

Pharmexcil's IPHEX exhibition comes to city



Prestigious show: Director General Pharmexcil Ravi Uday Bhaskar and chairman Iphex P. Ramesh Babu addressing the media in Hyderabad. | Photo Credit: [K.V.S. GIRI](#)

Three-day pharma and healthcare expo opens on April 27 at Hitex

Hyderabad is all set to host IPHEX 2017 — international exhibition on pharmaceutical and healthcare — for the first time, from April 27.

The fifth edition of the premier, annual exhibition of the Pharmaceuticals Export Promotion Council of India (Pharmexcil) will be held at Hitex Convention Centre. Over 600 buyers from 100 countries are expected to visit the three-day exhibition that will showcase products and services of around 300 Indian companies.

Events like IPHEX serve as a forum highlighting the capabilities of Indian pharmaceutical industry — already a major supplier of generic drugs globally — and help overseas buyers

from emerging markets to explore sourcing opportunities, according to Pharmexcil, Council's Director General Ravi Uday Bhaskar and IPHEX chairman P.Ramesh Babu told presspersons here on Wednesday.

Seminars

Seminars on various topics, including challenges faced in international regulations, government procurement mechanism and strategies to reduce import dependence of intermediates, KSMs and API would form part of the event.

Pharmexcil Chairman Madan Mohan Reddy, in a press release, said the country's comprehensive production range of APIs, formulations, nutraceuticals, excipients, veterinary drugs, biological products and Ayush products would be on display at the exhibition.

Interactions

Mr. Bhaskar said IPHEX 2017 will feature, for the first time, an international regulators lounge to facilitate interactions between Indian companies and regulators from various countries on the regulations, drug registration processes, government procurement procedures as well as the market potential.

Also, an Innovation Lounge would be set up at the event for discussions between representatives of Indian pharma industry and R&D experts from national research institutes such as IICT and NCL.

IPHEX 2017, Mr. Babu added, would help attract more investments to Telangana by highlighting the emergence of Hyderabad as a pharma hub. Hyderabad is home to over 400 bulk drug manufacturers and hosts 245 USFDA approved plants, the highest outside the US.