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IPA Convention 2010 to deliberate on new challenges facing the pharma sector: Dr Suresh

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The second edition of the Indian Pharmaceutical Association Convention (IPA Convention 2010) will be a platform for deliberation of how to solve the issues faced by the pharma manufacturing sector, educational institutions and the traders' community in the country, according to Dr B Suresh, president, IPA.

He was speaking to Pharmabiz on the sidelines of a press meet conducted by the Local Organization Committee for the ensuing Convention 2010, in Chennai. The convention is scheduled from 12th to 14th of next month at the Sri Ramachandra University in Chennai. The first convention was held in New Delhi last year and the third will be in Madhya Pradesh next year, he said.

Unlike other conventions held hitherto, this convention will analyze international norms and standards concerning the industry to help facilitate the small scale pharma units which play a significant role in the Indian pharmaceutical sector. There should be concerted efforts from all sectors to tackle the issues of SMEs as they are competing with multinational pharma companies for their existence. Hence the convention will have special sessions for such subjects.

Dr Suresh, who is also the president of the Pharmacy Council of India (PCI), has emphasized the need to consolidate the industry, the educational system and the trading community for supporting the Indian Pharma Industry which is surging forward to make the country as the Global Pharma Destination by the year 2020. According to him, the pharmaceutical industry is set to create newer milestones in the global level. The industry is targeting a market value of USD 100 billion in the year 2020. Besides, India is emerging as one of the most strategic locations for conducting drug research and development. So the convention 2010 will discuss many aspects of the industry and other allied sectors to achieve its goal.

He said the latest reports reveal that the domestic pharma market value is around Rs 55,454 crore growing by 10 per cent annually and the value of exports of medicines from India is around Rs 39,537.66 crore with a growth rate of 21.98 per cent. Out of the total exports from India, 58 per cent is contributed by finished formulations and 40 per cent contributed by bulk drugs. The country has 793 WHO cGMP approved plants and it has the highest number of US FDA approved facilities outside USA. According to him, every third pill taken in the world is from India and every fourth application filed in USA for generic drug is from India. The country occupies fourth position in terms of Volume and 14th in terms of Value at global level, which shows that the cost of medicines in India is less compared to under developed countries. So, considering these potentials of pharma industry in the country, IPA has chosen the theme "India-surging Forward as the Global Pharma Destination" for this year's Convention, he told Pharmabiz.

Further, this year's convention will chalk out programs for pharma professional for updating their knowledge and grooming younger generations to face global challenges in the pharmaceutical field. The organizers of the event hope that the three days meeting will help the country to explore the potential of the pharmaceutical industry, research and academicians, which, in turn, will make India to surge forward as a technical pharma destination.

SV Veeramani, the LOC chairman said pharmaceutical industry is the only area where no unemployment is existed despite international economic slowdown and the industry is able to provide as many jobs to the graduates and postgraduates of pharmacy in the country.

J Jayaseelan , the secretary of the Organizing Committee said, the scientific seminar to be held along with the convention will focus on contemporary state –of- the- art practices and technologies enabling the industry and which would be attended by eminent scientists from across the world.

Eminent International Pharmaceutical experts like Dr Henri Manasse, CEO of American Society of Health System Pharmacists, Dr. Ivan Kotze, president of Commonwealth Pharmacist Association (CPA), UK, Dr Soo Ja Naam, president of the Federation of Asian Pharmaceutical Associations, Korea, Dr Joseph Amuzu, health adviser, CPA, PD Sheth, vice-president International Pharmaceutical Federation, Dr Saji Thomas, Par Pharmaceuticals, USA, and Dr Prabhu Nambiar, Vertex Pharmaceuticals, USA will attend the convention.