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High Commission of Pakistan
Commercial Wing
Nairobi, Kenya
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Report on Medic East Africa Exhibition at Nairobi

The Commercial Wing, High Commission of Pakistan, Nairobi under the guidance of the Trade Development Authority of Pakistan (TDAP), Ministry of Commerce is working to promote, expand and diversify exports of Pakistan in Kenya and East Africa especially focusing on non-traditional sectors.

Participation of Pakistani companies/firms in Expos held in host country is an integral part of the market penetration strategy to market their products and ultimately obtain business share and establish long term business relations with importing firms. In this regard, real time information related to exhibitions held in Kenya and East African Countries (EAC) are shared with Pakistani manufacturers and exporters.

The flow of business interaction has significantly been improved between Kenya and Pakistan after conduction of the Pakistan Africa Trade Development Conference (PATDC) held at Nairobi on 30-31 January, 2020 organized by the Ministry of Commerce followed by two Engineering and Healthcare Expos arranged by Trade Development Authority of Pakistan (TDAP) at Lahore in February, 2022 and 2023.

The volume of export from Pakistan to Kenya has significantly been increased by 17% and 21% in 2021 and 2022. Moreover, during the past three years 19 pharmaceutical companies have been GMP (Good Manufacturing Practices) certified by the drugs regulatory authority/Pharmacy and Poisons Board (PPB), Kenya and around sixty new pharma products are also under registration. Such certification and registration will further multiply pharma exports in the coming years.

In continuation of such efforts, the following six Pakistani pharmaceutical companies were financed by TDAP by contributing US\$ 37,080.00 to the organizing company i.e. M/s Informa Ltd and facilitated by the Commercial Wing, Pahic Nairobi for participation/exhibition in the Medic East Africa Exhibition held on 13-15 September 2023 at KICC, Nairobi, Kenya. The Exhibiting companies attracted significant crowd of importers and distributors during the show from all over East Africa and Kenya. The shared feedback of the exhibitors was very positive and appreciated the role of TDAP.

S#	Name of Company
1.	Mana Healthcare (Pvt) Ltd
2.	Genix Pharma Private Ltd
3.	Bioniks Technologies (Pvt) Ltd
4.	Nicholas Pharmaceuticals
5.	Nutrix Healthcare
6.	Jzanda Surgical Instruments

All companies received tremendous response during the Expo and many potential buyers, importers and distributors showed willingness to sign long term contracts of importation after necessary exchange of samples and formalities.

Their B2B meetings were arranged with potential importers and distributors. Briefing session on market entry, registration, certification and regulatory requirements of the market was arranged over a brunch at the residence of the Commercial Counsellor. Dr. Kamamia Murichu, Chairman, Kenya Pharmaceutical Distributors Association and Dr Maurice Khisa of M/s Alfajiri Pharmaceutical Ltd briefed the participants in detail and their queries were addressed. Below are pictures from the exhibition.





