

“Leading in new directions”

Venturing into new territory. This is the goal pursued by many companies in the pharmaceutical and medical technology sector in South America. Rodrigo Fernandes, Business Coordinator in Brazil, explains how Harro Höfliger helps their customers with this undertaking.

What characterizes the South American market?

We are currently at a turning point in South America. Up to now, our customers have mainly produced generic drugs. But the market for pharmaceutical and medical technology products is growing, and innovations and new technologies are in great demand. Many companies are trying to be pioneers for new dosage forms, such as modern insulin pens, inhalers or niche products, which are imported to Latam but are not yet produced in the region. The required know-how and production equipment is typically available in Europe and thus many of my customers are approaching Harro Höfliger.

How does Harro Höfliger support their customers?

Our customers want to develop new products or introduce new technologies. But they often do not have the necessary know-how. That is why we pro-

vide support and advice throughout the entire process and show them possible approaches. We share our knowledge and experience relating to the whole product lifecycle to help customers reach their goals. We not only offer them machines, but also a wide range of services, including support in formulation development.

Which technologies are in particular demand in Brazil?

Transdermal patches, capsule filling and the automation of assembly processes for pens and autoinjectors are particularly popular technologies. Automated processes are an absolute prerequisite, because the market demands the production of large quantities. Many customers therefore focus on Industry 4.0 applications. Being able to track production line data in real time in a cloud offers them many opportunities when it comes to minimizing downtimes and material waste. I see great potential for the future here.



Since 2018 Rodrigo Fernandes has been working as a Business Coordinator for Harro Höfliger. His responsibilities include sales, project management and customer service support.

