

Dear Sir/ Madam,

Subject: Business Delegation to Colombia, El-Salvador and Costa Rica followed by IPHEX-LATAM in Peru (27th August – 9th September 2017)

We have pleasure in informing you that PHARMEXCIL proposes to organize the following activities in select market of LAC region:

Business delegation to Colombia (27nd -30th August), El-Salvador (30th -3th September) and Costa Rica (3th September- 5th September) followed by IPHEX-LATAM in Peru (5th – 9th September 2017)

Members are kindly aware that over the years Latin American Countries have emerged as a very attractive market for APIs and formulations. India's total export to LAC region has crossed over One billion USD. Pharmexcil has been making all efforts in the region over last few years to create opportunities for Indian companies.

Export figures to these 4 (Four) countries, where we are mounting our delegation, is given below for your kind information. You may assess the export potential in these countries.

(Figs in Mn. US\$)

Country	2014-15			2015-16		
	Bulk drugs	Formulations	Herbals/Ayush/ Surgical	Bulk drugs	Formulations	Herbals/Ayush/ Surgical
Colombia	26.96	37.91	2.58	29.32	41.07	2.24
El Salvador	1.67	8.38	0.2	2.27	10.10	0.24
Costa Rica	1.19	11.53	0.61	1.33	11.71	1.22
Peru	11.05	36.91	1.50	14.74	46.59	1.46

Source: DGCIS

The delegation will first be visiting three countries (Colombia, El-Salvador and Costa Rica) for Business meetings with the local Pharma companies and Regulatory bodies which will be followed by IPHEX-LATAM (Exhibition Cum BSM) in Peru.

Pharmexcil has already successfully organized three editions of IPHEX- LATAM in Peru. Keeping in view of the same its time to take IPHEX-LATAM brand to a new height. To make the event bigger and true show of Indian Healthcare, members of Services Export Promotion Council (SEPC)-related to healthcare sector and Engineering Export Promotion Council (EEPC)-related to medical devices and pharma machinery would be the part of IPHEX-LATAM. We propose to organize IPHEX LATAM (three day Expo-cum-BSM) in Peru coinciding with Technosalud-2017, which is the largest exhibition of healthcare in Peru. The exhibition proposed to attract more than 17,000 visitors from across LAC

The proposed event will have following features:

- Fully Madeup Stall to each participant
- Buyers to be invited from all parts of Peru
- Buyers from other LAC region (Venezuela, Brazil, Chile, Argentina, Paraguay, Ecuador, Bolivia, Uruguay and Central LAC) will be invited
- Conference on Peruvian Market
- Interaction with the officials of Ministry of Health and DIGEMID

Your participation in large number in this Delegation and IPHEX-LATAM is very crucial to the initiatives being taken by Ministry of Commerce and Pharmexcil to tap the opportunities in the market. This kind of platform will lead us to address all issues and challenges as well at a regional level.

The detailed schedule is as follows:

Bogota, Colombia	27/8/2017	Sunday	Arrival of Delegation
	28/8/2017	Monday	BSM
	29/8/2017	Tuesday	Personal Meetings and Meeting the Regulatory Authorities
	30/8/2017	Wednesday	Departure to El Salvador
San Salvador, El Salvador	30/8/2017	Wednesday	Arrival to El Salvador
	31/8/2017	Thursday	BSM
	1/9/2017	Friday	Personal Meetings and Meeting the Regulatory Authorities
	2-3/9/2017	Saturday/Sunday	Departure to Costa Rica
San Jose, Costa Rica	2-3/9/2017	Saturday/Sunday	Arrival and Personal Meetings
	4/9/2017	Monday	BSM
	5/9/2017	Tuesday	Departure to Peru
Lima, Peru	5/9/2017	Tuesday	Arrival to Peru
	6/9/2017	Wednesday	Expo BSM coinciding with Technosalud-2017
	7/9/2017	Thursday	Expo BSM coinciding with Technosalud-2017
	8/9/2017	Friday	Expo BSM coinciding with Technosalud-2017
	9/9/2017	Saturday	Departure to India

In view of the export potential available in the above countries, we invite applications from competent members to participate in the Expo-Cum- BSM and the business delegation. The tentative programme & itinerary for the delegation would be subject to confirmation from our Missions.

Participation Details

Country	Event	Fee	Note	Fee Includes
Colombia	BSM	Rs. 150,000/-	If participating only in these countries	Interpreters (limited number)
El Salvador				Transfers for meeting organized by Pharmexcil
Costa Rica				Translation of profiles
Peru	Only IPHEX-LATAM	Rs. 1,75,000/-	If participating only in IPHEX-	Made up Stall
				Interpreter(limited number)

			LATAM	Translation of profiles
				Made up Stall
				Interpreter(limited number)
				BSM Charges in other 3 country
	IPHEX-LATAM and BSM in other countries	Rs. 2,25,000/-	No additional fee for participation in delegation to other countries	Translation of profiles

Members may kindly note the following important points:

- Members participating in Peru will not have to pay any fee for participation in delegation to other countries.
- Members participating only in business delegation to Colombia, El-Salvador and Costa Rica will have to pay a registration fee of Rs. 1,50,000/-.
- It is mandatory to participate in at least three countries. This may include Peru.
- Hotel name and tariffs (In consultation with Indian Missions abroad) will be informed shortly and payment to be made by participating members directly.
- Members participating in Expo-cum BSM or/and Business delegation to other countries BSM should forward their confirmation along with an advance non-refundable commitment/ fee of Rs.2,25,000/-or Rs 1,75,000/- or Rs. 1,50,000/- as per the options. This is a non-refundable amount and can be refunded only if the event is cancelled due to unavoidable circumstances at the instance of our Missions/Council.

MDA:

Members may please note that council has applied for assistance under MDA scheme. SUBJECT TO THE APPROVAL OF MINISTRY OF COMMERCE, GOVT. OF INDIA and also other rules of MDA scheme, members whose export turnover for the previous year is less than Rs 30 crores and has one year membership with the Council, will be eligible for financial assistance to the extent of Rs 1 lakhs per company will be reimbursed.

Interested members may please send their confirmation by registering online at <http://iphex-india.com/bsm/> and by sending the confirmatory mail at rodelhi@pharmexcil.com Payments can be done through DD/Cheque in favour of Pharmaceuticals Export Promotion Council of India, payable at Hyderabad by 15th July 2017.

For any clarifications, members may contact us at rodelhi@pharmexcil.com; 011-45062550, 011-41536658

Thanking you,

Yours sincerely,

Dr Abhay Sinha

Regional Director