

iPHEX 2013 kick starts from April 24

16 April 2013 | News | By BioSpectrum Bureau

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PHARMACEUTICALS EXPORT PROMOTION COUNCIL
(Set up by Ministry of Commerce & Industry, Govt. of India)

The Pharmaceuticals Export Promotion Council of India (Pharmexcil), recently held a curtain raiser of iPHEX 2013, India's own pharmaceutical show under the support of Ministry of Commerce & Industry, Department of Commerce, and Government of India. iPHEX 2013 will be held in Mumbai from 24-26 April 2013 at the Bombay Exhibition Centre.

iPHEX 2013 will see the presence of 200 stalls exhibiting Indian pharma and over 5000 business visitors including overseas buyers and 3000 Pharmexcil registered members. Over 400 overseas buyers have been invited with the support of Ministry of Commerce and Industry Government of India. About 60% of stalls belong to SMEs which present a very robust, competent and competitive Indian pharma sector. Huge business opportunities are expected to emerge during the event.

Over 40 senior regulatory from 20 countries like Ghana, Tanzania, Senegal, Taiwan, Vietnam, Philippines and many other countries and Ministry of Health officials will be coming for IPHEX-2013. The presence of large number of drug regulators from overseas market will immensely help Pharmexcil and its members to promote the quality and affordability aspect as envisaged in Brand India Pharma Campaign. The campaign has been initiated by Ministry of Commerce and executed by Pharmaceuticals Export Promotion Council in association with I.B.E.F.

Elaborating on the announcement, Dr. P V.Appaji director general, Pharmexcil says, "Indian Pharma Industry would immensely get benefited as there would be over 400 genuine pharma buyers / Drug regulators from various countries and exhibitors would be having one-to-one meetings with them."

"iPHEX is slightly different from other international events held in India. In iPHEX, we are inviting overseas buyers at our cost and organizing one-to-one meeting with the buyers, organizing technical conferences where the invited Drug Regulators will be making presentations about Drug Regulatory procedures in their respective countries, for the benefit of Indian Pharma industry. The unique point of iPHEX is that exhibitors are assured of fixed meetings with invited buyers from overseas countries," further added by Dr P V Appaji.

On this occasion, Mr. Bhavin Mehta Committee Chief of IPHEX and CoA member, Pharmexcil said, "iPHEX 2013 will be the biggest industry exposition in India showcasing the diverse range of products and will include Formulations, APIs, Ayush, Nutraceuticals, Health Services, Biotechnology and Biotechnology Products, R & D Services etc. Technical seminars will be organized where the invited drug regulators will make presentations on drug regulatory procedures of their respective countries. Plan visits also will be organized for the interested drug regulators. iPHEX will be an annual event. Our attempt is to make iPHEX a Face of Indian Pharma to the global community. We are sure to achieve this over the years."