

Beat: Business

## ORIL INDUSTRIE - Production & Industrial Research Site of SERVIER in NORMANDY

### Strategy To Improve Their Image

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**USPA NEWS** - ORIL INDUSTRIE is one of the two full cGMP chemical production Sites of the SERVIER CDMO network and located in Bolbec (Normandy). The Facility specializes in Intermediates and APIs Development, Production and Distribution. Industrial R&D and the Production Units are at the same location...

ORIL INDUSTRIE is one of the two full cGMP chemical production Sites of the SERVIER CDMO network and located in Bolbec (Normandy). The Facility specializes in Intermediates and APIs Development, Production and Distribution. Industrial R&D and the Production Units are at the same location. The Management claims that the Company's Culture is focused on Quality, Performance, and Environmental, Health and Safety Excellence.

- The Capabilities of ORIL Facilities : Custom Synthesis, Chemical & Analytical Development, High Pressure Preparative Liquid Chromatography, Catalytic Hydrogenation, Identification of Pharmaceutical Impurities, Clinical Batches, Crystallization, HPAPI's Handling, Process Safety Assessment, Flow Chemistry Process Development, Distribution into 148 Countries.

- Plans for SERVIER Laboratories :

- \* Servier CDMO offers contract development and manufacturing services across its global network in 2017
- \* Launch of Lonsurf in several European Countries in 2017
- \* First bioproduction batches in Gidy scheduled in 2019
- \* Inauguration of the Research Center in Saclay scheduled in 2020

SERVIER LABORATORIES is a privately owned French Pharmaceutical Company that specialises in Medication for Cardiological and Rheumatological Conditions, as well as for Diabetes and Clinical Depression. SERVIER is the Leading French Independent Pharmaceutical Company, and the Second Largest French Pharmaceutical Company Worldwide.

Nevertheless, end 2015, in a Statement, SERVIER said that it planned to cut 610 Jobs and would reorganise its Sales Network due to Competitive Pressures and a tougher Regulatory Environment. The Firm said it had been penalised by Patent Losses, a rapid growth in Generic Drugs, Regulated Prices and Delays in obtaining Market Clearance for its Drugs.

MEDIATOR, an Amphetamine-based Servier Drug originally developed for Weight Loss in People with Diabetes but often prescribed off-label as a Dieting Aid, was withdrawn from the Market after being linked to 500“2000 Deaths in France.

- ORIL Industries part of Pharmaceutical Industry Perspectives on the Global Innovation : The insatiable Appetite of Society, Investors and Patients for Pharmaceutical Innovation is linked to the Breakthrough Advances in Science and Technology by the Innovation Process. ORIL wants to be a Major Actor in a Sector where Innovation has a Dramatic Impact on the Health and Wellness of millions of People and the Bottom Lines of Companies that provide it....Developing a new Medication can cost Billions and it's getting more difficult. In recent years the Industry's R&D Success Rate has been under pressure.

- At ORIL Industries, workshops & Brainstormings are organized involving different Company's Departments because every Innovation Strategy needs Highly Skilled and Motivated People to implement it. That's a Challenge for most Industries and it is even more acute in Pharma. Pharma executives already tell that they're focusing on their people and the three Rs of innovation (Recognition, Reward, and Risk). Also, it is said that giving Employees the chance to lead or participate in high-profile Innovation Initiatives is important to developing a strong innovation culture, and just as many are convinced of the need to recognise and reward innovation initiatives.

Source : Guided Tour at ORIL Industrie on June 23, 2017 (Bolbec, Normandy)

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