

4 MARKET ANALYSIS

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4.1 Global Pharma Industry Market

The global pharmaceutical market will more than double in value to \$1.3 trillion by 2020, according to a report on the future of the pharmaceutical industry by PricewaterhouseCoopers in 2007. The increase is driven by soaring worldwide demand for medicines and preventative treatments as the population grows, ages, becomes more obese and more prosperous.

4.2 A Middle East Market

Although the Middle East is a promising region for the international pharmaceutical industry with licensing regulations and markets opening, the perceived instability of the region and the different way of conducting business can deter interested firms. Piribo¹ says local agents are of utmost importance in navigating through the stringent registration and marketing requirements.

Lysias Medical is well situated to be a leader in Markets in the Middle East and Africa due to its man-on-the-ground long established relationships.

Middle Eastern countries are increasingly adopting liberal policies that are leading to marked changes in the healthcare sector. The players with established track records, such as enjoyed by West Coast Canada's management team will be the dominant players in the new economy.

4.3 Worldwide Pharma Market by Region

The worldwide pharma market had sales of \$604.5 billion in 2006 and grew about 8 percent.

Region	2006 Revenue (\$B)	% Growth	% Share
1. U.S.	\$263.7	+9%	44%
2. Europe	\$171.1	+6%	28%
3. Japan	\$ 57.7	<3%>	10%
4. Asia Pacific	\$ 43.0	+14%	7%
5. Latin America	\$ 29.3	+21%	5%
6. Middle East/Africa	\$ 20.8	+13%	3%
7. Canada	\$ 15.3	+19%	3%
TOTAL	\$604.5	+8%	100%

Source: MedAd News, Sept. 2007.

¹ www.piribo.com The source for information on the biotechnology, healthcare and pharmaceutical industries.