

Final exam paper

Business



Final Exam paper For Genentech to establish a company and do business in Kuwait, it has to change many aspects in the way it is doing business. One of the most important elements to consider is labor. The company utilizes knowledge from the world's best scientists and engineers. There are good scientists in Kuwait capable of carrying out genetic engineering research. Some of these scientists and engineers are carrying out research in Kuwait Institute for Scientific Research. However, these scientists may not be as good as those of Genentech. This is not good for the company since it has to import its own researchers to work in Kuwait.

There are several pharmaceutical companies in Kuwait that may offer support to Genentech in terms of buying their drugs and selling them to people. For example, the Kuwait Saudi Pharmaceutical Industries is a leading company in the manufacture and marketing of pharmaceutical drugs. For success, Genentech has to have to be linked to such companies. However, there are no supporting pharmaceuticals clusters in Kuwait that would facilitate the buying and marketing of the drugs.

The Kuwait Government has to offer support for Genentech for the company to establish itself successfully. This is possible since the government has been supporting research in different areas notably agriculture and economic improvement. This support is mainly given to home industries therefore, it will be problematic for Genentech to get support since it is a foreign company

Laws that protect intellectual property in Kuwait are found in Law No. 4 of (1962). Companies are allowed to register patents and intellectual property in Kuwait provided they are inhabitants of countries that give Kuwait reciprocity. After the company registers its patent with the Patents Office, it

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gains the rights to use that patent. The right is valid for 15 years and may be renewed for an extra five years

If Genentech opens up businesses in Kuwait, it will not have a problem of markets. This market would be provided by its powerful neighbors. Proximity to markets can therefore be a factor for Genentech to consider for successful establishment of a company in Kuwait. However since, Kuwait is quite isolated, challenges of market are inevitable

Kuwait being a country with the majority of its population Muslim, genetic testing is not well addressed in the regulations and has to take into consideration bioethical issues. Kuwait has no regulations on genetic testing but it respects the recommendations of the Islamic Organization for Medical Sciences (IOMS) (Shawki 22). The recommendations stress on genetic counseling and confidentiality of results. However these laws are not legally binding and are not considered official laws therefore the culture in Kuwait is not open to testing drugs.

Despite the challenges faced by Genentech in expanding its business territory such as labor, market, and government support, the company can still establish itself in Kuwait. This will only be possible if the relevant changes are implemented.

Works cited

Shawki, Tarek. Ethics and Law in Biomedicine and Genetics: An Overview of National Regulations in Arab States. Cairo: UNESCO, 2011. Print