



CPhI 2009 inaugurated by Ashok Kumar Worldwide response from over 20 countries

Mumbai, December 01, 2009: UBM (United Business Media) organized South Asia's premier Pharma event, in Mumbai this week. The trio of events was inaugurated today with overwhelming response from exhibitors and visitors worldwide **CPhI & ICSE India launched in 2006 while it is the third edition of P-MEC India, the 2009 shows are an ideal platform to globalize the Indian Pharma industry.**

The exhibition was inaugurated by Shri Ashok Kumar, Secretary, Department of Pharmaceuticals, Govt of India. Speaking on the occasion, Shri Ashok Kumar said, "India has demonstrated its capabilities in the global pharmaceutical arena by offering a wide range of APIs as well as finished formulations through its state-of-the-art manufacturing facilities approved by international regulatory agencies." He further said, "There is tremendous opportunity and potential ahead for the pharmaceutical industry to capitalize through large events such as CPhI/P-MEC/ ICSE and Biosimilars to meet and develop further businesses, enlarge their global footprints and secure better value and recognition abroad."

In a well wishing note to UBM India, Minister of State for Chemicals & Fertilizers, Govt of India, Shri Srikant Kumar Jena promisingly mentioned that the Indian Pharma Industry has made significant progress in creation of required infrastructure, meeting global needs for supply of quality medicines and APIs. One of the central objectives of the Department of Pharmaceuticals is to enable Indian Pharmaceuticals industry to play a leading role in the global market and ensure availability of quality medicines and pharmaceutical products at reasonable prices for all.

The exhibition will attract the attention of the entire global business fraternity and it will bring together eminent scholars and industrial experts for a fruitful engagement to promote the development and growth of the Indian Pharma industry.

Commenting on the occasion, says Shri M Gandhi, Managing Director, United Business Media India, "Today is a great day for the Indian Pharma Industry, as it is set to mark its global presence. The success of CPhI and P-MEC India is a reflection of the successful growth path of the Indian Pharma industry in past as well as in the future".



CPhI India is a platform for all Pharma players across the globe. This three-day event at Bombay Exhibition Centre, Mumbai that will last until December 03, 2009, will bring over 770 exhibitors from 20 countries. About 26,000 visitors from almost 112 countries will make this event an unqualified success.

The second day of the India Pharma Summit witnessed very interesting discussions on the Investment Opportunities for Pharmaceutical Industries in Tamil Nadu (TN) and Rajasthan followed by sessions on Pharma Education and H.R. Development and Pharma Machinery in India.

Mr. B Ramakrishna, General Manager, TIDCO, who gave the presentation on behalf of Tamil Nadu Government for investment opportunities in TN, began his discussion by highlighting the fact that, as per the Mckinsey Report the growth rate of the Indian healthcare market is 10-12% and medical tourism in India is growing by 25-30% annually. He shared that factors such as Infrastructure, Power Supply, development of Port, development of SEZ, increasing industrial parks, availability of H.R.Development and being one of the top 3 fastest growing states in India makes TN a preferred destination for investment opportunities.

Similarly, Mr. Alok Kumar, General Manager, RIICO who presented the investment opportunities for Pharmaceutical Industries in Rajasthan, discussed the favorable aspects for investments in the state. He shared that factors like rich resource base, enabling policy environment, availability of power supply, availability of gas, strategic location & connectivity, availability of Pharma manpower, opportunities in Bio-Technology sector provides ample opportunities for the development of Pharmaceutical as well as Bio-Technology industries in Rajasthan.

The first day of the Biosimilars India Conference shared insights on the growth opportunities for Biosimilar Drugs. While sharing the interesting facts, Mr. Arumugam Muruganandam, Senior Scientific Manager, R&D, Biocon stated, "Biotechnology which is the fastest growing sector in Pharmaceuticals is expected to represent 50% of pharma market by 2010." He further added, "The market for Biosimilars is expected to grow rapidly, three times the growth of small molecule market."

Manufacturers of active pharmaceutical ingredients, excipients, natural extracts as well as experts in custom manufacturing will be present at **CPhI**



India. **P-MEC** India will showcase companies offering pharmaceutical manufacturing technology and solutions. **ICSE** (The International Contract Service Expo) pavilion is dedicated to the contract services part of the pharmaceutical manufacturing process that will feature exhibitors who are offering pharmaceutical outsourcing. This year, UBM introduced **BioPh** India: Bio-Solutions for Pharma - Hosting such an event alongside established events like CPhI

and P-MEC, offers unrivalled networking and commercial opportunities, creating a perfect synergy in the world of drug research and manufacturing.

CPhI / P-MEC / ICSE India 2009, responded to the rapidly expanding Indian, South Asian and world pharmaceutical markets, presenting exceptional and countless opportunities in pharmaceutical manufacturing, procurement and new technologies. India's domestic potential including the untapped rural markets alone, makes it a fascinating market for many in the pharmaceutical industry. Add the explosive economic growth of the region and it becomes obvious why buyers and sellers of pharmaceutical products consider **CPhI / P-MEC / ICSE India** an event not to be missed.

CPhI & P-MEC India 2009 will offer a global platform for buyers and sellers from Pharma industry to enhance their business prospects, to establish strategic alliances, technology transfer etc. Showcasing a platform of international standards, CPhI & P-MEC India 2009 will pave the way for intra-industry cooperation and will bridge the gap between international community and Indian enterprises while exploring bigger business avenues and showcase Indian Pharma Industry as "The Emerging Global Sourcing Hub of Pharma".

About UBM India:

UBM India is a part of the United Business Media Ltd which is a leading global business media company. It informs markets and brings the world buyers and sellers together at events, online and in print, providing them with the information they need to do business successfully. It focuses on serving professional commercial communities, from doctors to game developers, journalists to jewelers, farmers to pharmacists, around the world.

About UBM International Media:

UBM international Media is a division of United Business Media, which is headquartered in London, UK. The office in the Netherlands is the organizer of the leading CPhI, ICSE & P-MEC brands. It also organizes Food & Health ingredients series and fine chemical trade events. In 2010 the Pharma Portfolio



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will organize trade shows taking place in Tokyo, Shanghai, Buenos Aires, Paris and Mumbai.

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