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📍 ISLAMABAD
SERENA HOTEL

pesa

1st Pharma Export Summit & Awards 2021



Proceedings

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MINISTRY OF COMMERCE



Ministry of National Health
Services Regulations & Coordination



Messages



Mr. A. Razak Dawood
Adviser to the Prime Minister
on Commerce, Trade and Investment

I am pleased to extend my congratulations to the Pakistan Pharmaceutical Manufacturers Association on organizing PESA – 1st Pharma Export Summit and Awards 2021. The Pharma sector is playing a major role in helping Pakistan in overcoming trade deficit through increasing exports.

The government is committed to removing all obstacles in way of the pharmaceutical sector's growth, and we envision an increase in pharma exports up to \$5 billion.

Special focus is being laid on increasing the pharma export volume through tariff rationalization, trade-related investment, institutional reforms and easing of business regulations. This industry is very important for the country's development. The "Made In Pakistan" marketing campaign by the Commerce Ministry to promote Pakistani products to new markets is also helping the pharmaceutical sector.

There are untapped markets around the world which are open for pharmaceutical exporters from Pakistan and the government will extend all possible support to facilitate trade relations of Pakistani manufacturers with buyers from around the world.

I once again extend my appreciation and best wishes to the PPMA for their dedication and the organizers of this event for recognizing and encouraging pharmaceutical exports.



Mr. Asad Umar
Federal Minister for Planning,
Development & Special Initiatives

I extend my heartiest felicitations to the Pakistan Pharmaceutical Manufacturers' Association for organizing PESA – 1st Pharma Export Summit and Awards 2021. Recognition and appreciation of top performing exporters and the joint efforts of the state and private sector for economic growth are also the priorities of the government.

The Pharma and healthcare sector has shown great resilience in recent times. The Covid-19 pandemic strained the capacities of the healthcare sector in many parts of the world and acute shortages of drugs were seen, but the Pakistani pharmaceutical sector managed to maintain self-sufficiency and provide pharmaceutical products to patients who needed them the most.

The world at present is receptive to buying pharmaceutical and healthcare products, as local industries in all countries are facing challenges. Pakistan is well poised to fulfill international demand and pharma manufacturers of the country can help grow our exports to a huge extent.

I congratulate the award recipients at this event as well as all manufacturers and exporters of pharmaceutical products and extend all possible support to the industry.



Dr. Faisal Sultan
Special Assistant to
the Prime Minister On Health

I congratulate the Pakistan Pharmaceutical Manufacturers' Association and the Pharma industry of Pakistan in providing high quality products at an affordable cost to the patients in Pakistan and abroad.

The past year has been a challenge to all stakeholders in the healthcare sector and I am pleased that the Pharma industry has played an active role in helping Pakistan combat the Covid-19 pandemic effectively.

While fulfilling national demand, Pakistan's pharmaceutical manufacturers are proactively increasing our exports and meeting the demands of the international markets as well, which is heartening.

The government is committed to extending all possible support to this sector and I would encourage Pakistani manufacturers to explore global international markets, which would help boost the local economy as well as enhance Pakistan's image in the international world.

I sincerely congratulate all award winners at PESA – 1st Pharma Export Summit and Awards 2021 and appreciate the organizers for creating such opportunities for interaction between the state institutions and the private sector manufacturers to come on one platform and create joint strategies.



Mr. Khalid Mansoor
Special Assistant to
the Prime Minister on CPEC Affairs

The Pharmaceutical industry in Pakistan is poised as a growth industry and it is heartening to note that local companies are fulfilling around 70 percent of the market demand in the country.

The China Pakistan Economic Corridor offers immense opportunities for further growth of the sector through providing cheaper availability of raw materials to pharma manufacturers in Pakistan and opening up new markets for export of Pakistani pharmaceutical products.

The setup of Special Economic Zones (SEZs) under the CPEC offers excellent opportunities for Pakistani pharma manufacturers to expand their industrial facilities and open avenues of cooperation between their counterparts from China.

I am confident that the sector will see exponential growth in the coming years.

I congratulate all award winners and exporters as well as the Pakistan Pharmaceutical Manufacturers' Association for recognizing them. Events like PESA – 1st Pharma Export Summit and Award 2021 offer excellent opportunities for interaction between all stakeholders and are to be encouraged.

Message from the Chairman, PPMA



Mr. Tauqeer Ul Haq
Managing Director
Sante

In the past year, the value of the pharmaceutical sector of Pakistan was estimated to be around \$3.2 billion, doubling from \$1.64 billion in 2011. It is likely to hit \$ 5 billion in next few years. In the 1st half of FY 2020-21, pharmaceutical exports have recorded an increase by 24%. The sector's exports in 2019 stood at \$218 million, up from \$44.4 million in 2003.

Founded in 1961, the PPMA is recognized by the Government of Pakistan as the only representative Pharma body in the country, which has about 700 plus members comprising both national and multinational companies. Pakistan's Pharma industry is very vibrant and dynamic, currently fulfilling more than 95% of the domestic pharmaceutical requirements.

PPMA strives to ensure availability of quality medicines to all at reasonable price and to enhance exports of the country by accessing more value added markets of Europe and USA and the rising emerging markets of Africa. The association has had a successful past year through numerous international trade visits resulting in increasing exports and trade relations.

Through exports and industrial progress, the Pharma industry intends to work constructively with the government and regulatory agencies to ensure that our policy environment allows us to compete on the world stage.

We congratulate all PPMA member companies who are receiving awards at PESA – 1st Pharma Export Summit and Awards 2021 and believe it will be a source of encouragement for all member firms. The sharing of knowledge and celebrating the success of the industry is important in the current climate.

Message from the PESA Organizing Committee



Dr. Kaiser Waheed
Chairman
Organizing Committee,
PESA



Mr. Arshad Mehmood
- Co-Chair
Organizing Committee,
PESA



**Mr. Khalid Misbah Ur
Rehman**
- Co-Chair
Organizing Committee, PESA



Mr. Haroon Qassim
- Co-Chair
Organizing Committee,
PESA

The organizing committee of PESA - 1st Pharma Export Summit and Awards congratulates the pharma exporters and all PPMA members on helping the industry achieve another year of success. The growth of the sector and its exports is a phenomenal achievement in these challenging times.

This event aims to celebrate the success of the Pharma industry and help strategize increased growth in the coming years. The active support of various state institutions to the Pharma manufacturing sector is a constant source of encouragement for us.

We are thankful for the support provided by the government to the industry. Their continued support will help us make pharma manufacturing a prominent export oriented industry of Pakistan.

We thank all state bodies and PPMA members who helped us make this event possible and we reaffirm our commitment to continue creating and nurturing such linkages between the private and government sectors to ensure the creation and maintenance of the best policy frameworks for the growth of the industry.

Once again congratulations to all award recipients and PPMA members on their success and sincerely thank our Chief Guest, Guests of Honor, all participants and guests for helping us create this memorable event.

PPMA Felicitates All Award Winners @ 1st PESA



About Pakistan Pharmaceutical Manufacturers' Association (PPMA)

VISION

Our vision is to be the most admired pharmaceutical industry nationally and globally.

MISSION

Our mission is to operate the industry in a way that recognizes the corporate social responsibility of the business and balance it with commercial objectives thus ensuring well being in all dimensions.

VALUES

Integrity - honoring commitments made to our customers and vendors in our daily activities. **Customer Satisfaction** - Being proactive, innovative and flexible in creating processes and plans to meet or exceed customer expectations. Understanding our customer's requirements and delivering it continuously. **Quality** - Strive for continuous quality improvements with every part we produce. We are committed to providing superior service with the highest quality workmanship. **Partnering** - Integrating our manufacturing practices to meet our customer's demands in a timely, cost-efficient manner.

INTRODUCTION

Pakistan is the sixth most populous country in the world and has the second largest Muslim population in the world after Indonesia. Pakistan's population is 200 million, placing it higher than Russia, and lower than Brazil.



1st Pharma Export Summit & Awards 2021

Programme Agenda | Wednesday, September 29, 2021

09:00 am – 10:15 am	Registration, Networking, and Light Breakfast
10:15 am – 10:20 am	Arrival of Chief Guest, Mr. Abdul Razak Dawood - Adviser for Commerce and Investment
10:20 am – 10:25 am	Recitation from the Holy Quran and National Anthem
10:25 am – 10:30 am	Welcome Note by Dr. Kaiser Waheed - Chairman, PESA2021 Organizing Committee
10:30 am – 10:45 am	Keynote Address by Mr. Tariq Ikram (s.i.) - Ex-Minister of State / Ex-Chief Executive, TDAP
10:45 am – 11:00 am	Keynote Address by Mr. Osman Khalid Waheed - CEO, Ferozsons Laboratories Ltd.
11:00 am – 11:20 am	Award Distribution and Address by Guest of Honor* Mr. Khalid Mansoor - Special Assistant to Prime Minister on CPEC Affairs
11:20 am – 11:50 am	CEO Roundtable: Unlocking Exponential Growth Through Pharma Export Panelists: Mr. Khalid Mahmood - Managing Director and CEO, Getz Pharma Dr. Qurat-ul-Ain Irfan - Executive Vice President, Pacific Pharmaceuticals Limited Mr. Mian Asad Shuja - Chief Executive, The Schazoo Pharmaceutical Laboratories Pvt. Ltd. Mr. Javed G. Mohammad - Group Managing Director & CEO, Martin Dow Group Mr. Zahid Saeed - Managing Director, Indus Pharma Moderator: Ms. Rabia Garib - Chief Editor, TheNewSpaces
11:50 am – 11:55 am	Mementos distribution to the panelists and moderator by Sr. Vice Chairman & Vice Chairman, PPMA
11:55 am – 12:00 pm	Arrival of Guests of Honor Mr. Asad Umar - Federal Minister for Planning & Special Initiatives Dr. Faisal Sultan - Special Assistant on Health
12:00 pm – 12:05 pm	In Memoriam, Mr. (Late) Mohammad Zaka ur Rehman - Past Chairman, PPMA by Mr. Hamid Mohammad Zaka (Son)
12:05 pm – 12:20 pm	Keynote Address “ Pakistan's Pharma Industry - Past, Present and Way Forward ” by Mr. Tauqeer Ul Haq - Chairman, PPMA
12:20 pm – 12:40 pm	Award Distribution and Address by Guest of Honor Mr. Asad Umar - Federal Minister for Planning & Special Initiatives
12:40 pm – 01:00 pm	Award Distribution and Address by Guest of Honor Dr. Faisal Sultan - Special Assistant on Health
01:00 pm – 01:20 pm	Award Distribution and Address by the Chief Guest Mr. Abdul Razak Dawood - Adviser for Commerce and Investment
01:20 pm	Closing and Vote of Thanks by Mr. Haroon Qassim - Co-Chairman, PESA Organizing Committee

* 10-min slots are kept for Award distribution and photographs to be followed by a 10-min address by the Chief Guest and the Guests of Honor

Chief Guest



Mr. A. Razak Dawood
Adviser to Prime Minister on
Commerce and Investment

Guests of Honor and Speakers



Mr. Asad Umar
Federal Minister for Planning
Development & Special
Initiatives



Dr. Faisal Sultan
Special Assistant to
Prime Minister On Health



Mr. Khalid Mansoor
Special Assistant to
Prime Minister on CPEC Issues



Mr. Tariq Ikram (s.i)
- Former Minister of State
- Former CEO, Trade
Development
Authority of Pakistan



Mr. Khalid Mahmood
Managing Director and CEO
Getz Pharma



Mr. Osman Khalid Waheed
CEO
Ferozsons Laboratories Ltd.



Dr. Qurat-ul-Ain Irfan
Executive Vice President
Pacific Pharmaceuticals Limited



Dr. Kaiser Waheed
- Chairman, Organizing
Committee, PESA
- Managing Director, Medisure



Mr. Javed G. Mohammad
Group Managing Director & CEO
Martin Dow Group



Mr. Zahid Saeed
Managing Director
Indus Pharma



Mr. Tauqeer Ul Haq
- Chairman, PPMA
- Managing Director, Sante



Mr. Mian Asad Shuja
Chief Executive
The Schazoo Pharmaceutical
Laboratories Pvt. Ltd.



Mr. Arshad Mehmood
- Senior Vice Chairman, PPMA
- CEO, Welwrd
Pharmaceuticals



**Mian Khalid Misbah Ur
Rehman**
- Vice Chairman, PPMA
- Director, Popular Chemical Works



Mr. Haroon Qassim
- Co-Chair, Organizing
Committee, PESA
- Managing Director,
PharmEvo

Introduction

Consistent efforts, determination and continued dialogue between representatives of the pharmaceutical industry and state authorities as all stakeholders finally come on a single page while framing policies effecting the sector. Through the efforts of the Chairman, Pakistan Pharmaceutical manufacturers' Association (PPMA), the government has announced to remove all duties on APIs, allow toll manufacturing and production of nutraceuticals as well as medical devices in the same manufacturing facilities. These positive steps are going to help the pharma industry to increase the drugs export as well. In order to honor and award the drugs exporters, PPMA organized PESA – 1st Pharma Export Summit and Awards at Islamabad on 29 September 2021, where about fifty representatives of different companies engaged in pharma exports were presented mementoes. The Chief Guest was Mr. Abdul Razzak Dawood Advisor to the Prime Minister on Commerce and Investment, while other guests of honor included Dr. Faisal Sultan, Advisor to the Prime Minister on Health and Mr. Khalid Mansoor, Advisor to the PM on CPEC.

Keynote Address: “Pakistan’s Pharma Industry - Past, Present and Way Forward”

Mr. Tauqeer Ul Haq

Chairman, PPMA
- Managing Director, Sante



Speaking on the occasion Mr. Tauqeer Ul Haq, Chairman of Pakistan Pharmaceutical Manufacturers' Association (PPMA), said that Pakistan's pharmaceutical industry needs an independently functioning Drug Regulatory Authority with permanent staff including a Chief Executive Officer, so that it can expedite disposal of the cases. We have a passion for exports, speedy disposal of cases by DRAP and with Government help we are capable of reaching new heights and record a substantial increase in drug exports.

PHARMA INDUSTRY NEEDS INDEPENDENT FUNCTIONING DRAP WITH PERMANENT STAFF TO CLEAR CASES SPEEDILY

In his presentation, “Pharma Industry- Past Present and the Way forward” Mr. Tauqeer Ul Haq said that this was the first Pharma Export Summit and Awards ceremony being organized which is being attended by all the drugs exporters. Pharma industry is now set to go beyond it as it is helpful and important for any country and its healthcare. Government, he said, has now started recognizing its importance for the economy of Pakistan and this summit will motivate many others to start drugs exports. About fifty companies are being recognized at this Summit with Export Awards. Pakistan drugs market is 550 billion rupees and there is a tremendous potential of its increase. In the past, the major share of pharmaceuticals market in Pakistan was held by multinationals, but now it is the domestic pharmaceutical companies which have almost 70% of the market share. Even in this Covid pandemic era, pharmaceutical industry introduced 393 new molecules. We started drugs export in 2003 with just 44 million dollars and today our drugs exports are about 250 million dollars. At the same time, India has 7.34 billion dollars of drugs exports. Even Bangladesh is ahead of us. There is a huge potential. We need new partners to improve our exports. Pharma industry as a part of the economy is now part of the Government agenda. It did not get due attention in the past. Now government has revisited its policy. Pharma industry with state support will help us with consistent policies, then we can find new heights

ستاروں سے آگے جہاں اور بھی ہیں

Mr. Tauqeer Ul Haq also disclosed that during the first quarter of this fiscal year, pharma industry accomplished 23% increase in drugs exports. We had requested the government to remove duty on APIs as we have to invest in the modernization and expansion of our manufacturing plants. Removal of this duty will help the industry to realize this. Contract manufacturing was yet another important issue. We need government help in this as well and according to reports, the authorities have taken positive decisions in this direction, he added. Government has also agreed and now we can produce the nutraceuticals in the same plant as it has a huge share of exports. DRAP understood it and revised its policy for which we are grateful. Now we can also produce the medical devices in the same plant and all can be approved and there

Keynote Address: “Pakistan’s Pharma Industry - Past, Present and Way Forward”

Mr. Tauqeer Ul Haq

Chairman, PPMA
- Managing Director, Sante

is a huge potential for export of medical devices as well. We went to various countries including Sri Lanka, Tajikistan, as a part of the government delegation and such visits are always very helpful.

Fixing of drug prices, Mr. Tauqeer Ul Haq said, was yet another important issue facing the pharmaceutical industry of Pakistan. We need to ensure that new molecules are introduced in the country in time so that we can make it available not only to the people of Pakistan but also

OUR PASSION COUPLED WITH QUICK DISPOSAL OF CASES BY DRAP & GOVT. HELP WILL ENSURE SIGNIFICANT INCREASE IN DRUGS EXPORTS-TAUQEER UL HAQ

include them in drugs exports. He also asked for support of State Bank of Pakistan. He also drew attention of the government to the fact that pharma industry has been paying 1% for Research for the last many years and huge funds have accumulated in this account. He requested that this fund should be given to the industry, so that it can invest in Research and Development. We can set up a Bioequivalence Laboratory. At present getting a bioequivalence test report costs the industry between forty thousand to one hundred thousand dollars. If this facility was made available within the country, it will be much more cost effective. He further stated that we have been given the assurance that the six hundred applications of new drugs registration will be approved in the next two months. If such a support from the government of Pakistan continues, pharmaceutical industry can do a lot, he promised. He concluded his speech by stating that speedy disposal of cases by DRAP, our passion and government help, will make it possible to touch new heights if we work together. There is a tremendous potential in drugs exports. He reminded his colleagues that



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Welcome Address

Dr. Kaiser Waheed

Chairman, Organizing Committee, PESA
Managing Director, Medisure

Earlier Dr. Kaiser Waheed, Chairman of the PESA 2021 Organizing Committee, in his welcome address suggested that the government should establish a special organization dedicated to pharmaceuticals exports. In the past the government, he opined, was reluctant to recognize pharmaceutical industry as they thought it was just like a charitable institution. The present government realized its importance. He thanked the PPMA chairman for the confidence he had in him and his colleagues including Mr. Haroon Qassim and giving a free hand to organize this event. Though one has too many wishes but

ہزاروں خواہشیں ایسی کہ ہر خواہش پر دم نکلے

He also suggested that for all drugs related activities, there should be one window operation for export and there should be no need to go to various ministries. We are competent in achieving new landmarks in drugs exports, provided we get the much-needed support from the commerce and health ministry. We can create new opportunities; we can promote our drugs even in highly regulated markets. We can create new opportunities in production of raw materials and if we continue to get the patronage of the government, we are determined to achieve a lot more in the days to come, he remarked.



**SET UP A SPECIAL ORGANIZATION DEDICATED TO PHARMACEUTICALS EXPORT-
KAISER WAHEED**

Address by the Chief Guest

Mr. A. Razak Dawood

Adviser to Prime Minister on
Commerce and Investment

Mr. Abdul Razzak Dawood, Advisor to the Prime Minister on Commerce and Investment, was the Chief Guest on this occasion. In his address, he said that pharmaceutical industry in Pakistan has now found its rightful place. It is getting Government's full attention and it has a right to move forward in the right direction. We have now removed all duties on APIs, allowed Toll manufacturing and the pharma industry tariff will now be set by the commerce ministry and not Federal Board of Revenue. Numerous other incentives are also being offered to the pharma industry so that it can increase exports and play its role in the economic development of the country.

**PHARMA INDUSTRY HAS NOW FOUND
RIGHTFUL PLACE, GETTING GOVT. ATTENTION
AND HAS RIGHT TO MOVE FORWARD IN
RIGHT DIRECTION-ABDUL RAZAK DAWOOD**

Continuing, Mr. Razzak Dawood said that the government needs to go for diversification in its trade policy. This is our strategic trade policy framework and we have benefitted from the expertise of Mr. Tariq Ikram, he acknowledged. He urged the PPMA members, and all others present, to study the presentation by Mr. Tariq Ikram carefully as it has a lot of useful suggestions. We have the total commitment of the Prime Minister in our efforts to help the pharma industry. We need to add new things to exports. Soon after the government formation when he was asked by the media, what are the three major priorities of the government to bring industrial revolution, I said our first priority was export, second export and third was export. To increase our exports is our priority and it is the way forward for the Pakistan economy. I trust that the targets you have set will be achieved by the Pakistani pharma industry. Our target of exports by June 2022 is 38 billion dollars and we will try to make it up to forty billion. For pharma industry setting the tariff will not be by the FBR but by commerce ministry which will rationalize it. We have specialists working on it. We have made development changes and Finance Advisor Shaukat Train fully supports it, he remarked.

Rationalization of tariff of pharmaceutical industry, Mr. Razzak Dawood stated, was on top priority and in this context all duties on APIs have been removed. Tariff rationalization in 2022 is aimed at encouraging the pharma industry. Any item still left over will also be included, he promised. He further disclosed that State Bank of Pakistan will be requested to come up with a special package for the pharma industry.



Address by the Chief Guest

Mr. A. Razak Dawood

Adviser to Prime Minister on
Commerce and Investment

**DUTIES ON APIS REMOVED, TOLL
MANUFACTURING HAS BEEN ALLOWED,
PHARMA INDUSTRY TARIFF WILL BE SET BY
COMMERCE MINISTRY NOT FBR**

Recently we visited many countries including Kenya, Tajikistan, and Sri Lanka along with PPMA representatives. In the coming months we plan to visit Africa including Nigeria and there will be many opportunities to increase our drug exports. He was of the view that we have to modify the Drugs Act 1976. Drug pricing will go to Commerce Ministry from the Ministry of Health. He laid emphasis that Pakistan Brand must be exported. Pharmaceutical industry will have a new tariff. He asked the industry to improve their quality and standards which will help them get their due share. Make pharma industry a rich industry, get together so that it becomes lucrative industry and exports increase. He hoped that Pharma industry will become a leading export industry in the days to come.



Address by the Address by Guest of Honor

Mr. Khalid Mahmood

Managing Director and CEO
Getz Pharma

Mr. Khalid Mansoor, Special Assistant to PM on CPEC Affairs, speaking on this occasion, congratulated the PPMA for organizing the first of its kind pharmaceutical export-oriented conference. I am glad to know that now our national pharmaceutical industry has a major share of the domestic pharma market. It is an outstanding performance. CPEC, he said, will attract Chinese drug manufacturers and it will bring an industrial revolution.

JOINT FACILITATION CENTER FOR CHINESE LEADING MANUFACTURERS IS BEING ESTABLISHED UNDER CPEC TO HELP ATTRACT PHARMACEUTICAL RAW MATERIAL PRODUCERS - KHALID MANSOOR

He also disclosed that when he visited China along with former Prime Minister Mian Nawaz Sharif, it was requested to the Chinese Government for investment in power, energy and road networks, as all these were vital for Industrial growth. We used to have 12- 18 hours load shedding. Main component of electricity generation was coal all over the world. We went for coal power generation and the West refused to help us in this facility. He also disclosed that so far there has been 13 billion dollars investments in power sector, road network, and Gwadar Port development. Another 12 billion dollars investment is in the pipeline.

In the Phase-2 we had JCC meetings. Many leading industrial groups are being invited from China including pharma industry and information technology. Nine special economic zones have been created for industrial development. We are establishing Joint Facilitation Center for Chinese leading manufacturers and asking them to come to Pakistan and invest in industrial areas. We wish Chinese should come here. They should set up basic pharmaceutical raw materials plants in collaboration with Pakistani investors. The government, he said will provide them full support.



Panel Discussion: **“Unlocking Exponential Growth Through Exports”**

Mr. Khalid Mahmood

Managing Director and CEO
Getz Pharma

A **CEO Roundtable discussion** on exponential growth of the pharma industry was also a part of the conference. The participants included Mr. Khalid Mahmood, Managing Director and CEO of Getz Pharma; Mr. Mian Asad Shuja, Chief Executive of Schazoo Laboratories; Mr. Javed Ghulam Mohammad, Group Managing Director and CEO from Martin Dow; Mr. Zaid Saeed, Managing Director at Indus Pharma, and Dr. Quratul Ain Irfan, Executive Vice President of Pacific Pharmaceuticals. It was moderated by Rabia Garib from TheNewSpaces.

IMPROVEMENT OF REGULATORY FRAMEWORK IN PAKISTAN WILL DETERMINE THE GROWTH OF THE PHARMA INDUSTRY- KHALID MAHMOOD

Participating in the discussion, Mr. Khalid Mahmood said that the future of pharmaceutical industry is very good as it can expand and grow in technology. For it to grow exponentially, it is important to improve the regulatory framework. We need to have a higher level of regulatory system. Pharma industry in Pakistan has made lot of progress in the last few years. In the past we had been married to economic theories of 20th but now we must step into 21st century.

We have a total export of more than Rs. 10 billion. We achieved this by just doing three things including having a vision, sustainable management policies and a sound strategy. It has three branches. We always had a written vision objective. We have high rated people to work with. We had to reinvest in technology system and people and all this helped us move forward. At present Getz Pharma accounts for almost 48% of the total allopathic drugs exports. There are a lot more opportunities, he added.



Panel Discussion: **“Unlocking Exponential Growth Through Exports”**

Dr. Qurat-ul-Ain Irfan

Executive Vice President, Pacific Pharmaceuticals Limited

Dr. Quratul Ain said that exports and only export can match and balance our imports. Once we become financially independent it can take our country out of low developed to high developing country. We can target Bangladesh and cross that benchmark. In three years' time, we should be able to achieve it. We need international accreditation and once we achieve that, there will be



WE CAN TARGET BANGLADESH IN DRUGS' EXPORT AND CROSS THAT BENCHMARK IN THREE YEARS - QURATUL AIN

a lot of potential. There is not much market in the highly regulated countries. We should focus on low regulatory markets. In India, there is compliance with international standards. We must strive for foreign accreditation in Pakistan. We have certified products that we are supplying to UK and many other countries. They come and check the quality in our plants and also of our people. We are doing best in quality for the nation before we go to the regulated market. It takes time. There is lot of potential in regulated market as well, she remarked.

Mr. Mian Asad Shuja

Chief Executive,
The Schazoo Pharmaceutical Laboratories Pvt. Ltd.

REDUCE TIMINGS FOR COMPLETING DRUG REGISTRATION FORMALITIES ENSURING FAST TRACK PROCESSING - MIAN ASAD SHUJA



Mian Asad Shuja pointed out that there was a great potential for export. We gave a vision in 2010 for 2020 that we need export related policies. All companies are ready to export. Government should come with a policy to make exports easier through reforms in DRAP as well as ministry of commerce. Replying to a question as to what facilitation is required from government, Mr. Asad Shuja said, Fast track registration for exports. They are already working with a very good speed but we must make one window operation and reduce the timings for completing all the formalities from three four months to a week. We need to have registration in Pakistan. It takes six to eight months once the documents are submitted to the ministry. Now they are speeding up the registration. We need to further speed it up. We need to get local registration for export. We have to look at government policy. We are working on that. We will be having incentives. Upgrading drug manufacturing plants is a very costly and difficult job. Making dossier is not easy. R&D regulatory team is needed. Now we have a separate department to prepare dossiers, he remarked.

Panel Discussion: **“Unlocking Exponential Growth Through Exports”**

Mr. Zahid Saeed

Managing Director
Indus Pharma

WE NEED TO HAVE A DIALOGUE WITH DRAP TO TRAIN PEOPLE ON EITHER SIDE OF THE TABLE - ZAHID SAEED

Mr. Zahid Saeed pointed out that we can partner with government to ensure patient's access to essential drugs. We can present a most comprehensive program to the government which will just

cost about 30- 40 billion rupees. It will ensure that everyone gets essential drugs free of cost. We can offer this proposal to government. We owe it our people. Then we can go for export but for this to materialize, the authorities must hear our proposal. He also referred to amendments in regulatory frame work and Drugs Act. DRAP has developed market guidelines framework for the industry to get processed with the regulators in the developed markets. We know the problems we face not only related to production but exports as well. We know how we can enhance our quality and export. Allow us this opportunity to present these proposals to the regulatory framework.



WE CAN PARTNER WITH THE GOVT. TO ENSURE PATIENTS ACCESS TO ESSENTIAL DRUGS WHICH WILL JUST COST RS. 30-40 BILLION - ZAHID SAEED

Continuing Mr. Zahid Saeed said that there are certain steps needed to help pharma exports. We have our roots in Pakistan and then we should go out of the country. Our first and foremost responsibility was the development of people. Give them sustainable management environment. How you design the facility matters a lot. We must have right people in place. Mistakes are very costly hence do not make that. If you Invest and do not get desired certification, it will be a mess. You need right people. We have dearth of people who are well versed of international practices and developments taking place. We need to have dialogue with DRAP, and need to train people on either side of the table. We have to keep pace with growing trends. Changes in the pharma industry were taking place as fast as in Information Technology industry, he remarked.

Panel Discussion: **“Unlocking Exponential Growth Through Exports”**

Mr. Javed G. Mohammad

Group Managing Director & CEO
Martin Dow Group

WE MUST IMPROVE QUALITY STANDARDS, UPGRADE OUR MANUFACTURING FACILITIES TO ACHIEVE SUBSTANTIAL GROWTH IN DRUG EXPORT - JAVED GHULAM MOHAMMAD

Mr. Javed Ghulam Mohammad said I see great potential locally as well as in the international market. Health spending of 3.25 billion dollar in Pakistan is lowest per capita expenditures in the whole world. This market will continue to grow. The current 250 million dollars of exports was not enough. We are targeting semi regulated market. We are still not in the regulated market of the world. Those are the big markets like 40% North American, followed by Japan and China. We must improve quality standards, upgrade our manufacturing facilities and if we adopt those international standards, we can achieve substantial growth in our drugs exports.



When the moderator asked the panelists to name just one thing they need from Government, Dr. Quratul Ain said Development of our people in DRAP, training at international level. She suggested to have individual team in the companies for one window operation.

Khalid Mahmood said that of all industries operating in Pakistan, pharma industry was one which has to spend money in Research and Development. Lot of investment in R&D is needed to promote Generic brands. This is the only industry which pays to the government for Research while other industries are paid for R & D activities. Textile industry on the other hand gets some, they are paid 1% of their spending on R & D but the pharma industry is charged one percent. We are spending a lot of on Research and Development.

All countries, he said were working for import substitution. We must develop medicines and advanced cancer drugs for which the government needs to provide some protection to the local manufacturers. Bangladesh has such a policy from day one and it has helped their local industry. This protection is available for those products which are produced in enough quantity and also meets quality standards. All such products are protected from imports from neighboring country at least those countries with whom we do not have friendly trade policy, he remarked.

Address by Guest of Honor

Dr. Faisal Sultan

Special Assistant to
Prime Minister On Health

Dr. Faisal Sultan, Advisor to the Prime Minister for Health in his address said that we must increase our exports which is vital for economic stability. If our imports are more than exports, it

**INCREASE IN EXPORTS IS VITAL FOR ECONOMIC
STABILITY OF PAKISTAN
-DR. FAISAL SULTAN**

will lead to inflation and price increase which will affect everyone in the country. This conference devoted to pharmaceuticals export is extremely important and we have the potential to cross even five hundred million dollars' worth of drugs exports.

He made a passionate appeal to the pharmaceutical industry that they must follow ethical guidelines while doing business and practice ethical marketing. If the industry invests in technology, quality control and improves its capability they can compete at global level. Quality, he reiterated, was the main thing. We expect more from pharma industry as it deals with ailing humanity and people also expect more. He suggested that let the pharma industry achieve the international benchmarks. Various companies are exporting drugs to even regulated markets in the developed world. It is investment which can not only increase export but our consumer at home will also

**PHARMA INDUSTRY SHOULD FOLLOW ETHICAL GUIDELINES AND PRACTICE
ETHICAL MARKETING - DR. FAISAL SULTAN**

be helped by getting quality drugs. We should not get disappointed as investment in quality will increase your business and exports while, within the country, quality of drugs will also improve. Public will have increased confidence in Pakistani pharma industry for which you will be praised, he added.

Contract manufacturing, Dr. Faisal Sultan stated, has now been approved. It will help improve our exports. It will improve your plants as well. Access to medicines, he said, was very important. We will welcome your suggestions to make available all essential drugs at public healthcare facilities and we will be too glad to discuss your proposals and suggestions in this regard. Access to drugs must be improved and we should come up with a plan how it can be achieved. Pharma industry needs profits only then you will invest. Availability of good quality, safe and effective drugs at competitive prices needs to be ensured. If pharma industry upholds professional ethics, its image and respect for the industry will further improve.



Address by Guest of Honor

Dr. Faisal Sultan

Special Assistant to
Prime Minister On Health

We have realized that regulations frame work is very difficult and any new drug registration is not easy. Hence, people get frustrated and do not invest as cost of doing business increases. We are now working on a plan to ensure one window intervention. We are going to upgrade DRAP and reforms are being introduced in its functioning. The staff at DRAP needs training to build their professional capabilities, their expertise needs to be improved. To maintain quality of drugs, equipment, ease for industry to invest, regulatory authority is being upgraded so that there is a win-win situation for everyone. Pharma is a for-profit industry but they must create a balance between Deen and Dunya as pointed out by one of the speakers. If you invest in training of people, industry will develop and will be able to compete at international level.

Dr. Faisal Sultan advised the pharma industry to go for innovation and make some contribution in research. So far, we have been using innovations made by others. It is very important for Pakistan that we also make some mark in innovations. You have the expertise and many amongst you are capable of coming up with innovations. Of course, it needs lot of investment but they must remember, those companies who are doing trillions of dollars business today did make some investment many years ago and one gets dividends after few years. Many companies invested for years and years. We will provide you a friendly regulatory environment. We will listen to you and see how we can help Pakistan move forward. We can do much more in pharma exports that what we are doing at present. In Covid pandemic, Pakistan did much better as compared to many other counties. However, do not forget your main stakeholder, which is the patient. Provide him good quality safe effective economically priced drugs, Dr. Faisal Sultan remarked.



Special Address

Mr. Asim Rauf

Chief Executive Officer,
Drug Regulatory Authority of Pakistan

DRAP IS GOING FOR AUTOMATION AND GOVT. POLICIES ARE AIMED AT EASE FOR DOING BUSINESS - DR. ASIM RAUF

Dr. Asim Rauf, Chief Executive Officer of DRAP in his brief address pointed out that the topic under discussion Drugs export was very important and back bone for Pakistan's development. We can move forward with innovative thinking. We have to create a competitive environment with neighboring countries. India as well as Bangladesh were much ahead of us in drugs exports. He suggested that we must aim at achieving the target of five billion dollars in shortest possible time. Our policies, our strategies will help achieve that. API policy for indigenous manufacturing in Pakistan, toll manufacturing, ease of doing business was all aimed at helping the Pakistani pharma industry. We in DRAP are going for automation so that human interaction is as less as possible. Govt is committed to achieve the target. Our vision is high and we will achieve that target, he added.



Memorial Session for Late Mr. Zaka ur Rehman Former Chairman, PPMA

Mr. Hamid Mohammad Zaka

Rich tributes were paid to late Mohammad Zaka Ur Rehman former Chairman of Pakistan Pharmaceutical Manufacturers Association (PPMA) who passed away recently. Speaking on the occasion his son Hamid Mohammad Zaka said that late Mohammad Zaka Ur Rehman was a very kind, humble, and social personality, who became friends with everyone who came in contact with him. He was elected Chairman of PPMA twice. He was a trustworthy, selfless worker who was also very committed to social work. During the last few years he organized groups for Umrah and Hajj as well. He had a vision for the pharmaceutical industry of Pakistan. He always emphasized on us to keep Deen and Dunya both side by side in our dealings. He was very religious. He left us recently and he was prepared for this day. He was honest, humble and a hard-working personality.



C O N D O L E N C E



Mohammad Zaka ur Rehman

Former Chairman (twice) PPMA and CEO - Schazoo Zaka (Pvt.) Ltd.

We are deeply saddened by the demise of our past chairman and a great philanthropist. He did his schooling at Aitchison College Lahore and MBA from Lahore University of Management Sciences (LUMS)

Mr. Mohammad Zaka ur Rehman
passed away on September 14, 2021.

We extend our heartfelt condolence to the grieved family in this testing time. May ALLAH Almighty bless the departed soul with the highest place in Jannah and provide courage to the family and friends to bear this irreparable loss, Aameen



Pakistan Pharmaceutical Manufacturers' Association

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Keynote Address

Mr. Tariq Ikram (s.i)

- Former Minister of State
- Former CEO, Trade Development Authority of Pakistan

Mr. Tariq Ikram, former Chief Executive of Trade Development Authority of Pakistan in his keynote presentation stated that Pakistan should ride the wave of post Covid business growth environment in the world. We must focus on enhancement of market share not just diversification but it needs a different mindset and approach to policy making. Export, he said, was my passion for the last many years. Dr. Mahboob ul Haque gave industrial policy for Pakistan many years ago. We have to focus

on exports as this is the name of the game today. We selected twelve sectors in 2000 and Pharma industry was also included but I was criticized saying that it had just nine million dollars' worth exports at that time. We concentrated on exports. Fourteen companies started exports of drugs; eighty-four drugs were registered. In 2009 we proposed twenty-two million dollars' exports and I was asked how it is possible. I told them it is possible as our exports are increasing. It increased from nine million to 250 million dollars in 2021. His advice to the drug manufacturers was to use numbers and do not go for percentages. US and Australia have huge markets.



WE SHOULD RIDE THE WAVE OF POST COVID BUSINESS GROWTH ENVIRONMENT IN THE WORLD - TARIQ IKRAM

We in Pakistan, Mr. Tariq Ikram stated, were facing too many problems. Debt is the biggest problem we face and we need to improve exports. IMF says that we need to borrow additional 83 billion and for that we will have to beg. Hence it was time that we concentrate on drug exports. However, the non-supportive factors include the incremental mindset of our business persons and even the Government. They have not yet fully recognized the need for a national effort. There is poor inter departmental synergy and zero provincial coordination. It is coupled with insufficient speed of action and implementation. The ineffectiveness of the Trade Development Authority of Pakistan (TDAP) the authority mandated to grow exports is proving a serious hindrance.

Continuing Mr. Tariq Ikram said that we should move in the Developmental sector. At present Pakistan's share of world drugs exports was just 1.73%. Pharma industry share in Pakistan exports currently was

Keynote Address

Mr. Tariq Ikram (s.i)

- Former Minister of State
- Former CEO, Trade Development Authority of Pakistan

2.91% and I did play a role in that. We have a potential of drugs exports worth billions of dollars. If we can manage just half percent of world drugs export market, it will come to 90 billion dollars, he remarked. We have some supportive factors today which was encouraging. We have a commitment and support of the Prime Minister of Pakistan. We must adopt delivery oriented

FOCUS ON ENHANCEMENT OF MARKET SHARES NOT JUST DIVERSIFICATION

approach. Organizing such a conference is very useful. He also referred to the Generics support and other pressures. Private sector can do wonders if it is provided a supportive environment. We have a 70-100 million dollars' export potential hence we must focus on enhancement of our market share.

Speaking about the problems and challenges Mr. Tariq Ikram referred to national economic insecurity and instability. Our pharma industry market share is growing. The world needs human and animal blood. About 75% of world exports consists of just five class of drugs in four to five categories. There is great generics market and forty-nine countries in the world do not need any drug registration. We must focus on Pharma export potential in the next five years to a target of 5.4 billion US dollars by 2026.

The top ten class of drugs in the World Pharma Market include the following:

1. Anti-ulcers
2. Cholesterol and Triglyceride
3. Antidepressants
4. NSAIDs
5. Anti-hypertensive (Ca antagonists)
6. Antipsychotics
7. Oral antidiabetics
8. Ace Inhibitors
9. Antibiotics (Cephalosporin's and combinations)
10. Systematic antihistamines.

The leading Generics market in 2000 were USA, Germany, France, UK, Italy, Brazil, Spain, Argentina, Mexico and Canada. The Generics share of the prescription volume in USA was 44%, Germany 40%, UK 47% and



Keynote Address

Mr. Tariq Ikram (s.i)

- Former Minister of State
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Canada 40%. Numerous important drugs lost their patent in 2005 offering great opportunity for the pharmaceutical industry. At present the world's leading Generic companies, Mr. Tariq Ikram stated include Novartis, ICN, Merck, Ranbaxy and a few others.

Referring to the government support he suggested a mechanism to ensure duties and taxes are refunded in time, opting for a tax-free export. We need a Pharma City as we will need much more space to establish production units. Mr. Tariq Ikram concluded his presentation by stating that "There are some people who live in a dream world and there are some who face reality and then there are those who turn one into the other. Nothing great was ever achieved without enthusiasm but remember achievement can never be bigger than your ambition." However, he cautioned that it is never easy. Keep a big picture in mind and it is the persistence, focus and stamina which will help you to achieve your targets.



Keynote Address

Mr. Osman Khalid Waheed

CEO
Ferozsons Laboratories Ltd.

Mr. Osman Khalid Waheed, Chief Executive Officer of Ferozsons Laboratories in his keynote presentation said that Pharma industry is a custodian of human health hence we must meet standards for local market as well as international standards for exports. It is our responsibility. We have a vast export base but at present we had just 0.9% share of total exports in 2019.

PHARMA INDUSTRY IS CUSTODIAN OF HUMAN HEALTH HENCE IT MUST MEET INTERNATIONAL STANDARDS

Continuing, Mr. Osman Khalid Waheed said that Government is having a re-look on these issues. We can improve drugs exports by triple partnership between Manufacturers, DRAP and Ministry of Commerce. India has made huge increase in their drugs exports. However, despite the recent growth spurts pharmaceutical exports from Pakistan contributed just 0.9% of our total exports during 2019. With few exceptions, we have failed to make a corresponding increase in our exports which continues to remain under three hundred million dollars. He was of the view that in order to increase pharmaceuticals export from Pakistan, we need a three-way pact between the drug manufactures, Drug Regulatory Authority of Pakistan and the Ministry of Commerce. Pharma industry should show unwavering commitment to meet international standards, adopt international norms like CTD dossiers and bioequivalence requirements, and target stringent regulatory authority approvals which will be critical for Pakistan's success. A few companies are already meeting international standards and have WHO prequalification and export approvals.

DRAP's credibility and emphasis on drugs quality, adherence to international standards will pave the way for building credibility of products manufactured in Pakistan. DRAP is the arbiter and guarantor of pharmaceuticals safety and efficacy, and its focus will need to center on uniform quality standards above all other considerations, he remarked. To achieve the target of Five Billion Dollars export will require a fundamental rethinking in the Government's approach to regulation and this seems possible in view of the recent developments. Ministry of Commerce has been trying to focus on four-point agenda for country's exports which included product Diversification, regional connectivity, market access, and looking at Africa. Pharmaceutical industry, he opined, was ideal to meet all these new aspirations. Hence, it is heartening to note that at last the three parties were on the same page to achieve Government's ambition of Five Billion dollars' export target.



Keynote Address

Mr. Osman Khalid Waheed

CEO
Ferozsons Laboratories Ltd.

He laid emphasis on rational pricing, transparency and that all drugs should be registered through a process of competition. Pharmaceutical industry is only strengthened when both Multinationals and National Pharmaceutical Industry are able to invest and thrive in an enabling and supportive environment. India's regulatory environment is more supportive to international investment and IP rights as compared to two years ago. In 2010 India had not only achieved a target of Five Billion dollars' export but nineteen international deals were also signed in the same year. At present India

**RATIONAL PRICING, TRANSPARENCY AND
ALL DRUGS SHOULD BE REGISTERED
THROUGH A PROCESS OF COMPETITION
- OSMAN KHALID WAHEED**



has 651 FDA approved pharmaceutical manufacturing plants. In 2020 Gilead signed licensing deals with six manufacturers to produce and supply its antiviral to the developing world, four of these were Indian companies. For the first time BF Biosciences a Pakistani company was selected to be part of this global supply arrangement. Till now BF's Remdesivir has been approved and was being supplied in over twenty countries which includes PIC member countries like Indonesia and Ukraine. We need many more such joint ventures and deals between Pakistani drug manufacturers and international companies but it requires a collaborative approach among local and MNC players besides enabling regulatory environment which facilitates both.

He also disclosed that currently there was pressure to diversify vaccine manufacturing for which we need partnerships. Recently India put a ban on export of vaccines which created a serious situation. We need to invest in our plants and go for toll manufacturing of vaccines. However, international companies are reluctant to enter into partnership with companies in Pakistan. At the same time there is pressure on MNCs to engage in partnership in developing countries and transfer technology, he added.

Vote of Thanks

Mr. Haroon Qassim

- Co-Chair, Organizing Committee, PESA
- Managing Director, PharmEvo

In the end Mr. Haroon Qassim, Managing Director PharmEvo thanked the Chief Guest, Guest s of Honor, Members of the Panel Discussion, and Mr. Hamza Hashmi from TerraBiz, besides Members of the Organizing Committee for making the conference a success.



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