

India Pharma Week gears up for a grand debut in Delhi-NCR

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New Delhi: UBM India, India's leading B2B exhibition organizer, is all set to bring in the third edition of the widely appreciated India Pharma Week, a week-long celebration packed with avant-garde events from 9th – 14th December, alongside the 12th edition of its flagship expo CPhI and P-MEC India.

South Asia's largest Pharma event will be held for the first time at the world class venue of the India Expo Centre, Greater Noida, with all its attendant facilities, moving away from the commercial capital of Mumbai. This will enable all the key stakeholders and professionals of the pharma industry the convenience to congregate at the marquee show, network and celebrate the industry under one giant umbrella for an entire week.

Commemorating the 12 years of the CPhI & P-MEC India expo, the India Pharma Week will

organize more than 7 events and activities pertaining to the streams of business, knowledge, leadership, innovation, recognition and networking in the field of Pharma. As a tribute to the city in which it was born and reared, the India Pharma Week will tee off with a Pharma Leaders Golf in Mumbai. The scene of action will then shift to Greater Noida where the IPW will be packed with a series of dynamic engagements such as Pharma Connect Congress, Women in Pharma, India Pharma Awards, Networking Evening, the CPhI & P-MEC India Exhibition and a closed-door CEO Roundtable, among others. The shift to the Delhi-NCR region will help the magnum opus further develop and nurture a complete pharma ecosystem in the sectoral pockets of the North, also keeping in mind its power corridors.

Originally Incepted in 2006, the CPhI & P-MEC India exhibition has grown remarkably larger over the years with exhibitors and visitors from Indian and overseas engaging over significant levels of business. It has been approved and comprehensively assisted in its endeavors by governing bodies such as Pharmexcil, CIPI and IDMA. This year's edition will witness participation from more than 1,600 exhibitors from over 42 countries. Special pavilions by Pharmaceuticals Export Promotion Council of India (Pharmexcil), China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE) and China Council for the Promotion of International Trade (CCPIT) will form an intrinsic part of the expo.

The India Pharma Week with its mélange of events was launched in 2016 to celebrate CPhI & P-MEC's ten years of existence. Onsite, several innovative engagement platforms such as Supplier Finder, CPhI TV, Live Streaming, Mobile Apps, Tech Walls, Matchmaking – Live Pharma Connect, Exhibitor Showcase, and Innovation Gallery among others are sure to make the visitor experience an engaging and memorable one.

Speaking on IPW 2018, Mr Yogesh Mudras, Managing Director, UBM India said, "I am delighted to announce the third edition of the weeklong India Pharma Week — an unrivalled offering to the world of exhibitions — along with the CPhI & P-MEC India, UBM's flagship engagement platform, and the world's leading Pharmaceutical networking event in the Delhi-NCR region at a world class venue that an elite congress such as the one at IPW richly deserve. The shift to the region, in close geographical proximity to the Centre, policy makers, consulates and government bodies will enhance our community building efforts. Apart from the business, and the medley of captivating events, key discussion areas will include 'Growth of Indian Pharmaceutical industry: Vision 2020', 'Transforming the Pharma industry architecture through collaborations', and 'Strategies to strengthen regulatory policies in India' among many others, for the community to ruminate and act upon,".

"With an estimated spend of over US\$ 200 billion on medical infrastructure in the next decade; India is keen to make drugs affordable as well as available in all corners of the country. What is also equally required to make India a global leader in end to end pharma manufacturing, as encapsulated by The 'Pharma Vision 2020? is a heightened appreciation and awareness about compliance requirements and investment in R&D. These factors seem to have been comprehended by the pharma community with around 9 per cent of sales by organisations being re-invested in R&D and 46 mergers having been affected in 2017-18. These will, no doubt, go a long way in leading the country on to further innovation, discovery and patents to maintain its stronghold over the sector," he further added