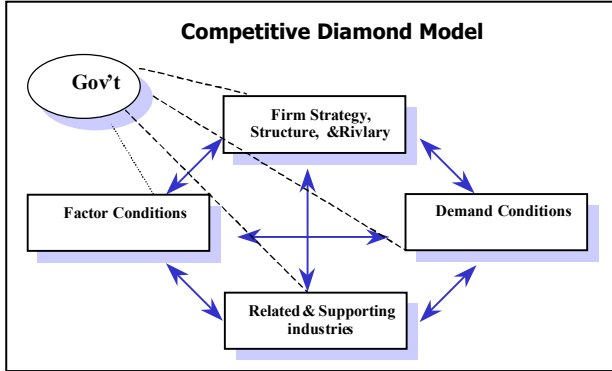
%9.6

.1999

.1999

(%9,6) (%11) (%12)

:(Competitive Diamond Model)



3

4

(Demand Conditions) .1

(%45)

(%33)

%46 -(1999-1995)

3

4

(97.7) 1995 (85.8) (1999-1995)
.1999

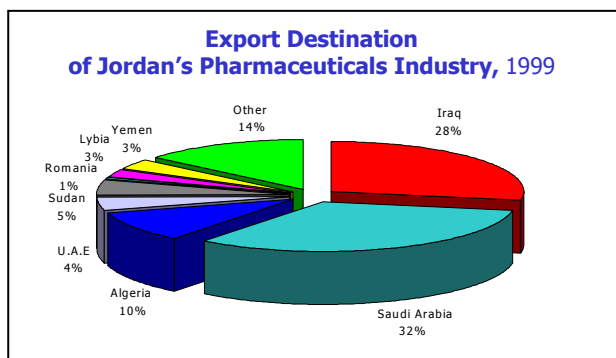
(63.4)
.1999 (0.3)

(57.3)
3 .1999 (141) 1990
(1999-1990) .1990

(1991,1995,1998)
1991

1998 1995 . - -

1999
%97.1
%2.9



-1998 %78.5 %1.6

(Firm Strategy, Structure, and Rivalry)

.2

:

(%94)

%90

(%6)

(%10)

(CGMP)

(30)

(

Cephalosporins)

(Cephalosporins)

5

6

(Board Spect penicill Oral)

7

%16 %20 %23

(Patented Drugs)

5

6

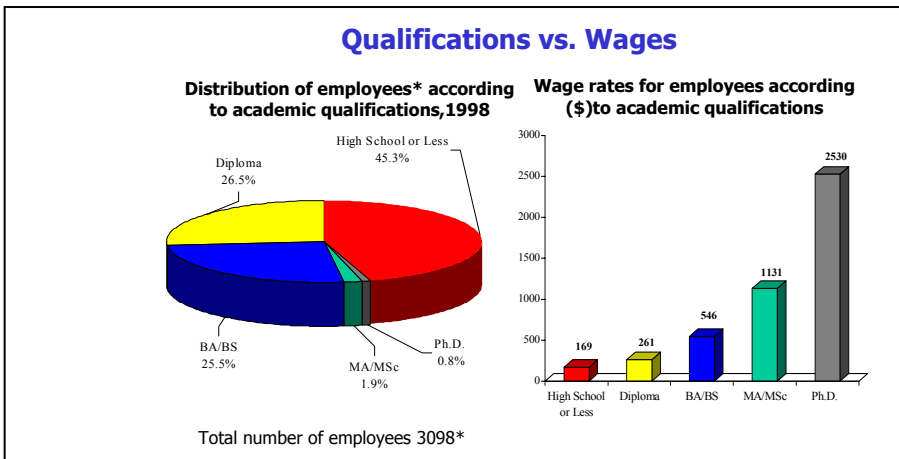
%35 %25

:

7

(Factor Conditions)

.3



9

1998

)
(

(%21-12)

8

9

821 1404

%0.8 %1.9 %25.5 %26.5 %45.3

60.24 789

:

545

1130

2530 :

170

260

%36.9

%8.6

%13.3

%.5.4

(Microbiology) (Analytical Chemistry)

(Drug Law) (Drug Metabolism) (Drug Organic Synthesis) :

(Chemical Analysis) (Organic Synthesis)

1976

(3769)

.1997

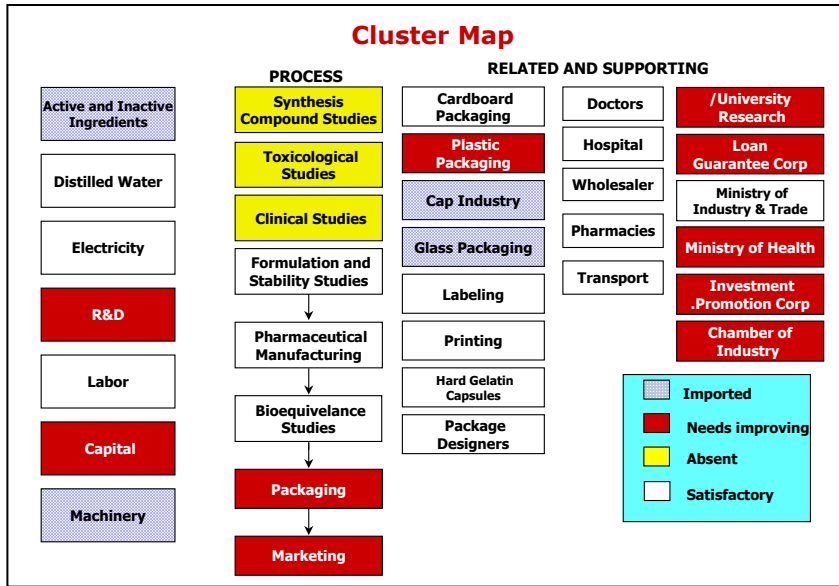
(16802)

400

4

(Related and Supporting Industries: The Cluster)

.4



: .1

: .2

: .3

()

() :

%90

-

-

-

-

)

() (

-

.5

:

(EURO-JOR. ASSOCIATION AGREEMENT)

(AFTA)

(WTO)

.(QIZ)

.(EFTA)

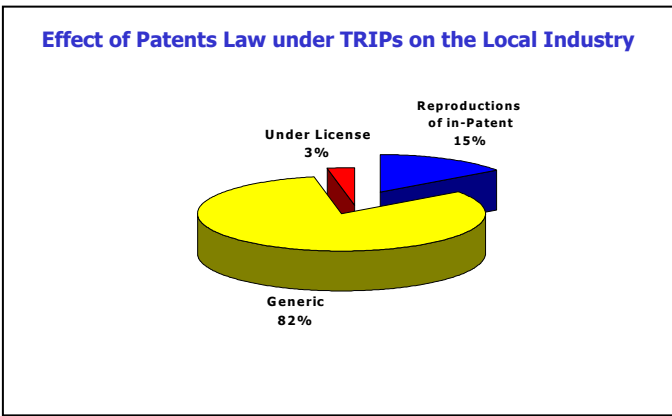
10

10

:
 (8) " 2000 (15)

(10) " (5)
 (5)

(32) : 1999
 20 —
 (5) —
 —



(%82)

(%3)

%15

11

(Generics)

1998

11

(4)

(8)

Clinical and pre-)

(5)

(Clinical trials

(5)

(11)

12

:

- %70 -

(20)

12

(9)

(11)

/

....

¹³(Top fifty Pharmaceutical Companies)

(Global Expansion)

.1

Strategic)

¹⁴(Joint Ventures)

¹⁵(Mergers & Acquisition)

(Alliances

(Joint Ventures)

(NAFTA)

Strategic)

(Alliances

%22

%36

%42 :

13

:

14

(1999-1985)

(M & A)

15

(Portfolio optimization)

.2

(Health Service Areas)

(Value Creation)

.3

()

:¹⁶

16

(Shared Vision)

(Cost Leadership)

%35 -

(Strategic Partnership)

17

(Know-How)

(Do it ourselves)

(20)

17

(FDA)
%53

.18

(SWOT Analysis)

.1

.2

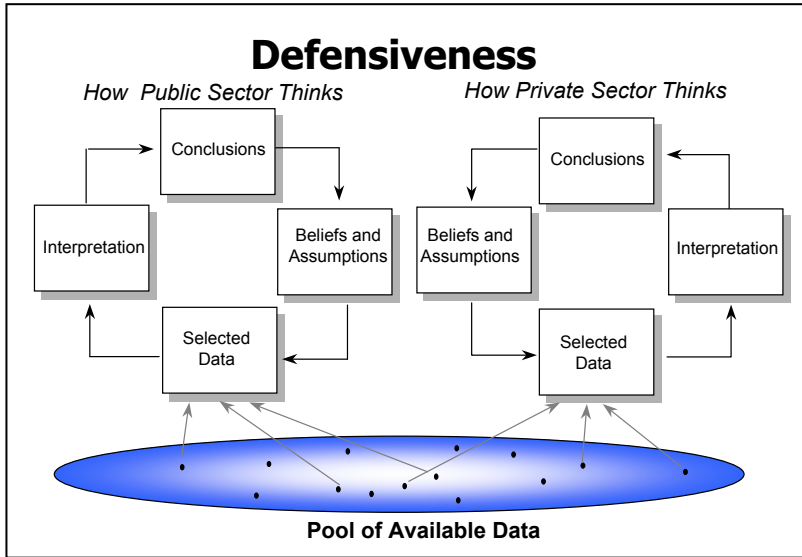
.3

.4

19

19

19



%70

1532.4

140

304

	:	-	.1
			.2
			.3
	.1997		.4
		.(1999-1976)	.5
	.1998		.6
-1995)			.7
		.(1999	.8
		.(1999-1995)	.9
-1995)			.10
		.(1999-1984)	.11
		.(1999-1976)	.12
.1999			.13
			.14
			.15