

## CPHI & P-MEC India 2013: India at the centre of global attention of pharma industry

05 December 2013 | News | By BioSpectrum Bureau

### CPHI & P-MEC India 2013: India at the centre of global attention of pharma industry



If CPHI and P-MEC (Pharmaceutical Machinery and Equipment Convention) India 2013 is any indication of the shape of things to come, India's pharmaceutical industry is about to explode on world's horizon as a key destination across its entire value chain. Whether it is for formulation, process development or packaging, the players in pharma machinery, technology, ingredients, outsourcing and biopharma segments look to opportunities in globalizing their businesses. CPHI & P-MEC India 2013 witnessed participation from over 1000 plus exhibitors from 95 countries. The three-day event is likely to be attended by nearly 28,000 attendees from 109 countries.

During the event, the industry participants are aiming to put their heads together to leverage India's strengths in moving up the value chain globally at a series of technical seminars and discussions which will be held onsite, over the 3 days of the event. A truly Global Pharmaceutical Event is here.

Commenting on the inauguration Joji George, Managing Director, UBM India highlighted the unprecedented interest on India by global pharma industry. He stated that, "It is no longer that India is considered as a mere destination of low-cost manufacturing and low-end bulk drugs. The profiles of international participants reflect that everyone from every known market across the globe is interested in India. Everyone is so keen to leverage CPHI & P-MEC India this year to grab the opportunity. It is the bus that no one wants to miss".

Indeed, the roster of participants reads like a 'who's who' list of global pharma industry. While the global pharma giants like BASF India, Capsugel Healthcare, Eurobindo Pharma, Merck Millipore, Indoco Remedies, ACG Worldwide, Bosch Ltd., Fette, IMA Industria Macchine Automatiche S.P.A, Marchesini Group, Truking Technology, Waters India, Agilent Technologies, Shimadzu, Thermo Fisher Scientific, Spinco Biotech, WALDNER Laboreinrichtungen GmbH & Co. KG, Fabtech Technologies International Ltd., Mitsubishi Electric India, Cadmach Machinery Co. Pvt Ltd., Thermolab Scientific

Equipments Pvt. Ltd., Hetero Drugs Ltd., UK Trade & Investment, DSM, Evonik Degussa India Pvt. Ltd., etc are present in full strength, there is participation from drug manufacturers, machinery manufacturers and importers from countries such as Ghana, Latvia, Afganistan, Iraq, Burma, etc. High level delegations from Nepal, Vietnam, Sri Lanka, Korea, Turkey and Egypt are attending what would be the biggest gathering of pharma industry in this part of the world.

Speaking at the UBM India Pharma Awards last evening, Mr. Satej D Patil, MoS, Home (Urban & Rural), Rural Development, Food & Drug Administration mentioned that, "Maharashtra is very keen to encourage the pharma industry to set up manufacturing and other units here and we are doing everything to facilitate this. I encourage the industry and UBM to submit a white paper both to the central and state government on the major issues and challenges being faced by the industry and we can definitely expect these to be taken up seriously."

Mr Patil further added that, "The Indian pharma industry is likely to be one of the top 10 global markets by value by 2020. The emerging markets will be the drivers of the pharma industry growth and we will see a shift back to volume growth as a key measure of performance. The healthy growth reflects the inherent strengths of the industry and improving healthcare standards in the country. Over the years, pharma companies have grown inorganically through acquisitions, but due to higher valuations seen in the sector over the last two years, they have been exploring newer methods of partnerships such as joint ventures and licensing of innovator products and technologies. Companies are focusing on improving operational efficiencies, which have yielded results. Going forward, India should leverage its strengths in the supply of low-cost, quality medicines across the world and play a larger role in the Global pharma market".