

Why Partner with a Canadian Service Provider?

The past 25 years has provided me with many opportunities for personal discussions with senior decision makers in Pharma and Biopharma. This has given me privileged insights into the usually unspoken and always unquantifiable considerations, which so often are critical in the selection of a particular vendor. Various individuals may use different metaphors and different means of expression, but basically they all privately say the same thing: "We look for a feeling of comfort when choosing a prospective vendor."

Because my contract drug development and drug manufacturing business is located in Canada, I have benefited from a number of Canadian comfort factors that have favorably influenced the vendor selection decision. Some of the more important of these are listed below:

- **In Canadian Culture, Relationships are Valued.** This is especially important for European and Japanese companies, who are looking for an aggressive, entrepreneurial, transaction-based vendor which at the same time is relationship-oriented.
- **Canada Highly Rated for Ethics and Compassion.** Our society is generally regarded as highly ethical, and in fact we do very well in objective attempts at ranking societal ethics in various countries. We also tend to be thought of as kinder and more gentle. There are a number of social networks and safety nets for our citizens. Although obviously many factors are involved, the number of murders in large Canadian cities is much lower than in large US cities.
- **Worker and Environmental Safety are Ingrained.** Contracts offered to Canadian vendors often stipulate that conditions of operation will not compromise worker safety or create environmental damage. Agreeing to stipulations of this type is straightforward, because the Canadian vendor normally operates with a very high level of worker and environmental safety.
- **Canada is Favored by Risk Management Considerations.** Our country is based on rule of law, has a stable government, and has an extensive and stable utility and communication infrastructure.

There are additional and more tangible advantages that Canadian vendors have over competitors in other countries. For example, Health Canada approval for a Canadian facility is widely respected. The reciprocity that Canada has with European countries paves the way for entry of Canadian-made pharmaceuticals into a large number of countries in the world. In the case of clinical research, Canadian CROs operate in a very favourable environment of strong, collaborative networks for treatment and research, comprehensive disease-specific longitudinal outcomes databases, leading information management systems, and a patient population with a very high genetic diversity. Canada is also a more cost-effective location for clinical trials than most major countries, including the US, UK, Germany, Italy and Japan.

Finally, I would like to stress the advantage of the remarkable cultural plurality that exists in major Canadian cities. In addition to English, employees of my company speak 10 different languages. Because of the multicultural nature of Canada, recruiting the best scientists from foreign countries is much easier, the creative talent pool that I can build is much greater, and the comfort level of prospective clients is much higher.

Peter Pekos, CEO, Dalton Pharma Services

