

## PHARMEXCIL to host IPHEX 2019 in Gujarat

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**Over 700 overseas buyers from 120+ countries and more than 52 international regulatory bodies are set to participate in the 7th IPHEX 2019 for emerging SMEs in pharmaceutical manufacturing in June**



Bridging the gap between the global pharmaceutical procurement agencies and the small and medium scale sellers in the Indian market, the Pharmaceuticals Export Promotion Council of India (PHARMEXCIL), are set to host the 7<sup>th</sup> edition of their flagship event IPHEX 2019, at Helipad, Gandhinagar from June 10-12, 2019.

This major initiative will welcome over 350 enterprises from all over India as well as more than 700 international buyers to interact on a single platform. Spread over the area of 30,000 sq.mt, this event will celebrate Gujarat's active contribution in the industry. Previously, since its inception in 2013, it has been held in Mumbai, Delhi and Hyderabad.

The exhibition aims to boost revenue brought in by the exports of drugs to 15% this year, as opposed to 11% growth with 19.13 billion in 2018.

Speaking in an interaction with media, Mr. Vijay Shah, IPHEX-Chairman, said, "By creating an addition of 200 formulations to the already existing 800, we are looking to raise the bar of a percentage of exports from the current 30% in the global scenario. In its 7<sup>th</sup> edition, we may witness novel ideas being implemented, such as real-time online feedback system for both buyers and exhibitors, profiling of domestic visitors, color-coded panels for a tracked one-on-one interaction to act as a pre-information method."

He also informed about the industry framework. "IPHEX is an integral part of PHARMEXCIL's export market development strategy. IPHEX is helping Indian companies to establish a market in the United States, followed by Europe and Africa, but also explore the potential in China, Latin American countries and the CIS nation conglomeration as the new frontiers for Indian pharmaceutical exports."

IPHEX 2019 will also function as a mentoring event, with lounge area access for consultation and knowledge exchange, for those who want to enter this sector.

Mr. Raghuvveer Kini, Executive Director, PHARMEXCIL, mentioned that 7<sup>th</sup> IPHEX 2019 is a step forward by the Ministry of Commerce and Industry, Government of India, to encourage overseas buyers to recognize quality standards achieved by the sector and provide a much-needed push to consolidate India's global leadership position in bulk and generic drug manufacturing.

"With the states such as Gujarat, which has been one of the largest yet continuously evolving manufacturing laboratories, it will be great if we can showcase significant strides in the sector through this exhibition and simultaneously also help garner business for the industry ", concluded Mr. Raghuvveer Kini, Executive Director, PHARMEXCIL.