

## Pharmexcil steers health and pharma player's export focus toward Africa and Middle East

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**Egypt is positioning Africa Health ExCon Exhibition as the continental hub of health innovation and trade in Egypt and Africa**



**Pharmaceuticals Export Promotion Council of India**  
(Set up by Ministry of Commerce & Industry, Govt. of India)

The Pharmaceuticals Export Promotion Council of India (Pharmexcil) has partnered with Africa and the Middle East to boost pharmaceutical exports in these regions.

“This initiative from Pharmexcil seeks to refocus the minds of all those operating in the health and pharma business towards Africa's investment potential. It'll help African pharma and healthcare thrive through the right sourcing of products. This will also help in equitable distribution to contribute to the continent's Health Agenda in ensuring equitable access of quality health technology products and services to all African countries,” informed Udaya Bhaskar, Director General, Pharmexcil.

Bhaskar said, “We are pleased to inform that Pharmexcil is an official International Partner for the 2nd Edition of ‘Africa Health ExCon’ to be held between June 7 and June 10, 2023 at Egypt International Exhibition Center (EIEC), Cairo, Egypt. It is an initiative of the Egyptian Authority for Unified Procurement, Medical supply and the Management of Medical Technology (UPA), under the auspices of President of Egypt Abdel Fattah El-Sisi towards connecting the health care value chain to a fast developing market. Since this is a good opportunity to increase exports in Africa and the Middle-East, we advise the members to take part in the event.”

Egypt is positioning the Africa Health ExCon Exhibition as the continental hub of health innovation and trade in Egypt and Africa.

“The Egyptian Authority has offered a special discount of 35 per cent to all the Indian companies who are going to participate under India Pavilion in this Mega Trade Fair. Pharmexcil will organise the India Pavilion by taking 270 sq m of space, divided into 9 sq m stalls,” Udaya Bhaskar concluded.

This mega event will take place annually to create a sustainable platform connecting the world healthcare buyers and suppliers under one common roof. All healthcare partners can, thereon, interact together as well as support the flow of trade business intra/extra in the mother continent.

The region offers numerous opportunities to discover products across several diversified categories, targeting sectors like medical supplies and consumables, medical equipment, pharmaceuticals, laboratory consumables and chemicals, dental equipment and supplies, dermal products, nutrition and vitamins, healthcare providers, pharmacies, medical insurance and packaging.

Bhagwati Prasad