

**REPORT ON PAKISTAN'S PARTICIPATION IN
THE 19TH EDITION OF MOROCCO MEDICAL EXPO
01ST TO 04TH MARCH 2018 CASABLANCA, MOROCCO**

The 19th edition of Morocco Medical Expo was held in Casablanca from 1st to 4th March 2018 at Office of Fairs and Exhibitions of Casablanca (OFEC). Medical Expo is considered as the largest African event that brings together health professionals not only from Morocco but also internationally. The event has become the largest internationally recognized platform in the health sector in Africa. On the sidelines of the event, the fourth edition of the "Africa Global Health Forum" was also held with the participation of health professionals, experts, researchers and academics.

2. More than 180 companies participated in the event with exhibitors from 10 countries. Among the international pavilions China participated with 32 companies while Pakistan pavilion consisted of 20 stalls reserved for Trade Development Authority of Pakistan (TDAP) for collective participation of companies from surgical, dental, pharmaceutical and medical consumables sectors (list of selected companies is placed at Annex-I). This is second participation by TDAP as the last participation was made in 2016 with 6 companies, while no participation was made in 2017 due to lack of interest from the trade. In addition to above three companies from Pakistan also participated independently.

3. TDAP's participation in Medical Expo is part of the initiative of Look Africa Plan of Ministry of Commerce, focusing enhanced marketing activities in Africa. TDAP has been able to attract a large number of participants with higher subsidy level under the new policy.

4. The large participation from Pakistan has been made at a point when Morocco has already implemented new regulations for registration of medical devices. This new regulation has generated an opportunity for Pakistani manufacturers of surgical and dental instruments as now only products from original manufacturers can be registered for import. This aspect has decreased the demand of medical devices from EU or other countries which are not manufacturing the medical devices. The Moroccan importers and distributors are now looking towards countries like Pakistan, China and India for import of medical devices.

5. A space of 180 Sqm was reserved by the Commercial Section with 20 standard stalls of 9 Sqm each. Through negotiations the cost of space was reduced from Euro 390/Sqm to Euro 200/Sqm. In addition to this, Emerging Pakistan branding was also managed through the event organizers without any additional cost. A glimpse of branding of the Pakistan Pavilion can be seen at the annexed pictures (Annex-II). Furthermore, rollups were printed for display at the Pakistan Pavilion. Flyers were also prepared and printed in French for distribution among the visitors and same was sent to target importers / distributors (Sample is at Annex-III). More than 800 local companies were invited by the Commercial Section through email while 500 companies were invited through post / courier.

6. In order to facilitate the exhibitors of Pakistan Pavilion, four interpreters were hired who provided their services to all the exhibitors. Refreshments (coffee and water) were also arranged for the exhibitors during their B2B meetings throughout the four days of the event. The event organizers also hosted a lunch for the exhibitors of Pakistan Pavilion.

7. Before the start of event the Commercial Section disseminated relevant information on the market and the lists of importers / distributors to all the participants through email. Furthermore, basic information on registration process was also translated and shared with all the participants well in advance so that they should come prepared.

8. The participants faced difficulty in issuance of visas despite the fact that TDAP issued visa recommendation letters. Ministry of Commerce was also involved for convincing the Moroccan Embassy to issue visas to all. However, despite all efforts representatives of 2 companies were refused visas while 1 company could not get the flight due to late issuance of visas. One company did not inform about their absence from the event. Due to this issue stalls of following companies remained vacant:

Name of Company	Reasons for absence
M/S. Nadia International (Pvt)Ltd.	Visa refusal
M/S.Tariq Mehmood Enterprises.	Visa refusal
M/S. Sea Moon Industries.	Visa issued on 28 th Feb but couldn't get the flight
M/S. Bashir Jamil & Bros.	No information

9. In addition to the above, another problem erupted due to the involvement of an agent from Pakistan. The event organizers increased the space rent price as the agent from Pakistan also shared the names of some companies that were approved by TDAP. However, TDAP was informed accordingly and after negotiations with the organizers the lower space rent was restored.

10. Although most of the participants got their samples cleared through airport but two participants who reached late due to visa issue informed that they could not get their samples cleared from the airport despite the fact that they possessed all the required documentation.

11. Mr. Naseer Ahmad, Assistant Manager TDAP was appointed as Director of the Pakistan Pavilion. He handled all the issues of the exhibitors professionally and efficiently. He remained at the Pavilion throughout the event. His presence in the event was very supportive in making the event successful.

12. The general feedback from all the exhibitors was very positive with all of them stating that they hope to get reasonable business and make inroads in this market. Few exhibitors prolonged their stay in order to have follow-up meetings with the buyers / importers. Most of the exhibitors were of the view that there are lot of opportunities in the market and that they would again participate in next event and try to get their products registered before this.

RECOMMENDATIONS

1. In order to avoid visa issue in future, TDAP should direct the selected companies to nominate their representatives having travel history especially to EU, UK and US. The reason behind non issuance of visas to the two companies was that they had no past travel history. However, further persuasion of Moroccan Embassy will be required for the new exporters who would be participating for the first time with no travel history. TDAP may also keep few applicants as backup for the possible replacement of visa rejections.
2. The process of next participation should be initiated well in advance so that visa issue may be resolved before the start of the event. This will also help the Commercial Section in getting more attractive space for the exhibitors.
3. Most of the exhibitors sold their display items by the end of the event. And it was learnt that few companies who had their follow-up meetings with importers / distributors, could not share the products. The participating companies should be discouraged to sell their display items and should concentrate on the long term business deals.
4. While selecting the exhibitors TDAP should give preference to diversification of product range instead of selecting companies with same products that result in price cutting amongst the exhibitors. Furthermore, it should also be verified that the selected companies are the original manufacturers and not traders in the light of the new regulatory regime of Morocco.
5. TDAP should direct the Commercial Sections to seek a certificate in all the events from the event organizers that no agent in Pakistan is involved for marketing the specific event. This will help in avoiding the issues faced by this Commercial Section due to the involvement of an agent while organizing the event.

LIST OF SELECTED COMPANIES
MOROCCO MEDICAL EXPO 2018

Sr.#	Name of Company	Product
1	M/S. CARE and Cure Surgico. P.O.Box 919, Noal More, Roras Road, Sialkot. Tel:0092-523252500-3563200 / Fax:0092-052-3553777 E: info@carecuresurgico.com Ref:Noman Muhammad	Hospital Furniture/Surgical Instruments
2	M/s. Jimmy Brothers Group. Street Saga Yard, Daska Road, Sialkot. Tel: 0092-52-3575573 / Fax: 0092-52-3554942 E: Info@jimmybros.com Rep. Naeem Gulam Nabi	Scissors Forceps Beauty instruments
3	M/S. Praise Corporation. Muslim Town, Airport Road, Kotli Behram, Sialkot. Tel:0092-52-4293227 / Fax:0092-52-4262310 E: Export@praise.com.pk Ref:Muhammad Arshad	Surgical Instruments
4	M/s. Electro Bismed Instruments. P.o.Box , Miani,Dakwala Stop,Daska Road,Sialkot. Tel:0092-52-3251155 / Fax:0092-0523575242 E: info@bismedinst.com Rep :Muhammad Tanveer	Surgical and Electro Surgical
5	Pharmix Laboratories (Pvt) Ltd. 21-km, Ferozepur Road, Lahore. Tel:0092-42-35950683 / Fax:0092-042-35271181 E:Pharmix@hotmail.com Ref:Shahzad Ahmed	Tablets/Syrup and Capsules
6	M/S. English Pharmaceutical Industries. F-B-5,1 st Floor, Awami Complex, Usman Block, New Garden Town Lahore. Tel:0092-42-35940226-7 / Fax:0092-042-35299435 E: info@englishpharma.com Rep:Muhammad Naveed YOUSUF	Pharmaceutical
7	M/S. Bashir Jamil & Bros. Khadim Ali Road, Sialkot. Tel:0092--52-3554100 E:Usman@bashirjamil.com Rep:Usman Latif	Medical Devices
8	M/S. Nadia International (Pvt)Ltd. P.O -2663,AimenAbad Rd, Near Chowk AkbarAbad, Sialkot. Tel:0092-52-3558591 / Fax:0092-52-3554068 E:nadialtd@nadialtd.com.pk Ref:Choudry Arif Iqbal	Medical and Dental instruments

Sr.#	Name of Company	Product
9	M/S. Cushy Surgical Co. Kashmir road, Pacca Ghara, Mohala Islam Nagar, Sialkot. Tel:0092-52-4291381 / Fax:0092-52-4294335 E: Info@cushysurgical.com Rep :M.Arshad	General Surgical instruments
10	M/S. Surgical Appliances. P.o.Box # 839,176/1/A, Muhammad Pura; Sialkot. Tel:0092-52-4591291 / Fax:0092-0524588730 E: Subay@brain.net.pk Rep:Malik Rashid Saleem	Surgical And Dental Products
11	M/S.Tariq Mehmood Enterprises. 77, Aziz Shaheed Colony, Sialkot Cantt. Tel:0092-52-4589466 E: info@tmentp.com Rep: Adnan Tariq	Surgical And Dental
12	M/S. Olynth Instruments Co. P.O.Box-2916, Ad. Jacent Veterinary Hospital, Kotli Loharan West, Sialkot. Tel:0092-3016118397 / Fax: 0092-052-3530083 E: info@olynth-instruments.com, Rep: Muhammad Afzal	Surgical/Eye and Dental instruments
13	M/S. Fima Instruments. H # 8/121, Rang Pura Road, Sialkot. Tel:0092-52-4600219 / Fax:0092-052-4568278 Email: Fima@skt.comsats.net.pk Ref:Ahsan Hayat	Surgical/Dental instruments
14	M/S. Sea Moon Industries. Fateh Garh Agency, Cheema Street, Sialkot. Tel:0092-300-7103731 / E: Info@Seamoonind.com, seamoonind@gmail.com Rep: Salman Arshad	Dental Instruments
15	M/S. Surgiforce Instruments. P.O.Box 1728 Rahimpur Stop, Wazirabad Road Ugoki , Sialkot. Tel:0092-52-3514417 E: info@surgiforce.com Rep: Junaid AKhlaq	Surgical/ Dental and Hollowware instruments
16	M/S.Wnsfeild Pharmaceuticals. H # 93 St-03, Sector II Airport Housing Society Rawalpindi. Tel:0092-51-5497086 E: Info@Wnsfeildpharma.com Ref:Arshad Mehmood	Tablets/Syrup Capsules and injections
17	M/S. Neutro Pharma. 9.5 KM, Sheikhupura Road, Lahore. Tel:0092-42-37339087 / Fax: 0092-423-7339090 E:Hamidraza35@hotmail.com Ref: Hamid Raza	Pharmaceutical

Sr.#	Name of Company	Product
18	M/s. Surgitex-Rehman-Rainbow (Pvt) Ltd. 82-M-Industrial Estate, Kot-lakhpat, LAHORE. Tel:0092--42-35153889 / Fax:0092-42-35118593 E:info@Surgitex.com.pk Waleedrizwan82m@yahoo.com Rep: Waleed Rizwan	Surgee Gauze, Surgee Crepe/Bandage Surge cotton
19	M/S. Vision Instruments Company. Marala Road, Chowk Kotli Loharan, Sialkot. Tel: 0092-300-6129218 / Fax:0092-052-3531098 E:Visioninstco@gmail.com Ref: Malik Muhammad Rizwan	Scissor/Forceps and Dental instruments
20	M/S. Nimrall Laboratories. 24/SS-3, Rawat Industrial Estate, Islamabad. Tel:0092-51-5450687 / Fax:0092-51-5586299 E:Info@nimrall.com.pk Rep: Shazad Saeed	Tablets/Syrup Capsules and Injectable

ANNEX - II





EMERGING PAKISTAN

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www.emergingpakistan.gov.pk





PRODUITS PHARMACEUTIQUES
INSTRUMENTS CHIRURGICAUX
ET DENTAIRES
ÉQUIPEMENT MÉDICAL
MOBILIER HOSPITALIER



EMERGING PAKISTAN

Produits médicaux fabriqués au
PAKISTAN



MEDICAL EXPO 2018
Le Salon International de la Santé au Maroc
Du 01 au 04 Mars 2018
Foire Internationale de Casablanca



POUR PLUS D'INFORMATIONS VEUILLEZ CONTACTER

TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
www.tdap.gov.pk
TELE: +92-21-99206486
FAX: +92 21 99206461
EMAIL: tdap@tdap.gov.pk

SECTION COMMERCIALE AMBASSADE DU PAKISTAN CASABLANCA, MAROC
TÉL: +212-522-98 18 64
FAX: +212-522-98 19 50
EMAIL: parepcasa@gmail.com



Dispositifs médicaux et industrie pharmaceutique au Pakistan

Le Pakistan a une industrie pharmaceutique très dynamique et tournée vers l'avenir. Il comprend environ 800 unités de fabrication de produits pharmaceutiques, y compris celles exploitées par 25 multinationales présentes dans le pays.

L'industrie a beaucoup investi pour se moderniser au cours des dernières années et, actuellement, l'industrie a la capacité de fabriquer une variété de produits allant de simples pilules à des composés génériques sophistiqués de biotechnologie, d'oncologie et à valeur ajoutée.

L'industrie pharmaceutique pakistanaise a le potentiel de propulser le pays vers une prospérité économique dont il a tant besoin, estimée à plus de 5 milliards de dollars en cinq ans. Le taux de croissance annuel cumulé de l'industrie pharmaceutique a été de 12% au cours des trois dernières années et les entreprises locales ont lancé 2956 produits entre 2008 et 2012, contre seulement 193 produits par des sociétés multinationales.

Le commerce mondial des instruments médicaux et chirurgicaux est énorme et a atteint 30 milliards de dollars. Bien que le Pakistan représente une très petite part du commerce mondial, l'industrie locale possède encore des compétences spécialisées et une expertise des travailleurs qui ont une expérience centenaire dans la production de ces articles sophistiqués. Les produits pakistanais sont vendus sur des marchés très développés d'Allemagne, de France, des États-Unis, de Belgique, etc., qui sont également considérés comme des marchés à revenu élevé.

C'est un secteur où le Pakistan possède des compétences spécialisées. Les produits exportent vers les marchés à revenu élevé des États-Unis, de l'Allemagne et de la France.

Le Pakistan n'a pas de concurrent dans les instruments de poche ophtalmiques. La ville de Sialkot est très connue notamment en Europe pour cette industrie chirurgicale. Le changement d'orientation dans les principaux fabricants mondiaux est sur les produits à haute valeur ajoutée. Pratiquement Sialkot n'a pas de concurrent sur le composant de base et la plupart de la production en provenance d'Allemagne s'est déplacée vers le Pakistan. Le résultat est que le Pakistan produit des produits semi-finis qui sont reconditionnés en Allemagne, en Europe et aux États-Unis, puis vendus à l'échelle internationale à des prix plus élevés.

EXPOSANTS DU PAKISTAN

Sr.#	Noms de l'entreprise	Produit
1	M/S. CARE and Cure Surgico. Email: info@carecuresurgico.com	Mobilier d'hôpital / Instruments chirurgicaux
2	M/s. jimy Brothers Group. Email: info@jimybros.com	Les ciseaux, Forceps Instruments de beauté Instruments chirurgicaux
3	M/S. Praise Corporation. Email: export@praise.com.pk	Chirurgical et Électro Chirurgical
4	M/s. Electro Bismed Instruments. Email: info@bismedinst.com	Comprimés / sirop et Capsules
5	Pharmix Laboratories (Pvt) Ltd. Email: pharmix@hotmail.com	Pharmaceutique
6	M/S. English Pharmaceutical Industries. E: info@englishpharma.com	Équipement médical
7	M/S. Bashir Jamil & Bros. Email: uman@bashirjamil.com	Instruments médicaux et dentaires
8	M/S. Nadia International (Pvt) Ltd. Email: nadiatd@nadiatd.com.pk	Instruments chirurgicaux généraux
9	M/S. Cushy Surgical Co. Email: info@cushysurgical.com	Instruments médicaux et dentaires
10	M/S. Surgical Appliances. Email: subay@brain.net.pk	Instruments médicaux et dentaires
11	M/S. Tariq Mehmood Enterprises. Email: info@tmentp.com	Instruments médicaux et dentaires
12	M/S. Olynth Instruments Co. Email: info@olynth-instruments.com, olynthinstruments@gmail.com	Instruments chirurgicaux / oculaires et dentaires
13	M/S. Fimsa Instruments. Email: fmsa@skt.comsats.net.pk	Instruments chirurgicaux / dentaires
14	M/S. Sea Moon Industries. Email: info@seamoonind.com, seamoonind@gmail.com	Instruments dentaires
15	M/S. Surgiforce Instruments. Email: info@surgiforce.com	Instruments chirurgicaux / dentaires et creux
16	M/S. Wnsfeld Pharmaceuticals. Email: info@wnsfeldpharma.com	Tablets/Syrop Capsules and injections
17	M/S. Neutro Pharma. Email: hamidraza35@hotmail.com neutropharma@gmail.com	Pharmaceutique
18	M/s. Surgitex-Rehman-Rainbow (Pvt) Ltd. Email: info@surgitex.com.pk waleedrwani22m@yahoo.com	Gaze chirurgicale, Crêpe chirurgical / bandage Cotton chirurgical
19	M/S. Vision Instruments Company. Email: visioninstco@gmail.com	Ciseaux / Forceps et Instruments dentaires
20	M/S. Nimrall Laboratories. Email: info@nimrall.com.pk	Comprimés / sirop Capsules et injectable