

## Indian pharma industry makes its presence felt at CPhI Worldwide 2014

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On the back of an aggressive branding showcase managed by India Brand Equity Foundation (IBEF), the Brand India Pharma campaign made its presence felt on the first day of CPhI Worldwide 2014. With a 360-degree strategy, IBEF has been leading the Brand India Pharma campaign since its launch in March, 2012 under the aegis of the Department of Commerce. This is the third consecutive presence of the campaign at CPhI Worldwide, one of the most prestigious pharmaceutical events across the globe. Around 230 Indian companies are participating at CPhI Worldwide this year. CPhI Worldwide is the largest pharmaceutical trade exhibition and is being held from October 7-9, 2014 in Paris.

Present at the India Pavilion were Mr Rajeev Kher, commerce secretary, Government of India along with Mr Arun Kumar Singh, ambassador of India to France; Dr G N Singh, drugs controller general of India; Mr B P Pandey, additional secretary and financial advisor, Department of Commerce, Government of India; Mr Sudhanshu Pandey, joint secretary, Department of Commerce, Government of India; Ms Aparna Dutt Sharma, CEO, IBEF; Mr Amruth Rao, Licensing Authority, DCA, Telangana; Mr H G Koshia, commissioner, Food and Drug Control Administration, Gujarat and Dr P V Appaji, director general, Pharmaceuticals Export Promotion Council of India (Pharmexcil) in the presence of major Indian pharmaceutical companies in Hall 6 at the Paris Nord Villepinte, France.

"The Indian pharmaceutical industry stands with the full support of the Government of India. For instance, our increasing participation at global exhibitions like CPhI Worldwide demonstrates the commitment to the sector," said Mr Rajeev Kher.

"There are around five Indian companies in the list of top 20 global generic companies. Indian companies are looking at making healthcare accessible and affordable for the global population," said Mr Sudhanshu Pandey.

"This is one of the most expansive showcases from the Indian pharmaceutical industry at CPhI Worldwide. We are confident that the focused activities will deliver a marked improvement in the awareness levels of the global industry," said Ms Aparna Dutt Sharma.

The Brand India Pharma also made an impacting presence at the Pre-Connect Congress that took place on October 6, 2014. Speakers like Mr Sudhanshu Pandey from the Department of Commerce, Dr Appaji from Pharmexcil, Ms Nithya Balasubramanian, head, Global Portfolio Management, Cipla and Mr C Bharat Reddy, executive director, MSN Laboratories shared perspectives from India on various topics ranging from comparative view of the Chinese, Indian, and Brazilian API sourcing markets, strategic alliances and partnering, changing outsourcing strategies, strategic alliances of pharmaceutical companies and the future of healthcare business models.

IBEF has arranged coordinated meetings of the high-level Indian delegation with the global pharmaceutical media and Indian companies during the three days of the event. An interactive session of the Indian delegation with the local French media and industry was jointly organized by IBEF and The Embassy of India in Paris on October 6, 2014.

India's positioning as a responsible healthcare provider has found resonance amongst the meetings held during the Pre-Connect Congress and the first day of the exhibition. Major Indian companies have adopted the Rx India Responsible Healthcare in their pavilions making it a consolidated effort from India to spread awareness about the strengths of the Indian pharmaceutical industry.

The focused activities undertaken by IBEF as part of the Brand India Pharma campaign this year at CPhI Worldwide are expected to increase awareness about the Indian pharmaceutical industry amongst the global stakeholders.