

IMPORT SUBSTITUTION AND GENERICS

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Introduction. The development of pharmaceutical industry is capable to solve effectively considerable part of needs of the population for provision of medicines. The import substitution of drugs is very important nowadays. The main directions of legalization of import substitution must be correctly formed by every government in each country. Obviously, level of import substitution dependent of economic situation and life level in countries, that is why the most developed countries almost no products called generics. Generics are the drugs who have identical chemical composition with a original medicines, but cheaper than original.

Aim. Find out the connection between import substitution and generics. Influence import substitution on pharmacy industry.

Materials and methods. Research methods were analysis, descriptions, problems of treatment people, state of scientific research in the countries.

Results and discussions. The main directions of legal regulation of import substitution include creation of incentives for localization of production facilities by foreign manufacturers, including granting of subsidies for organization of clinical trials and manufacturing of medicines and medical devices. We know that creation new drugs need a lot of money, time and experiments. That is why new products cost expensive and not all can buy it. This is reason why other factories create generics. A generic drug is a pharmaceutical drug that is equivalent to a brand-name product in dosage, strength, route of administration, quality, performance and intended use, but does not carry the brand name. Manufacturers of generics do not spend money on research and development of the drug, obtaining certificates confirming the safety and effectiveness of drugs. The costs of pharmaceutical companies for research, development, testing, licensing of the drug are very large. In the future, this is the reason for the high cost of branded drugs. Pharmaceutical companies need to redeem costs and profit before the expiration of patent protection. Not everyone can buy such expensive medicines. That is why cheaper drugs come out. Generic drug companies may also receive the benefit of the previous marketing efforts of the brand-name company, including advertising, presentations by drug representatives, and distribution of free samples. Many drugs introduced by generic manufacturers have already been on the market for a decade or more and may already be well known to patients and providers, although often under their branded name. Analyzing the amount of drugs used to treat people, we can conclude that the sold number of branded medicines smaller than generics.

Conclusion. We should say that people who live in low economic countries buy more generics than branded drugs. Companies should always analyze the market's importance and government should control pharmaceutical factories who produce generics to avoid forgery.

USING OF AUTHENTIC MATERIALS AND MODERN METHODS OF TEACHING FOREIGN LANGUAGE FOR SPECIFIC PURPOSE

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Introduction. The current state of international relations of Ukraine, the way it to the European and world space predetermines the consideration of a foreign language as an important means of intercultural communication.

The main purpose of a foreign language as a subject field of study is to facilitate the mastery of students' abilities and communication skills in accordance with the motives, goals and social norms of speech behavior in