

Can Portugal become a reference for the Pharmaceutical Cluster in Europe?

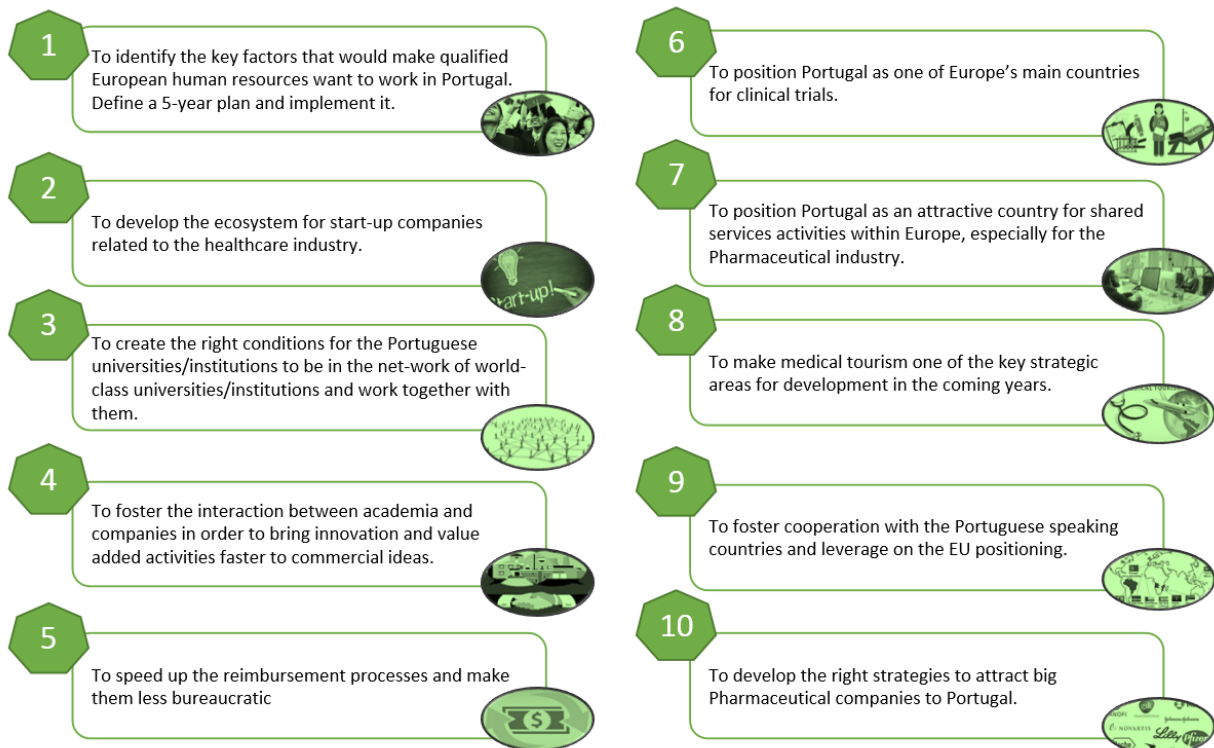
This research study puts forward 10 policies that, if carefully implemented, could enable the Portuguese Pharmaceutical Cluster to further develop and ultimately become a major player in the Portuguese economy.

In cooperation with the prestigious Swiss University of St. Gallen and with the consulting firm Deloitte, the author puts together a business case study in order to analyze the Pharmaceutical Cluster in Portugal using Michael Porter's Diamond theory. This paper discusses and answers the following questions:

1. Which are the main strengths and weaknesses of the Portuguese Pharmaceutical Cluster when assessing it using Porter's model?
2. How can this Cluster become more competitive?
3. Which policies should be put into practice to make the Portuguese Pharmaceutical Cluster more competitive?



The analysis of the strengths and weaknesses shows that the Portuguese Pharmaceutical Cluster is relatively small and when compared with benchmark countries in the industry (e.g. Switzerland, Belgium and Ireland), it becomes evident that it still needs to further grow and develop, so that it can become more productive and competitive. This paper also concludes that, although some key parameters for this Cluster to be able to expand do already exist in Portugal, they need to be further integrated and developed. The 10 policies proposed in the study are summarized below:



The policies proposed by the author could have a significant impact within the Portuguese Pharmaceutical Cluster and, consequently, make it a powerful economic force within the Portuguese economy and improve patients' wellbeing and quality of life. The paper also concludes that, although there is already a positive outlook for the Portuguese Pharmaceutical Cluster, this industry should be a strategic area of intervention by the Portuguese government and businesses in the coming decade, so that its performance can be optimized.