

'Brand India' takes centre stage at CPhI & P-MEC India 2013

30 November -0001 | News | By BioSpectrum Bureau

'Brand India' takes centre stage at CPhI & P-MEC India 2013



If the success story of the CPhI & P-MEC India 2013 show is an indication of things to come, then the \$30 billion Indian pharmaceutical industry is definitely poised to storm into the global pharma scene with its entire value chain. The industry exports have already surpassed \$15 billion and it proposes to double it by 2020. CPhI & P-MEC India 2013, the three-day premier show of India's strength in the pharma industry attracted countless visitors and over 1000 exhibitors from over 95 countries. From formulations, technology, machinery solutions, contract research, and process developments to packaging, Indian players in pharma and machinery manufacturing have successfully flexed their muscles in the global technology, ingredients, outsourcing and bio-pharma segments. With these plus points, the industry is now looking forward to opportunities in globalizing their businesses through the much needed "Brand India Pharma" promotion.

During his visit to the exhibition Mr. Amrasad, head of Egyptian Pharmaceutical Vigilance & Egyptian Ministry of Health said that, "We have has proceeded and progressed to encourage this industry in India to invest in Egypt. This kind of mutual cooperation and investment is very beneficial to both the sides. We are not just interested in imports of final product but to manufacture the product in Egypt. The focal point to export to the whole Mina region will be a win-win situation for both sides and we will do our best to help this push."

India is on a major growth path and the authorities are offering required facilities for the overall growth in the pharma industry.

Talking about the Andhra Pradesh, the hub of pharma industry in India, Mr. G. Dharmadata, joint director, Drugs Control Authority of Andhra Pradesh, during his visit to CPhI & M-MEC India 2013 said "We are proposing two more SEZs for the pharma industry in the state to provide major boost to the exports of bulk drugs." Andhra Pradesh boasts of 25 per cent of the country's USFDA manufacturing facilities and it is planning further major expansion.

Some of the leaders in the industry attending the CPhI and P-MEC India 2013 show, were happy at the growth of the industry and emphasized the need for projecting the excellent quality standards equal to anywhere in the advanced countries, achieved by the industry. "We understand the concern of the industry and also looking at such promotions as joint efforts with organizations such as UBM who are regularly organizing such pharma and machinery shows in India and world over," said Dr. P.V. Appaji, director general, Pharmaceuticals Export Promotion Council of India (Pharmexcil) after appreciating the efforts made by UBM India. Dr. Appaji continued, "This year, we invited top-end Egyptian FDA. Pharmexcil has also invited delegations from China, Japan & Korea. Indian pharma industry is now in a position to innovate, bringing on its own and whether it is pharma machinery or pharmaceutical, Neutraceutical or API innovations are also taking place in Indian Pharma keeping Indian flag high".

Ashish Banerjee, managing director, Gansons, said, "I have been participating in P-MEC since it has been launched. Footfalls significantly higher -visitors and participants gravitated. Compliments to UBM as it made the exhibition more significant. We have been showcasing new machinery every twelve months through this show, but I suggest the show should be every 2 years as they will get time to prepare new technology. Customers are more particular as they want compact machines as it saves energy, occupies less space and it is easy to maintain compact system. They desire technology where there is less human intervention and hence forth less chances of human error".

"We have got many more foreign visitors this year and we have bagged three deals this time but we don't come here with an aim to make business. We want our visitors to actually examine the technology which is only possible through the platform of CPhI & P-MEC. We believe in quality and customer satisfaction rather than just growing business as we are 67year old company. Gansons has been established in 1947. We believe in making compact and efficient technology to increase production with occupying fewer premises."

"The global pharma industry is looking for technology partners who have the bandwidth to provide total turnkey solutions; this is more apparent where there are special requirements like containment. Here technological expertise has a direct impact on patient safety, so pharma companies always depend on experts" said Aasif Khan, TurnkeyFabtech.com.

Ajit Singh, chairman, ACG Worldwide said that, "The Indian Manufacturers are good in what they are doing and they are moving up the value chain. This may not last long and we may need to rediscover ourselves in the next 3-5 years. China, which is currently too occupied in satisfying its internal demand, would be a serious contender on cost and quality in the near future. Indian manufacturers will have to get prepared for that scenario."

Mahadevan Iyer, managing director, IMA-PG India Ltd, feels that "There is a complete focus on quality as the manufacturers need to comply with strict norms by regulators worldwide. Manufacturers seem to be adopting the rationale that investing in better technology and manufacturing practices would yield better results as this will ensure quality and consistency at all times and comply with the norms."