



AIB marketers to represent Ireland at Cannes

Chloe Barton and Ciara Brennan from AIB have been named as the winners of the 'Young Marketers' category of IAPI's Cannes Young Lions Competition 2018. Sponsored by Core, Ireland's largest marketing communications group, the women will now travel to the Cannes Lions Festival in June to represent Ireland in the 'Young Marketers' contest. Pictured are Ms Brennan, Shane Doyle, Group Strategic Director, Core and Ms Barton.

Irish Water faces land CPO appeal

Tim Healy

A BUSINESSMAN and a cash-and-carry firm have brought a legal challenge to Bord Pleanála's decision to grant a compulsory purchase order (CPO) for land Irish Water says it needs to increase the capacity of a Kildare sewerage system and reduce overflows into the River Liffey.

Irish Water wants to increase capacity of the system serving Newbridge to facilitate future growth of the town. It needs to upgrade the Upper Liffey Valley Sewerage Scheme by laying 9.9km of pipes between Kilbelin, south of Newbridge, and Oberstown waste treatment plant, to the west of Naas.

It requires land owned by businessman Dermot Cox, Rosetown Stud, Athgarvan, Newbridge, and occupied by Thurles Wholesale Cash and Carry, with registered offices at Kilbelin.

Both parties lodged objections to CPOs sought by Irish Water over the land.

Last November, An Bord Pleanála recommended the CPO be confirmed without modification.

Yesterday, Irish Water applied to have the case dealt with through the fast-track Commercial Court because of its urgency.

Mr Justice Brian McGovern admitted it to the commercial list and set a provisional hearing date in July.

In an affidavit supporting the fast-track application, Brian Sheehan, an engineer employed by Irish Water's parent company, Ervia, said the improvement works were urgently needed because the treatment plant at Oberstown in Naas has already been specifically referenced in infringement proceedings by the EU against Ireland in the Court of Justice of the EU.

Once the legal text is finalised, checked by lawyers and translated, the agreement must be approved by...



THE COUNCIL OF MINISTERS

The trade ministers of the 28 EU member countries will vote on the deal



THE EUROPEAN PARLIAMENT

The 751 MEPs who make up the parliament will also vote to approve or reject the agreement



NATIONAL PARLIAMENTS

All the individual national parliaments of the member states, as well as some regional parliaments, will vote too

SOURCE: EUROPEAN COMMISSION

MSD patent dispute fast tracked in High Court

Tim Healy

PHARMACEUTICAL giant Merck Sharp & Dohme (MSD) has claimed in court that a rival is breaching its patent rights by trying to sell a generic version of a drug for less than a tenth of the price of MSD charges.

MSD Ireland chief executive Gerard Brennan said if Clonmel Healthcare was allowed to continue selling the drug, the loss of market share in Ireland and abroad "will be felt" by the 150-strong workforce at MSD's plant in Ballydine, Clonmel.

That plant manufactures simvastatin, the active ingredient for the Inegy, which in Ireland is used by around 15,000 people a month to combat high levels of cholesterol in the blood, the main cause of cardiovascular diseases that are the chief cause of death in the Western world.

Some 50pc of Ballydine's output constitutes simvastatin. Inegy itself is worth around €8m a year to MSD, Mr Brennan said.

On Monday, Mr Justice Brian McGovern admitted MSD Incorporated's action against Clonmel Healthcare to the fast-track Commercial Court.

He also adjourned the hearing of an application to continue a temporary injunction, granted last week, preventing Clonmel from marketing and

distributing its version of Inegy, called Ezetimibe/Simvastatin. Clonmel launched its product early last week.

MSD says Clonmel - part of the Stada AG publicly-quoted group based in Germany - is infringing its patent rights, or supplementary protection certificate.

In an affidavit, Mr Brennan said the entry of Clonmel into the Irish market with its generic version, offered "at a fraction of the existing price of Inegy" will result in a massive distortion to the market that will cause irreparable and unquantifiable damage to MSD.

MSD, one of the world's top 10 largest pharmaceutical companies, has spent more than \$7.3bn (€5.94bn) on research and development, he said. MSD's exclusive rights in relation to products containing ezetimibe in a combination with simvastatin have been extended until April 2019, he said.

If Clonmel - of Waterford Road, Clonmel, Co Tipperary - is not restrained from infringing MSD's rights, four other generic companies that have already obtained authorisations to sell generic Inegy will be "commercially compelled to enter the market", Mr Brennan believes.



Call for Nominations

Share the story of your creative partnership

The Allianz Business to Arts Awards recognise outstanding examples of business, arts and arts organisations working together in areas such as sponsorship, commissioning, training and events, staff programmes, CSR initiatives and community engagement.

Nominate your partnership to join the prestigious list of winners, which highlight the very best models developed between the corporate and cultural worlds in Ireland.

The 2018 Allianz Business to Arts Awards take place on Tuesday 4th September 2018 at the Bord Gáis Energy Theatre.



Award Categories

1. Best Large Sponsorship (> €50,000)
2. Best Mid-Size Sponsorship (€15,000 - €50,000)
3. Best Small Sponsorship (< €15,000)
4. Best Long Term Partnership (3 years or more)
5. Best Use of Creativity in the Community
6. Best Creative Staff Engagement
7. Jim McNaughton Perpetual Award for Best Commissioning Practice
8. Jim McNaughton/TileStyle €10,000 Bursary for Artists
9. daa €5,000 Arts Award
10. Allianz €5,000 Community Art Award
11. Judges' Special Recognition Award for Portfolio of Arts Sponsorship

Closing date for entries: 5pm, Tuesday 8 May 2018

See businessstoarts.ie/awards for information on the entry process.



#ABtoAAwards