

1992-Planning for Chemicals, Pharmaceuticals and Biotechnology: IBI International Business Intelligence

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1992-Planning for Chemicals, Pharmaceuticals and Biotechnology provides a summary of the relevant legislation, research programs, and proposals for the establishment of a single European market for the chemical, pharmaceutical, and biotechnology industries. The development of the European Community's (EC) policy and the implications of its implementation for the EC and third country markets are discussed. The views from a number of major organizations that operate in the chemical, pharmaceutical, and biotechnology markets are considered to provide an insight into some of the factors influencing strategic planning for 1992.

This book consists of 10 chapters and opens with an overview of the EC's goal of establishing a single market for the European Union by 1992, followed by a discussion on the implications of this single market for industry, commerce, and individuals. The following chapters focus on the Single European Act; corporate issues such as mergers and acquisitions; standards of good practice in the chemical, pharmaceutical, and biotechnology sectors; and implications of a single European market for these industries. The final chapter is devoted to the views of organizations in the chemical, pharmaceutical, and biotechnology sectors such as the European Chemical Industry Federation (CEFIC), Bayer AG, and COLIPA (European Cosmetic Industry Federation) in terms of the opportunities, problems, and challenges of the single European market. This monograph will be a useful resource for corporate managers, especially those in the IT sector, as well as policymakers and industry regulators.

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