

1. Organization Name

PHARMACEUTICALS EXPORT PROMOTION COUNCIL OF INDIA

2 (a). Name of Event

Organizing BSM in ASEAN Region “Vietnam, Indonesia, Philippines, Myanmar, Thailand, Cambodia, Virtual pharma webinar & B2B Meetings during 15-22/March/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 – ASEAN PHARMA MEET” was organized considering the scope of collaboration in the ASEAN region and to ensure the continuity of interactions of Indian exporters with stakeholders of the local pharma industry in the post COVID -19 times.

ASEAN is around \$ 11.4 Billion generic market with major contribution from Indonesia, Vietnam, Thailand, Philippines and Malaysia. Pharmexcil has been regularly organizing delegations to ASEAN region covering major countries with export potential. The industry has always shown positive response towards the planned interactions with local industry and authorities providing awareness on enhanced market access, registration system, public procurement system and indeed establishing new contacts for prospect business in future. With prevailing COVID -19 situation and inability to participate in trade shows/organize trade delegation to these countries, Pharmexcil proposes hold a virtual BSM in the ASEAN region to further boost Indian pharma exports, generate new business leads and increased market share in the region.

4. Region/Country

Selected Countries of ASEAN

Vietnam, Philippines, Indonesia, Myanmar, Thailand and Cambodia.

Selected Countries of NAFTA

NA

5. Event Start Date

15/03/2021

6. Event End Date

22/03/2021

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.)

4,10,000

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

0.00

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

0

12. Brief Description of the event

“INDO – ASEAN PHARMA MEET” was organized with active support of Indian missions in ASEAN region. 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 ASEAN countries.

The 5 day event accounted for more than 250 business meetings conducted during 15-22th March 2021.

13.1. Details of Indian Participants

(i). Number of Participants

53

(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

168

(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: 115

(Calculated on Average no. of enquiries reported in exhibitor feedback)

(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

ASEAN region is the 5th largest export destination for India with total exports worth USD 1.4 BN during FY 2020-21 comprising “Drug Formulations & Biologicals” exports worth USD 964.23 MN.

The estimated generic market size of ASEAN region is estimated at USD 13.5 BN in FY 2020-21 with a growth of 8.24%. Considering the local manufacturing capacity amounting to approximately to USD 8.0 BN, India further holds an opportunity to approximately USD 4.1 BN market to expand and gain a greater market share in the region.

India is self-sufficient as far as generic formulations are concerned and produced \$46.5bn worth of generic medicines and exporting USD18.8 BN in 2020-21. It is important to plan strategically and ensure the presence of Indian pharma industry while actively promoting Indian drugs and pharmaceuticals in the region.

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

“**INDO – ASEAN PHARMA MEET**” was an overall success with remarkable participation from Indian exhibitors and overseas delegates from the ASEAN region. The overwhelming participation from **Philippines, Indonesia, Vietnam & Thailand** demonstrates the credibility and future market opportunities for Indian pharmaceuticals industry in the region.

As per post event analysis and industry feedback, 250 + 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 110 business enquiries received by Indian exhibitors are and expected to turn in near future.

18. Photo attached as evidence

