

# Company News



## NOVARTIS INVESTS \$15 MILLION IN NEW NATIONAL HEAD OFFICE IN MONTREAL

Ian T. Clark, former president Novartis Pharmaceuticals Canada Inc., and Rita Dionne-Marsolais, minister for energy, announced a \$15 million investment towards the construction of a new national head office building for the Swiss pharmaceutical multinational. This investment, which will be supported by a contribution of \$1 million from the Quebec government, will allow for the creation of 109 new high-quality positions at the company's Canadian headquarters in Dorval, Quebec.

Construction of the six-storey facility was started in November 2002 and should be completed in the fall of 2003. Once completed, the new building will house close to 350 employees, currently located in two separate buildings on the same premises.

The new infrastructure will be erected beside the existing head office building at 385 Bouchard Blvd. and will represent a total surface area of approximately 13,660 square metres. The new structure will house all the main functions of the company in Canada, including medical affairs, marketing, legal and corporate affairs, finance, human resources and administration, and information technology.



Design of future national head office building for Novartis Pharmaceuticals Canada Inc.

## BAYER BIOLOGICAL PRODUCTS LAUNCHES HEMOPHILIA AWARDS PROGRAM

Bayer Biological Products (BP), a division of Bayer Corporation, announced the launch of the Bayer Hemophilia Awards Program, a \$2.75 million U.S. annual grant initiative to fund hemophilia research and educational programs around the world. The program—available to any professional in the worldwide hemophilia community who wishes to apply—will provide grants supporting basic and clinical research and education in hemophilia to early career investigators, fellows in training, and other hemophilia-care professionals.

The Bayer Hemophilia Awards Program is open to Canadian health-care professionals in the hemophilia community. Applications must be submitted through the program's Web site at [www.bayer-hemophilia-awards.com](http://www.bayer-hemophilia-awards.com). All information about the program, including requirements and timelines, is also available on this Web site. The first awards will be announced mid-2003.

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## SOME CHANGES TO NOTE...

**Biovail Pharmaceuticals Canada** has moved to new corporate offices at 7150 Mississauga Road, Mississauga, Ontario.

Effective Jan. 1, 2003, Wyeth Ayerst has changed its name to **Wyeth Pharmaceuticals** and moved to new corporate headquarters, located at 50 Minthorn Court, Markham, Ontario.

**Boehringer Ingelheim** has recently launched Spiriva® for the treatment of COPD.

**Pharmacia/Pfizer** have launched Bextra®, a new COX-2 inhibitor.

## PHARMACEUTICAL CO-PROMOTIONS

World-class co-promotion excellence translates into greater strategic and tactical returns, including increased reach and sales, according to a study from pharmaceutical benchmarking firm Best Practices, LLC. The success of alliances relies on the partner companies' ability to cultivate teamwork and cooperation between allied organisations through effective relationship management.

"Best Practices in Pharmaceutical Alliances and Co-Promotions," available online, reveals how companies execute successful co-promotions by avoiding deal terms that ultimately result in win-lose situations. Although pharmaceutical co-promotion is founded on effective deal-making and project launches, the alliance is fused by support for relationship management over time.

Download a free report summary of "Best Practices in Pharmaceutical Alliances and Co-Promotions" at [www.benchmarkingreports.com/r/r331.htm](http://www.benchmarkingreports.com/r/r331.htm). For more information about this report or other benchmarking reports, contact David Burton at (919) 767-9259 or at [dburton@best-in-class.com](mailto:dburton@best-in-class.com).

## MERCK FROSST SCIENTIST WINS THE NATIONAL MERIT AWARD

Merck Frosst Canada is proud to announce that Dr. Robert N. Young, vice-president of medical chemistry at the Merck Frosst Centre for Therapeutic Research, has been awarded the National Merit Award by the Ottawa Life Sciences Council (OLSC). He was honoured "for his outstanding leadership and contribution to medicinal chemistry and pharmaceutical research in Canada." The award is designed to recognise outstanding achievement and draws nominations of high-calibre individuals from life sciences communities across Canada. The award was presented at the ninth annual achievements awards dinner of the OLSC.

Dr. Young has devoted much of his career to the discovery of new medicines for allergic and inflammatory diseases, including asthma, arthritis, and related conditions. During the course of his career, Dr. Young was instrumental in leading a team of scientists in the development of two important new medicines: montelukast sodium (Singulair®) and rofecoxib (Vioxx®). For more information on the award, contact Christine Homsy, manager, public affairs at (514) 428-3580.

## \$1 MILLION CANCER GRANT FROM BERLEX CANADA

Approximately 25 centres across Canada will be involved in one of the largest Canadian leukemia studies that is being conducted by the National Cancer Institute of Canada Clinical Trials Group and graciously supported by a \$1 million grant by Berlex Canada Inc.

In addition to looking at how patients will respond to treatment with Fludara oral, the researchers want to gain a better understanding of the disease and potential genetic abnormalities that are present when chronic lymphocytic leukemia is diagnosed.

The picture, from left to right: Dr. Chaim Shustik, hematologist, the National Cancer Institute of Canada Clinical Trials Group, being presented a cheque by Norma Beauchamp-Mills, vice-president, Berlex Canada, at a press conference held recently in Montreal.



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