

Invitation



INDIAN DRUG MANUFACTURERS' ASSOCIATION
(Tamil Nadu & Puducherry State Board)

&



Jointly & Cordially invite you to



www.pharmacsouth.com

PHARMAC

South 2015

Pharmaceutical Trade Exhibition of South India



and
Inauguration of Pharmexcil office at Chennai

Destination for Innovative and

Reliable Formulations & Healthcare Products

Chennai Trade Centre, Nandambakkam, Chennai. India

03rd (Friday) & 04th (Saturday) July 2015.

S.V. Veerramani
National President IDMA

M. Rajarathinam
Chairman – TNPSB

Dr. P.V. Appaji
Director General – Pharmexcil

J. Jayaseelan
Vice Chairman - TNPSB

S. Sridharan
Hony. Secretary – TNPSB

S.V.P.S. Sivanandhan
Vice Chairman – Organizing Committee

Agenda 3rd (Friday) July 2015

- 09.30 A.M. : **Registration**
- 10.00 A.M. : **Inauguration**
- Welcome Address by : **Shri. M. Rajarathinam**
Chairman - TNPSB, Chairman-Organizing Committee
- Special Address : **Shri. S.V.Veerramani**
National President – IDMA
Shri. S. Abdul Khader
Director of Drugs Control- ic, Tamil Nadu
Dr. S. Manivannan
Deputy Drug Controller (India), CDSCO South Zone, Chennai
Dr. P.V. Appaji
Director General – Pharmexcil, Hyderabad
Shri. T. Ravichandran
Vice President, South Zone, IDMA
- Inauguration of Pharmexcil at Chennai : **Shri. Ashutosh Gupta**
Chairman – Pharmexcil
- Key Note Address : **Shri. Sudhanshu Pant, IAS**
Joint Secretary, Dept. of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Govt. of India
Dr. J. Radhakrishnan, IAS
Secretary, Dept. of Health & Family Welfare, Govt. of Tamil Nadu
Shri. Sudhanshu Pandey, IAS
Joint Secretary, Department of Commerce, Ministry of Commerce & Industry, Govt. of India.
- Inaugural Address : **Dr.V.K. Subburaj, IAS**
Secretary, Dept. of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Govt. of India
- Vote of Thanks : **Shri. J. Jayaseelan**, Vice Chairman – TNPSB
- 11.10 A.M. : **Exhibition opens**
- 12.00 Noon : **Press meet**
- 02.30 P.M. to 04.30 P.M. : **Seminar on Domestic Marketing**
- Topic 1 : **Building Brands to Enhance your Market Share**
By: **Shri. V.R. Vasudevan**, B.Sc, DMM (Bombay)
Consultant – Brand Promotion, Merck Sharp & Dohme,
Rhône – Poulenc, FDC, Torrent. Cosme Group
- Topic 2 : **Building & Retaining a High Performing Sales Team**
By: **Shri. Deepak Naik**
Managing Director (Rtd) Eisai Pharmaceuticals India
Managing Director, Health N U Therapeutics Pvt. Ltd, Mumbai
- Topic 3 : **ICMR's Initiative Towards Affordable Technologies**
By: **Dr. Sadhana Srivastava**, Scientist E, IPR Unit
Indian Council of Medical Research,
Dept. of Health Research
(Ministry of Health & Family Welfare)
- 06.00 P.M. : **Exhibition closes for 1st day**

SEMINAR OF “EXPORT OPPORTUNITIES IN ASEAN AND AFRICA COUNTRIES”
JOINTLY ORGANISED BY PHARMEXCIL & IDMA(Tamilnadu Chapter)
Supported by Department of Pharmaceuticals, Govt. of India

July 4, 2015 (Saturday) –Day 2

09.00 hrs-10:00 hrs	Registration	
10:00 hrs -10:30 hrs	Inaugural Function	
10:00 hrs -10:30 hrs	<p>Welcome Address <i>by Shri Ashutosh Gupta, Chairman, Pharmexcil</i></p> <p>Address <i>By Dr.P.V.Appaj, Director General, Pharmexcil</i></p> <p>Address <i>By Shri S.V.Veerramani, National President-IDMA and Member, COA, Pharmexcil</i></p> <p>Special Address by Guest of Honour <i>By Shri Sudhanshu Pant, IAS, Joint Secretary, Department of Pharmaceuticals, Ministry of Chemicals & Fertilisers, Government of India</i></p> <p>Address By Chief Guest <i>Shri Sudhanshu Pandey, IAS, Joint Secretary, Department of Commerce, Ministry of Commerce & Industry, Government of India</i></p>	
10:30 hrs-13:00 hrs	Presentations on Export Opportunities	Business Meet(III Session)
10.30 hrs - 11.30 hrs	<p>Presentation on Pharmaceutical Export to Asian Countries - A Growth Opportunity <i>- Dr. G.G.Gurudatta, CEO & Director, M/s. Estima Pharma Solutions</i></p> <p><i>-Followed by Panel Discussion</i></p>	<p><u>(Venue: Pharmexcil Stall at Pharmac South Expo)</u></p> <p>One –to - One Business Meetings</p>
11.30 hrs. to 12.30 hrs	<p>Presentation on Pharmaceutical Export to African Countries -A Growth Opportunity <i>-Shri Hemant Thakur, GM-International Business, M/s.Corona Remedies</i></p> <p><i>-Followed by Panel Discussion</i></p>	
12:30 hrs -13:30 hrs	Lunch Break	Lunch Break
13:30 hrs -16:30 hrs	Presentations on Nutraceuticals Exports & Domestic Market Potential	Business Meet(IVth Session)

<p>13:30 hrs-14:30 hrs</p>	<p>Current updates on FSSAI - <i>Healthcare Consultant, Dr. R.K. Sanghavi, Neuromarketing, Incentia Healthcare Pvt. Ltd – Mumbai</i> - <i>Followed by Panel Discussion</i></p>	<p><u>(Venue: Pharmexcil Stall at Pharmac South Expo)</u> One –to -One Business Meetings</p>
<p>14:30 hrs-15:30 hrs</p>	<p>New Nutraceutical Products for Domestic & Exports - <i>Dr. B.K. Iyer, MD, Family Physician & Consultant Medical Adviser</i> - <i>Followed by Panel Discussion</i></p>	
<p>15:30hrs -16:00 hrs</p>	<p>Valedictory Function & Vote of Thanks - <i>Shri. Sivanandhan, Vice Chairman-Organizing Committee</i></p>	