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HEALTHCARE

Watch: European pharma's fight to stay relevant

What does Europe need to do to stop its pharmaceutical industry from becoming 'yesterday's news'? ING's Diederik Stadig says the sector still has trump cards to play, but it needs to act fast to avoid being squeezed out by US and Chinese competition. Read more about Diederik's thinking [here](#)



European pharma's fight to stay relevant

Europe's pharmaceutical industry needs to up its game if it's going to continue competing effectively with the likes of China and the US. So says ING's Senior Economist for Healthcare and Technology, Diederik Stadig. He points out that in 1990, nearly half of all global Research & Development spending took place in Europe. Today, it's just 26%. And he outlines what needs to happen to stop the European pharma sector from being 'yesterday's news'.

[Watch video](#)

Author

Diederik Stadig

Senior Healthcare Economist

diederik.stadig@ing.com

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