



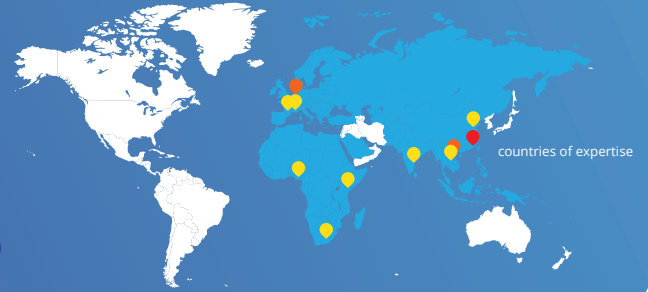
"Aliro" is a word taken from Esperanto, a global language and means "Access".

As a boutique consulting firm, we work in collaboration with scientists, industry and global health actors to increase access to medicines and diagnostics especially in low and middle income countries (e.g., Africa, Asia, and Central Europe).

- **Office**
- Hong Kong

- **Managing Partners**
- Germany
- Vietnam

- **Consulting Partners**
- China
- India
- Nigeria
- South-Africa
- Thailand
- France
- Switzerland
- Kenya



OUR TEAM



FABRICE GERARD

Co-Founder, Managing Partner

15 years of experience in Public, Not-for-Profit and Private sectors in LMICs

2 years as MSF Laboratory field advisor (country based)

3 years as CHAI Laboratory Program Director in China and Ukraine

8 years in Abbott Laboratories as Consultant, Business Development and Global Market Access Director

3 years Independent Consultant



LAURENCE PHILLIPS

Co-Founder, Managing Partner

20 years of experience in Pharmaceutical and Diagnostics industries

10 years at Boehringer Ingelheim Head of HIV and Virology

1 Year Axios International Vice President Strategic Marketing

10 years Abbott Laboratories Strategic Management

2 years Independent Consultant

OUR OBJECTIVES



Improve

AC collaborates with innovators and service providers to better characterize and distinguish key products from the rest of the field.



Increase

AC collaborates with innovators and service providers to increase and maintain their share of voice at critical market junctions



Implement

AC applies unique methodology and collaborates with trusted networks to ensure our client's products and services are presented in relevant market context to key Stakeholders

OUR SERVICES



Policy Shaping

- Communication Strategy
- Stakeholder mapping - Stakeholder engagement
- Partnership opportunities
- Impact analysis



Access

- Program assessment, development & implementation
- Distribution and Regulatory frameworks
- Partnership opportunities - Risk Analysis



Market Intelligence

- Market research
- Value proposition



Business Development

- Enable "Think Global, Act Local"
- Commercial Strategy
- Marketing Strategy
- Competitor Intelligence