

(For Expo Pakistan 2017)

Product: Pharma and Health Care

HS Code: 30

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i. **Industry Economic Scenario**

a. *Product description*

Pakistan Pharmaceutical industry is growing at a very fast rate and contributing to the national economy. Before the overview of the Pakistan Pharmaceutical market, let us see the situation on the global basis. The whole global Pharmaceutical market is valued at 650 billion US\$, with an annual growth rate of 8%. In terms of monetary value, the size of the pharmaceutical industry in Pakistan is \$3.10 billion (Rs. 325, 596 billion, as per IMS). Given that the total size of the global pharmaceutical market is estimated to be over \$ 1 trillion, Pakistan is hardly 0.5 percent of the market. On the basis of value the global market is governed by USA, EU and Japan with a share of 48%, 28% and 12%, respectively.

The rest of the world has only 20% of the total world Pharmaceutical market. Looking at the Pakistan Pharmaceutical market, it is very competitive and challenging. About 759 Pharmaceutical companies are operating in Pakistan out of these companies 225 are operating units. When we look back to the Pakistan Pharmaceutical industry, it is obvious that the picture has completely changed. In the early nineties there was a scenario that the Pakistan Pharmaceutical industry was occupied by the MNCs, but during the last 18-years or so, the picture has completely changed of the 386 operating units, 30 are MNCs, producing the drugs. Now-a-days, the ratio of MNCs and national companies is 45% and 55%, respectively. It is an encouraging sign for the local investors that the share of the national companies is increasing. Today the pharmaceutical industry registers an annual growth of 11%, which is more than the global growth of the Pharmaceutical industry. In the current scenario, as the national companies are taking over, about 80% need is fulfilled domestically while 20% are covered by imports. Almost all the raw materials are imported from China, India, Europe, North America and other countries of the total imports made, about 20% are from Switzerland.

b. HS Codes

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c. Existence of multinational brands.

- Pfizer
- GlaxoSmithKline
- Sanofi-aventis
- Novartis
- Hoffmann-LaRoche
- Astrazeneca
- John Johnson
- Wyeth
- Eli Lilly

d. Compatibility to international quality standards/certifications

Developed with the participation of **pharmaceutical sector** experts, **ISO 15378:2006** incorporates in a single document the quality management **requirements** of **ISO 9001:2000** together with the Principles of Good Manufacturing Practice (GMP) for the design, manufacturing and supply of primary packaging materials for medicinal products.

- [ISO 15378 - Certification - Primary Packaging Materials for Medicinal Products](#)
- [Good Manufacturing Practices \(GMP\) Compliance Training for Pharmaceutical Industry](#)
- [OHSAS 18001 - Occupational Health and Safety Management Systems](#)

e. Value Chain

Pharmaceutical companies are geographically spread all over Pakistan. Pharmaceutical production units in provinces tend to concentrate in major cities like Karachi, Lahore and Peshawar. Although the numbers reflect that majority of firms are in the province of Punjab, but in terms of production, capacity utilization, volume and size of business, Karachi leads the way as far as pharmaceutical firms are concerned.

f. Acceptance of Pakistani products in global markets.

Given the long lags in innovation of new products, increasing inflexibility in setting higher prices and intense competition from countries like India, large pharmaceutical firms are progressively turning towards research collaboration and portfolio acquisitions. Mergers and acquisitions have seen a pickup in pace as large firms buy off smaller firms. In 1989, there were 30 large pharmaceutical manufacturing firms in the USA. Now, there are only 9 as firms like Pfizer bought off other companies.

ii. **Global trade in this specific product**

a. Top 05 exporting destinations

Exporters	Exported value in 2014	Exported value in 2015	Exported value in 2016
World	516,553,742	498,583,787	505,944,250
Germany	79,699,396	75,780,088	77,098,405
Switzerland	62,594,870	60,596,101	67,454,988
United States of America	43,995,520	47,293,310	47,128,898
Belgium	49,845,648	43,154,261	41,975,129
United Kingdom	33,567,373	35,973,438	32,947,770
Ireland	27,229,876	31,850,223	31,775,741

b. Top 05 Competitors (Importers)

Importers	Imported value in 2014	Imported value in 2015	Imported value in 2016
World	533,965,194	519,091,075	532,097,344
United States of America	73,042,299	86,014,133	92,505,408
Germany	49,294,043	45,673,331	49,096,043
Belgium	39,416,016	36,300,502	34,891,600
United Kingdom	33,727,712	33,744,349	32,747,620
Switzerland	23,526,978	21,725,768	24,674,012

iii. Exports from Pakistan & Pakistan's ranking : 3 years figure

Importers	Exported value in 2012	Exported value in 2013	Exported value in 2014	Exported value in 2015	Exported value in 2016
World	167,812	169,467	198,599	212,692	207,182
Afghanistan	47,454	42,520	59,903	73,899	75,417
Sri Lanka	14,925	17,495	18,148	22,137	22,205
Philippines	12,453	11,941	15,943	15,031	15,399
Viet Nam	14,893	13,853	16,168	14,870	13,849
South Sudan	4,110	8,307	7,768	7,502	10,110

- iv. **TDAP participation in international exhibitions in the subject product / Sector**(*please use Exhibition Calendar of 2017-2018*)

(Yet to be provided by TDAP, Lahore.)

Exhibition Calendar 2017-18

S.No	Details of Event	Dates	Products
1. S	Greater New York Dental Meeting 2017, New York, USA	November, 2017	Dental equipment
2.	Cosmoprof, Las Vegas, USA	July, 2017	Cosmetics, hair and skin care, beauty instruments, salon products, packaging etc.
3.	Celebration of 70th Anniversary of Pakistan's Independence with 150th Anniversary of Canada, Ottawa, Canada	August, 2017	Sports goods, surgical instruments Garments, hosiery and food products
4.	Cosmoprof, Las Vegas, USA	July, 2018	Cosmetics, hair and skin care, beauty instruments, salon products, packaging etc.
5.	FIME Show, Miami, Florida, USA	August, 2018	Surgical Goods
6.	Greater New York Dental Meeting, New York, USA	November, 2018	Dental equipment
7.	Arab Health, Dubai, UAE	January, 2018	Hospital Equipment
8.	VETme-Agra ME, Dubai, UAE	April, 2018	Surgical Veterinary and other related instruments
9.	Beauty World, Dubai, UAE	May, 2018	Cosmetics & Make up items
10.	Beauty Expo Australia, Sydney, Australia	August, 2017	Beauty Products
11.	Pharmed, The 11 Vietnam International	September, 2017	Surgical & Dental Instruments

	Hospital, Medical and Pharmaceutical Exhibition. Hochiminh City, Vietnam		
12.	Cosmoprof Wanchai, Hong Kong	November, 2017	Beauty Salon and Cosmetics Products/ Equipment/ Furniture
13.	Korea International Medical and Hospital Equipment Show, South Korea	March, 2018	Surgical, Dental, Beauty care and Medical Industry
14.	Expo Med, Istanbul, Turkey	April, 2018	Surgical Equipment
15.	Hong Kong Medical Device Fair, Hong Kong	May, 2018	Surgical & Dental Instruments
16.	International Medical Pharmaceutical Dentistry Exhibition, Tajikistan	June, 2018	Medical Pharmaceutical Dentistry
17.	Beauty Expo Australia, Sydney, Australia	August, 2018	Beauty Products
18.	Pharmedi, The 11 Vietnam International Hospital, Medical and Pharmaceutical Exhibition. Hochiminh City, Vietnam	September, 2018	Surgical & Dental Instruments
19.	Cosmoprof Wanchai, Hong Kong	November, 2018	Beauty Salon and Cosmetics Products/ Equipment/ Furniture
20.	Medic East Africa Exhibition& Congress, Kenya	September, 2017	Surgical & Pharmaceutical

21.	Africa Health Expo (AFH), Johannesburg, South Africa	2017-2018	Surgical & Pharmaceutical
22.	Pro Beauty, Johannesburg, South Africa	2017-2018	Beauty Products
23.	Mediconix, Cairo, Egypt	2018	Healthcare
24.	Dental Expo, Moscow, Russia	September, 2017	Surgical & Dental instruments
25.	Medica Dusseldorf, Germany	November, 2017	Surgical Instruments
26.	International Dental Show, Germany	March, 2018	Dental Instruments
27.	Cosmoprof, Italy	April, 2018	Beauty & cosmetic products
28.	Safety & Health EXPO, UK	June, 2018	Healthcare
29.	Intermot, Cologne, Germany	September, 2018	Surgical
30.	Medica Dusseldorf, Germany	November, 2018	Surgical Instruments
31.	China Dental Show, China	September, 2017	Dental instruments
32.	China Dental Show, China	September, 2018	Dental instruments