

Organization Name

PHARMACEUTICALS EXPORT PROMOTION COUNCIL OF INDIA

2 (a). Name of Event

Organizing BSM in Africa Region, Nigeria, Ethiopia, Tanzania, Uganda, Kenya, Virtual pharma webinar & B2B Meetings during 15-19/February/2021

2 (b) (i). Whether event organized by EPC/Trade Body

Yes

2 (b) (ii). Platform

Hired

- Name of the platform

3. Purpose of Event

“INDO – AFRICA PHARMA MEET” was organized considering the scope of collaboration in the African region and to ensure the continuity of interactions of Indian exporters with stakeholders of the local pharma industry in the post COVID -19 times.

India reported approximately USD 4.26 BN worth of total pharmaceuticals exports to Africa during 2020-21. The market still offers huge potential for India although considering the contribution of local generic production in the region. Furthermore, market access to these countries is simpler in nature as compared to stringent regulatory authorities (SRAS) of other developed nations. Considering the nature of region falling into Focus area for pharmaceutical exports from India, Pharmexcil proposes to hold a virtual BSM in the African region to further boost Indian pharma exports, generate new business leads and increased market share in the region.

4. Region/Country

Selected Countries of AFRICA

Nigeria, Tanzania, Ethiopia, Sudan, Kenya, and Uganda.

Selected Countries of NAFTA

NA

5. Event Start Date

15/02/2021

6. Event End Date

19/02/2021

7. EC Approval (in brief)

8,20,000 Amount Approved with 50 Indian Exhibitors and 100 Foreign Buyers

8. Assistance Approved (In Rs.)

8,20,000

9. Release of First Instalment (in Rs.)

0

10. 2nd Instalment. If any (in Rs.)

0.00

11. Remaining Amount pending for release (in Rs.)

5,40,540/-

12. Brief Description of the event

“INDO – AFRICA PHARMA MEET” was organized with active support of Indian missions Nigeria, Tanzania, Ethiopia, Sudan, Kenya, and Uganda. Furthermore the local chamber and associations of the participating nations actively supported the visitor mobilization for the scheduled event.

Country specific knowledge sessions were organized to highlight the strength of Indian pharmaceuticals industry and create awareness on potential scope of collaboration between the countries. Keynote speakers emphasized on exploring available opportunities for Indian pharma industry, spread knowledge on regulatory regimes, guidelines for registration of drugs, pharmaceuticals and Ayurvedic medicines in specific countries and strategies to elevate the position of Indian pharmaceutical industry in the respective markets.

The event witnessed participation of 200+ business delegates participating from India and African countries.

The 5 day event accounted for 300+ business meetings conducted during 15- 19th February, 2021.

13.1. Details of Indian Participants

(i). Number of Participants

62

(ii). Brief Profile of each participant along with Import Export Code (IEC) number (to be annexed)

As per Annexure – I

(iii). Participation feedback (in brief)

(a).Positive Response

The scheduled event reported positive feedback in terms of multiple aspects such as participation of quality business delegates, interactive platform and overall meetings conducted during the event.

The industry patrons were able to connect with registered overseas delegates and schedule pre- fixed meetings in a safe and secure environment on the virtual platform during the 5 day event.

The overall feedback for the virtual platform was also satisfactory in terms of ease of access and compatibility.

(b).Suggestion / Improvements indicated

The overall feedback received was positive in terms of invited business delegates and personalized one to one meeting experience on the virtual platform. (Suggestions made by the industry included provision of bilingual interpretation on the virtual platform and to ensure the attendance of overseas delegates for a confirmed meeting.)

13.2. Evidence of actual participation of the Indian exporters/foreign buyers in the virtual event

Evidence uploaded online

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers

117

(ii). Brief Profile of visitors / buyer

As per Annexure – II

(iii).Visitors feedback (in brief)

Overseas delegates reported a positive feedback in terms of business meetings conducted and for the opportunity to interact with Indian pharma industry while they showcased their expertise on the virtual platform.

15. Business Generated

(I). Number of enquiries

135

(II). Number of MoUs negotiated (if any)

None

(III). Number of MoUs signed (if any)

None

(IV).Orders Booked*

None

(V).Total Business Generated (Rs. Lakh)

None reported in the feedbacks received.

16. Brief Note on Export potentials of the country / product (as per industry feedback)

The total African Pharmaceutical market size in 2020 was around \$ 26.3 BN out of which North Africa stood at USD 10 BN with a growth rate of 5.2% and SSA (sub-Saharan Africa) formed the rest at USD 16.3 BN with a Negative growth rate of 3.6%.

AFRICAN region is one of the largest export destinations for India's drugs and pharmaceutical exports amounting worth USD 4.26 BN in FY 2020-21 with a growth rate of 18.28% as compared to FY 2019-20.

India further holds an opportunity in pharmaceutical sector worth USD 5.84 BN considering a fair share of local generic production in the region. Moreover, a healthy share this market is funded by various NGO's, some of the European innovative Pharma companies (by way of offering their products at a very concessional rate) and to an extent by China (wherever they have business interests like mining activity).

India is self-sufficient as far as generic formulations are concerned and produced \$46.5bn worth generic medicines and exporting USD18.8 BN in 2020-21. It is important to ensure the presence of Indian pharma industry and actively promote Indian drugs and pharmaceuticals in the region to gain greater market access for the benefit of Indian pharma industry.

17. Outcomes analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc.)

"INDO – AFRICA PHARMA MEET" was an overall success with remarkable participation from Indian exhibitors and overseas delegates from the African region. The overwhelming participation from **Ethiopia, Nigeria & Tanzania** demonstrates the credibility and future market opportunities for Indian pharmaceuticals industry in the region.

As per post event analysis and industry feedback, 300+ prefixed meetings were successfully conducted during the event. Moreover, Indian market players showcased their strengths and targeted the prospect market segment at a relatively cost effective virtual platform.

More than 130 business enquiries received by Indian exhibitors are expected to turn in near future.

18. Photo attached as evidence

