

BRIEF REPORT

INDIA PAVILION AT MAGHREB PHARMA EXPO 17-19th September 2018, Algiers, Algeria

PURPOSE OF THE EVENT: MAGHREB PHARMA EXPO is one of the largest business-to-business (B2B) pharmaceutical technology tradeshows of Africa focusing on the Algerian pharmaceutical market. Algeria ranks 2nd after South Africa with strong domestic industry for finished formulations. The event brings together the suppliers of pharmaceutical ingredients, packaging, machines, cleanroom products, engineering services, air & water treatment systems and laboratory equipment's.

The event is also supported by the Association of Moroccan Pharmaceuticals Manufacturers (**AMIP**), Association of Algerian Pharmaceuticals Manufacturers (**UNOP**) and Association of the Tunisian Pharmaceuticals Manufacturers (**CNIP**) aiding the quality visitor mobilization for the event.

Organizing India Pavilion at Maghreb Pharma Expo provides greater market access to Indian pharmaceutical exporters and enable them to:

- Meet leading stakeholders of the Algerian pharmaceutical market and explore business opportunities with adjoining markets as well.
- Witness the latest innovations in the pharmaceutical technology and international guidelines with focused approach on the North African market.

- 1) **Country** : ALGERIA
- 2) **Date of Event** : 17 – 19th September 2018
- 3) **EC Approval (in brief)** : The event was approved under MAI scheme
 - a) Assistance approved : 30 Lacs.
 - b) First Instalment released : 15 Lacs.
- 4) **Brief description of the Event** : MAGHREB PHARMA Expo, hosts more than 2240 visiting pharma professionals over three days. 200+ exhibitors from 27 countries gather at the event to network and take advantage of industry seminars. The exhibition covers the whole spectrum of pharmaceutical manufacturing and ingredients sourcing, offering products and services that covers the entire supply chain for pharmaceutical manufacturers.

EXHIBITION:

MAGHREB PHARMA EXPO 2018 commenced on 17th September 2018 as scheduled for **17-19th September 2018**. The council participated in the Expo and organized India Pavilion with 18 Indian companies. There were 38 companies from India in total.

5) Details of Participants

- i) **Number of Exhibitors** : 18
- ii) **Brief profile of each participant** : Profile enclosed
- iii) **Participants response** : Good

6) Details of Visitors

- i. **Number of Overseas buyers** : NA
- ii. **Number of Visitors** : NA

7) Visitors feedback : NA

8) Business Generated:

- i) **No. of Enquiries** : 216 in the India Pavilion
- ii) **No. of MOUs Signed** : 10 (Shubham Pharmachem P Ltd.)
- iii) **On Spot Orders Booked** : 1 (USD 50 Million - Shubham Pharmachem P Ltd)
- iv) **Potential Business Generated** : USD 55.7 Million approximately

BRIEF NOTE ON EXPORT POTENTIAL OF THE COUNTRY/PRODUCT:

The generic market of Algeria in 2017 was worth \$ 1,310 million constituting 34% of the total market and has grown by 8.7%. Forecasts highlight drug spending to increase to USD1.78bn, equating to a five-year compounded annual growth rate (CAGR) of 6.4%.

Algeria ranks 2nd after South Africa with strong domestic industry for finished formulations. Domestic drug production market is observing robust expansion and hence a product being produced locally is prohibited from importation. Almost half of the demand is met by local production. Further, an import license for medicines is granted only if an importer maintains a minimum import of 45% ratio of generics. Most of the generic imports of Hi-tech origin and hence multinational drug makers are exploring options to produce locally with an objective of avoiding import restrictions and benefit from government incentives.

Around 45% of the imports (of formulations) could be considered as generics. India's share could be considered as 8% of Algeria's Generic Imports. India's Pharmaceutical exports to Algeria is as below:

Category	USD Million			
	2015-16	2016-17	2017-18	GR%
BULK DRUGS AND DRUG INTERMEDIATES	15.41	18.70	25.84	38.14
DRUG FORMULATIONS AND BIOLOGICALS	44.15	42.57	48.60	14.17
AYUSH	1.52	2.01	1.44	-28.29
HERBAL PRODUCTS	0.07	0.12	0.35	191.99
SURGICALS	0.80	0.89	1.46	63.51
VACCINES	11.76	17.15	19.64	14.51
TOTAL	73.72	81.44	97.32	19.50

9) Outcome analysis by Council:

The market is promising besides the hurdles of importing the drugs manufactured locally and has got a huge potential for Indian Pharmaceutical products. Companies already present in the market have confirmed the need of consistency and patient approach to get the fruitful rewards in long term scenario.

Since few of the exhibitors already had existing business in Algeria, the exhibition provided a platform to negotiate further correspondence and initiate trade at the earliest. One of the member companies **Shubham Pharmachem Pvt. Limited** signed a deal at the exhibition venue worth USD 50 Million.

On the other hand, new participants were quite satisfied with the quality of visitors and business leads generated during the event. The major composition of visitors was from Algeria followed by Tunisia, Mali, Ivory Coast, Rwanda, Cameroun and Morocco.

As per the feedback received from exhibiting companies, the exhibition was overall rewarding and they wish to explore the market further.

A delegation was organized in Algeria in 2012 followed by participation in the MAGHREB PHARMA EXPO 2015. In order to keep the sustained efforts for market penetration, Algeria can be added as a destination for focused B2B meetings organized by the council in the next calendar year.

10) Photographs of the Event:



