

1. Organization Name

PHARMACEUTICALS EXPORT PROMOTION COUNCIL OF INDIA

2 (a) . Name Of Event

INDO - CIS CONNECT:: VIRTUAL PHARMA BSM

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

Yes

2(b)(ii). Platform

Hired

- Name of the platform

EXPOPLATFORM

3. Purpose Of Event*

“INDO - CIS CONNECT:: VIRTUAL PHARMA BSM” was organized considering the scope of collaboration in the CIS region and to ensure the continuity of interactions of Indian exporters with stakeholders of the local pharma industry in the post COVID -19 times.

CIS region is considered as an emerging export destination for Indian pharmaceuticals. There is a greater scope for Indian industry to strengthen their presence especially in the generics & API market space. In order to promote the Bilateral trade in Pharmaceutical sector, to explore the Various business opportunities available in each country, to device Strategies to consolidate the position of an Indian player in respective market and to learn to overcome the Challenges for Indian industry and possible solutions & to penetrate deep into the market Pharmexcil with support of the Dept of Commerce & the India missions in CIS organized the virtual BSM.

4. Region/Country

Selected Countries of LAC

Russia, Ukraine, Uzbekistan, Kazakhstan and Turkmenistan.

Selected Countries of NAFTA

NA

5. Event Start Date

22/03/2021

6. Event End Date

26/03/2021

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 - CIS CONNECT:: VIRTUAL PHARMA BSM” was organized considering the scope of collaboration in the CIS region and to ensure the continuity of interactions of Indian exporters with stakeholders of the local pharma industry in the post COVID -19 times. The event was organized with active support of Indian missions in Russia, Ukraine, Uzbekistan, Kazakhstan and Turkmenistan. Furthermore the local chamber and associations of the participating nations actively supported the visitor mobilization for the scheduled event.

Pharmexcil with support of Indian missions abroad organized country specific knowledge sessions with Russia, Ukraine, Uzbekistan and Turkmenistan during the 5 day event. The planned session included key deliberations from regulatory and industry experts highlighting the requirements and potential trade opportunities for Indian pharma industry. 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.

76 Indian companies dealing with Finished Dosage formulations, Bulk Drugs & APIs, Biologicals, Vaccines, Ayurveda, Herbals & Nutraceuticals, Medical appliances, Pharma related products & Services

etc exhibited their products and services during 5 day virtual show. More than 100 buyers from CIS region both from Public and private sectors have actively engaged in the business meetings.

Overall the event witnessed participation of 250+ business delegates participating from India and CIS countries. The 5 day event accounted for 192 business meetings conducted during 22nd – 26th March 2021.

13.1. Details of Indian Participants

(i). Number of Participants*

76

(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.

Moreover, a few companies were also able to get on spot orders and confirmed signing of MoU's during the event. The overall feedback for the virtual platform was also satisfactory in terms of ease of access and compatibility.

(b).Suggestion / Improvements indicated * Words left: 100

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*

105

(ii). Brief Profile of visitors / buyer*

As per Annexure - III

(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*

160+

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

None

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

None

(IV).Orders Booked*

7

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

Rs. 6150

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

CIS region is the largest market for India among Central and East European countries with exports worth \$ 905.23 Mn during FY 2019-20. The total pharma market for CIS region accounted to \$ 28,774 million in 2019 -20 wherein Russia leads with 69% share. Russia holds almost 75% of the total CIS generic market, while 47 % of our generic exports to CIS region is to Russia which also exports to other CIS markets especially to EAEU customs union. CIS as a unit accounts for \$12.50 billion of generic market out of a total global generic market of \$336 billion approximately. This works out to almost 4% of global generic market. Out of this \$12.50 billion Russia accounts for \$8.3 billion.

- Out of \$8.3 billion of Russia's generic market, India's pharma exports in FY-2020 were only USD 552 million, with a meagre share of 6.6% share. India is the sixth largest importing partner of Russia and the largest exclusive generic importing partner
- The Ukrainian pharmaceutical market is among the 10 largest in the Central and Eastern European (CEE) region in terms of sales in US dollars. Generic sales account for 43.5% of total sales,

highlighting the state's preference for low-value generic medicines. India's exports in FY-2020 are 126mn USD with a substantial growth of 16.6%. Generic exports to Ukraine have grown over 20% as against Ukraine's local generic market which has grown by 19.5% thus bettering its market share though marginally. India happens to be the second largest importing partner of Ukraine next to Germany.

- Uzbekistan is highly reliant on pharmaceutical imports as its domestic industry is in the infant stage and a large population. Total market was worth \$ 645 million in 2019 after growing by 0.4%. Generic market was worth \$ 318 million with similar growth constituting 43% of the market. In 2019, Uzbek drug imports reached a value of USD592.4mn,(almost 92% of the market size). India has a share of only 7.9% of its total imports of formulations and there is a tremendous scope to increase our exports.
- Kazakhstan's pharmaceutical market is the largest and most organized in the Central Asian region. Market size in 2020 was \$ 1.53 billion with a growth of 3%. Imports was valued at \$ 1.1 bn in 2019. In 2020, generic drugs' share of the total market was calculated at 42.0%, translating in value terms to USD 614 mn and has grown by 4.74%. India ranking fourth among the importing countries amounted to exports worth USD 55.8 mn in FY-2020.
- Though Turkmenistan market is of \$111 mn size, we have a substantial share of 15% with export values of \$ 21.3 mn

It is eminent to actively promote Indian products in order to maintain and protect our market share in the region.

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

INDO – CIS CONNECT was an overall success with remarkable participation from Indian exhibitors and overseas delegates from the CIS region.

As per post event analysis and industry feedback, 190+ prefixed meetings were successfully conducted during the event

A few companies were also able to get on spot orders with many serious enquiries expected to turn in near future.

Subsequent to the virtual BSMs Pharmexcil is receiving trade enquiries from Indian missions in CIS region and we are successful in identifying the potential suppliers of products required by respective countries and business transactions are ongoing with stakeholders of India and CIS.

18. Photo attached as evidence (colour photos to be enclosed)