

Supported by:



Government of India



Responsible Healthcare



## Promote Exports in Latin American Countries

Participate in

## CPhI South America & India-LAC Pharma Business Meet

Expo Center Norte, Sao Paulo, Brazil  
5-7th August 2014

Organised by :



### Pharmaceuticals Export Promotion Council of India

(Setup by Ministry of Commerce & Industry, Govt. of India)

101, Aditya Trade Center, Ameerpet, Hyderabad - 500038. Ph: 91-40-23735462/66 Fax : 91-40-23735464

E-mail : [info@pharmexcil.com](mailto:info@pharmexcil.com), Website : [www.pharmexcil.org](http://www.pharmexcil.org)

## *Latin American Markets*

Latin America region is an important exporting destination for Indian Pharma Exports. LAC has contributed 6.28% to the total exports. Pharma exports to this region has grown by 10.35% during 2012-13. During 2013-14 the estimated exports to this region is USD 917 million.. Contribution of Exports of Pharmaceuticals to India's total exports stands at 6.11% . Brazil is the largest market in this region and is also India's best exporting partner of the region ranking 7th largest as a whole. Argentina is another important market of the region. While Brazil, Argentina, Mexico are important markets for APIs, other LAC countries like Peru, Bolivia, Chile, Nicaragua, Guatemala, El Salvador, Panama, Uruguay, Paraguay etc., have good potential for pharmaceutical formulations exports.

### *CPhI SA & India-LAC Pharma Business Meet:*

To help the Indian exporters to explore the export opportunities in Latin American countries, Council is participating in CPhI, South America, which would be held during 5-7th August 2014 at Expo Center Norte, Sao Paulo, Brazil. Council will be organizing India Pavilion by taking 132 sq. meter space. For more details about the event, please visit [www.cphi-sa.com.br](http://www.cphi-sa.com.br)

In order to make this event more useful for the exporters who would like to explore the LAC markets, Council is organizing "India-LAC Pharma Business Meet" also at the same time, coinciding CPhI SA.



## *Salient features of Exhibition & Pharma Meet:*

- ❖ India Pavilion will be organized in CPhI SA in 132 sq. mt space during 5-7th August.
- ❖ During the same period, about 50-60 prominent buyers / importers from neighbouring Latin American and Caribbean countries will be invited and One-to-One meetings will be organized at the same venue
- ❖ With help of India-Brazil Chamber of Commerce, pharma Distributors/ importers/ manufacturers from Sao Paulo and neighbouring cities will also be invited for the meet.
- ❖ Technical seminars, visits to local pharma companies will be arranged
- ❖ It is proposed to organize a Trade delegation/BSM to 3-4 Latin American countries, immediately followed by BSM/Exhibition in Brazil. Participants of Exhibition/BSM can join the Trade Delegation to 3-4 Latin American countries.
- ❖ Profiles of the buyers/importers who will be attending the Meet will be updated in our website from time to time

## *Who Participate:*

- ❖ Over 50-60 delegates from neighbouring Latin American countries like, Chile, Mexico, Argentina, Paraguay, Uruguay, Nicaragua, Colombia, Ecuador etc.
- ❖ Indian exporters dealing with APIs, Formulations, AYUS products, Medical devices
- ❖ Officials from Health Ministry of Brazil, Indian Embassy, senior officials from Government of India



## Cost of Participation:

Members can participate in Exhibition and BSM or only BSM. Charges for participating in Exhibition/BSM are given below:

Sl. No.	Package	Exhibition & BSM	Only BSM
1	With Accommodation	5.50 lakhs (9sq. m stand) 3.75 lakhs (common space)	Rs.2.50 lakhs
2	Without Air ticket & Accommodation	3.50 lakhs (9 sqm stand) 2.00 lakhs (common space)	Rs. 0.75 lakhs

### Note:

1. All exhibitors with independent stalls and Common Space will be eligible for reimbursement of Rs.2.50 lakhs and Rs.1.75 lakhs respectively, subject to rules of MDA scheme. There is no assistance available for those who opt to participate in Pharma Business Meet only in Brazil.
2. Members who join the Trade Delegation after participating in Exhibition/Business Meet in Brazil will be eligible for MDA up to Rs.1.00 lakh. Members who opt for only BSM in Brazil will be eligible for this assistance.
3. All exhibitors will be allowed to participate in the Business Meet, free of cost
4. Costs include air ticket in economy class, accommodation on twin sharing basis for four nights, local transportation, lunch & dinners. Ticket cost is calculated ex-Mumbai. For the members from other cities, extra charges if any, at actuals will be charged.
5. Visa charges are extra at actuals
6. Rs.30,000 will be charged extra for single accommodation
7. Our travel agent will help those members who like to join Trade Delegation to 3-4 Latin American countries in extending the ticket
8. The above package (with accommodation and air ticket) is applicable only up to 30th June 2014. Those who confirm after 30th June, 2014, additional amounts will be charges as per prevailing rates of air tickets and hotels.

## Allotment of Stall:

Allotment will be made on first-come-first serve basis. Interested members may select the stall from the floor plan attached and inform us by mail to [info@pharmexcil.com](mailto:info@pharmexcil.com) or fax to 040- 23735464 to enable reserve the same, depending upon availability. Full payment has to be made within 10 days from the date of invoice for confirming the reservation. Once invoice is raised, cancellation is not allowed and members are required to make full payment. Council reserves all rights of allotment.

**Last date to confirm participation – 5th July 2014**

For more information, please contact us at [info@pharmexcil.com](mailto:info@pharmexcil.com) or Phone Nos. 040-23735462/66