

Dear Friends and Colleagues,

This month, we spoke with Marco Billi, Vice President of International Business and Innovation for Eurofarma, the second largest Brazilian life sciences manufacturing company, about the keys to success in branded generics.

As always, we welcome comments and suggestions for innovative health leaders who we can interview for our newsletter. Please feel free to reach out to me directly or to our communications team lead, Aliza Marcus, at amarcus@ifc.org.

Regards,

Zeynep Kantur
Global Head of Health, IFC

Expert Voices: An Interview with Marco Billi, Vice President of International Business and Innovation for Eurofarma



“My grandfather was a non-conformist. He operated as a third-party manufacturer when most pharma companies manufactured their own products. He prioritized quality over profits and focused on growth over the long term because he knew that survival in this industry depended on continued innovation. He was never satisfied with the status quo, and these values are embedded in the DNA of the company and is the way my father, our current CEO, continues to run the company.” [Read the interview here.](#)

In The News

União Química, a Brazilian life sciences company, [recently spoke about its expansion](#) strategy in an interview with International Valor. “Many countries are highly

dependent on the supply of medicines, and the market as a whole is looking for alternative suppliers. Brazil has the conditions to compete,” Fernando de Castro Marques, owner and CEO of União Química, told the news outlet. In February, IFC [invested](#) in the company to help expand manufacturing capacity.

Conference Coverage

Healthcare Business International shared [themes and takeaways](#) from IFC’s 9th Global Private Health Conference in February in Cape Town. “True resilience is defined not only by whether countries are prepared for the next pandemic or not—pre-existing issues need to be solved at the root,” the article noted. The article also highlighted the value of women in healthcare leadership, the need for stronger public and private sector collaboration, and the long-term benefits of improving primary care in emerging markets.

IFC Investments

IFC [provided a \\$37 million loan](#) to help Viveo, one of the largest producers and distributors of medical supplies and medications in Brazil, expand manufacturing capacity and productivity. The expansion will enable the company to reach more hospitals with essential medicines and consumables and strengthen Brazil’s healthcare supply chain.

Benchmark Your Hospital

IFC’s Healthcare Benchmarking Club opened this month to [new applicants](#). Free membership enables hospitals to compare their operations against global industry standards and gain insight into performance data. Healthcare providers will be able to gather the information needed to improve patient outcomes and reduce costs.

Thought Leadership

When wealthier countries hire health workers from low- and middle-income countries, they often unintentionally exacerbate the provision of public and private health services. IFC’s Charles Dalton took up this issue in a [blog post](#), writing: “Africa can become the global training ground for health professionals, but the developing world has to help these countries put in place the building blocks that can benefit the local health system first and support health worker training.”

In a recent [blog post](#), Raju Narayan, Senior Health Specialist for IFC, explored how trust and accountability have an impact on patient experiences. For healthcare facilities to provide better care, trust and accountability must start with top leadership and extend to clinical, financial, and service operations



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