



INTERNATIONAL INC.

235 EAST 42nd STREET, NEW YORK, N.Y. 10017

To whom it may concern:

December 4, 1989

Re: Mr. Wolfgang Chlud - Pharmaceutical Industry Orientation Program - Pfizer International, Inc.

This will confirm that, under my general supervision, Mr. Wolfgang Chlud completed a comprehensive orientation program on the pharmaceutical industry at Pfizer International Headquarters in New York from July 24-September 1, 1989.

Mr. Chlud's program consisted of an overview of key functional areas in pharmaceutical marketing and work on two special projects as outlined below:

I. Pharmaceutical Industry Overview

- a) Product management - meetings with key headquarters marketing staff and briefing on the product management function in pharmaceutical marketing.
- b) Pricing - review of the pricing process in international pharmaceuticals with the Director of Financial Operations and Pricing staff.
- c) Market Research - Explanation of pharmaceutical market research data sources and instruction in the use of audit data from Director of Market Research and staff.
- d) Professional Relations - Overview of Professional Relations function with Director of Professional Relations and staff, including a full day site visit to one of our medical communications and publications agencies, APIS, Inc.
- e) Advertising - Review of pharmaceutical advertising activities at one of our major ad agencies, Dorritie and Lyons.
- f) Medical - Meetings with key staff in the International Medical group and explanation of the critical medical/marketing interaction process in pharmaceutical marketing.
- g) Research and Development - Site visit to our Central Research facilities in Groton, CT for overview of key pharmaceutical R&D activities and bulk manufacturing.

h) Distribution - Site visit to U.S. Pharmaceutical Division's Northeastern Distribution Center in Clifton, New Jersey.

Special Projects

- a. Analysis of European pricing patterns in key therapeutic areas utilizing all available data sources.
- b. Identification of potential licensing opportunities in selected markets.

Both projects were completed to our satisfaction. In addition to the above activities, Mr. Chlud had the opportunity to meet with Pfizer executive management at the New York Headquarters.

We were very pleased to have Mr. Chlud with us in the intern program at Pfizer and found the experience to be very productive and mutually rewarding. We wish Mr. Chlud much success in his future endeavors.

Please feel free to contact me if I can provide any additional information on Mr. Chlud's intern program at Pfizer.

Sincerely,



Ashok Sikand
Director
Pharmaceutical Business Development
Europe