

Brief Report

- 1) **Name of the Event:** IRAN PHARMA 2019
- 2) **Purpose of the Event:** To showcase the latest pharma products, services and technologies in Iranian Pharmaceutical Industry
- 3) **Country :** TEHRAN, IRAN
- 4) **Date of Event:** 24th – 26th September, 2019
- 5) **EC approval (in brief):** This event was approved under MAI scheme.
K-11020/88/2019-E&MDA dated: 28th May, 2019
- 6) a) Approved : Rs. 22,00,000/-
b) Release of 1st installment (in Rs.) : Rs.11,00,000/-
c) 2nd installment, if any (in Rs.) : NIL
d) Remaining amount pending for release (in Rs.) : Rs. 9,56,883/-
- 7) **Brief description of the event:**
IRAN PHARMA EXPO is a well-known name in the pharmaceutical industry and an undeniable entry in exhibition calendars. With the goals of introducing the capabilities and potentials of the national pharmaceutical industry, presenting the latest changes and achievements in pharmaceutical industries, getting to know new markets and preparing the required platform for technology transfer, IRAN PHARMA EXPO began its activities in 2014 and has been held in 4 editions so far.
- 8) **Details of Indian Participants:**
 - i) Number of Participants : 20
 - ii) Brief profile of each participants : Details Enclosed
 - iii) Participants response : Good
- 9) **Details of Buyers/Visitors :**
 - i) Number of Overseas buyers : Not Applicable
 - ii) Number of Visitors : -do-
 - iii) Visitors feedback : -do-
- 10) **Business generated:**
 - i) No. of enquiries : 100
 - ii) No. of MOUs Signed : NIL
 - iii) On spot Orders Booked : NIL
 - iv) Total Business generated : US \$ 54 mn

11) Brief note on export potential of the country/product:

Iran's Pharma market is of the size \$2.30 billion in 2018 with just 2% growth. (Growth in internal currency is far greater). Forecast show that the market by 2023, the market size is expected to rise to USD3.05bn, corresponding to CAGR of 11.9%.

Though Iran is a strong Generic manufacturer, the fact that it depends on Bulk drugs to feed its formulations industry opens good opportunities for India's bulk drug manufacturer. There are also certain combination which Iran still has no technology and it imports. India's exporters are able to get a sizable bulk drug import share of Iran.

12) Outcome analysis by Council:

Most of the visitors are traders and if increase in the number of manufacturers visiting the Pavilion would facilitate more business opportunities.

☑ In terms of the Business enquiries, members have expressed satisfaction and few companies have received the orders.

☑ Member companies have requested Pharmexcil to book the space for the next year 2020 at the same Location before finalising the space.

Photographs:





Video:

Please click here https://youtu.be/_MzIVayoYn4