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ASIA EDITION

Hyderabad to witness latest pharma innovations and trends with PharmaLytica 2018

August 1, 2018 | News

India's most comprehensive Analytical, Lab, Pharma Machinery & Contract Services Event by UBM India



UBM India, organizers of CPhI / P-MEC India, the leading global pharma trade show and conference, has announced the 5th edition of PharmaLytica 2018. The two-day event will be held at Hyderabad, the Bulk Drug capital of India, at the HITEX Exhibition Center on 10th & 11thAugust 2018.

The most important pharma related expo in South India, PharmaLytica 2018 will enable the pharmaceutical community pick up on the latest industry trends, innovations and conduct business with Analytical, Laboratory, Machinery, Packaging and other allied Industries. The expo is well supported by associations including Pharmexcil, Confederation of Indian Pharmaceutical Industry (CiPi) and Indian Drug Manufacturers' Association (IDMA).

In the current edition, PharmaLytica will witness the participation of over 150 exhibitors from across the country including notable industry players such as Kirloskar, Standard Group of Companies, Bry-Air Asia, Allyone Industries, Rotomark Innovations, Gandhi Automation, Mack Pharmatech, Autocal Solutions, Helios Concrew, S.K. Pharma Machinery, NPM Machinery, GMM Pfaudler, ELGI Equipments, First Source Lab, Apex Chromatography, Valfit Engineers, Integrated Cleanroom Technology, Dumra Machines, Sigma Scientific Glass, among many others.

The event also comprises the PharmaLytica Seminar, covering a number of insightful sessions and discussions on the latest industry trends. Some of these include subjects such as 'A Smart Pharma Manufacturing for Operational Excellence; Latest in Pharmaceutical, Analytical & Lab' ; 'Technology Edge' that will talk about the Importance of information in the pharmaceutical industry; 'Cost-Quality Efficiency'; 'Setting Quality Culture Parameters' that will talk about challenges pertaining to quality culture articulation; 'A distant view of Indian Pricing & Regulatory: US Perspective'; 'Presentation of Case study on Pharmacoeconomics'; 'Is Regulatory Compliance much more than good manufacturing Practices (GMP)?'and 'Regulatory, Pricing & Patients – Equilibrium.

The expo plans to spread out its wings in 2019 by venturing into the Western region with its strong pharma market by hosting PharmaLytica for the first time in Mumbai. While targeting the South-West market with sectors such as Lab & Analytical,

Pharma Machinery & Packaging , PharmaLytica will also launch API and Excipients zone to continue its pre-eminence in this region. This will enhance the exhibition profile as a one stop shop for all end-to-end Pharma solutions under one roof.

Speaking on the announcement of the 5th edition of PharmaLytica, Mr. Yogesh Mudras, Managing Director, UBM India said, *"Over the years, PharmaLytica has evolved as the leading marketplace for products and services along the entire value chain in niche segments within the Pharma industry. The expo and especially the conference within it, seeks to deepen understanding of the changing landscape in the sector to enable responses to marketplace trends. It will also play a key role in establishing a unique drug safety ecosystem in India".*

"By 2020, India is likely to be among the top three pharmaceutical markets by incremental growth and 6th largest market globally in absolute size. The pharma companies are making tremendous efforts to discover new drugs, increasing R&D expenditure, implementing technology and introducing new methodologies to improve quality of manufacturing. Our focus at PharmaLytica, would be to keep the companies abreast with innovations in the growing businesses of India's pharma industry. Given our growing and unrivalled offering in the pharma domain, and the fact that the expo has been growing in tandem with the growth of the sector including in the ancillary side, we are pleased to move PharmaLytica to Mumbai in 2019. Side by side, we are also increasing our offerings and this will no doubt, add immense value to the strong Western market in addition to the Southern one." **he further added.**

Renowned as the pharmacy of the world, the Indian pharma economy has been lauded for its rapid growth in recent decades. The pharmaceutical sector was valued at $ 33 billion in 2017. The country's pharmaceutical industry is expected to expand at a CAGR of 22.4 per cent over 2015–20 to reach US$ 55 billion. India's pharmaceutical exports stood at $ 17.27 billion in 2017-18 and are expected to reach US$ 20 billion by 2020.

The various economic drivers and government policies like pharma parks, boosting the biosimilars and biologics sector, along with ancillary sectors, and reducing manufacturing costs are the key driving factors for the growth of the sector in the country. The 'Pharma Vision 2020', introduced to make India a global leader in end-to-end drug manufacturing, has also boosted investments.