

CPHl 2010 becomes an ideal platform for the buyers-sellers under one roof

Our

Thursday, December 02, 2010, 14:30 Hrs [IST]

Bureau,

Mumbai

Like in the past years, this year too the CPhl India 2010 saw the presence of all major suppliers across India's pharma industry. The three-day event being held in Mumbai is attended by the Who's who of the pharmaceutical ingredients, machinery and equipment, outsourcing solution, bio-solution industry not only from India but across the world.

The event was inaugurated at the exhibition centre followed by CPhl India conference series at the nearby Westin Mumbai Garden City. The CPhl India Conference series is divided into 12 conference modules which consisted of interesting presentations followed by interactive panel debate. Each day has four interesting module that features in-depth analysis and case studies led by a line-up of carefully selected speakers from the leading pharmaceutical manufacturers and allied industries.

The first day witnessed discussions on key trends and opportunities that was researched with both the local and international markets to uncover future opportunities facing the Indian pharma industry. Presentations were made on advanced API strategies needed in the country, the super generics trends and opportunities, exporting hot-spots and strategies and drug discovery in India.

Many prominent people from the industry had gathered to share their experiences and ideas about the future of the Indian pharma sector. In a visual presentation Praveen Khullar, senior director, Development Centre, sanofi-aventis Group spoke about the need for identifying and penetrating new global hot-spots for the export of Indian super generics. He pointed out that the demand for generics is set to explode with the collision of ageing population and sky rocketing drug cost. Market like Japan has a high potential for being the new hot spot for generics as 30 to 40 per cent of the population by 2050 in Japan will be above 65 years of age.

He further explained about the need for identifying the drivers and pace of development of innovative generics in India and abroad and also on understanding US, European and Japanese regulatory requirements to ensure the swift approval and commercialisation of super generic.

Komal Shah Bhukhanwala, director, Innovar IP Consulting Group gave a very interesting presentation on leveraging advanced formulation, combination and drug delivery strategies to drive innovation through generics product portfolio.

Speaking about the exhibition, Rajat Adhikari, general manager (export), Medicamen Biotech said that they have been participating in the CPhl India from last three years and are very happy with its response. "Having our presence in the CPhl has helped us creating more contact and interaction within the industry as it is the best platform to get both the buyers and sellers under the same roof. Every year we have been increasing our space at the CPhl which certainly reflects our confidence in it."

The event was also attended by the HBS Realtors and the JB Mody Group who had come for propagate about the 312 acre pharma Special Economic Zone (SEZ) at at Panoli, Bharuch, Gujarat. According to Kayvanna Shah, CEO, JB SEZ, they are hopeful of attracting good amount of buyers for their SEZ from the CPhl. "In spite of being the first day, we got good number of enquiries for our SEZ who can be prospective buyers. We are hopeful that by the end of the event we will bag about four to five companies."