





Department of Pharmaceuticals Ministry of Chemicals & Fertilizers

3rd International Exhibition & Conference on Pharmaceuticals & Medical Device Sector



February 15-17, 2018
Bangalore International Exhibition Centre





Glimpses of 2017 edition Inaugural Session











Glimpses of 2017 edition

Exhibition Ribbon Cutting & Exhibition Visit of Hon'ble Minister & Mos

















Comparative Analysis- 2016 & 2017 editions

	INDIA PHARMA		INDIA MEDICAL DEVICE	
Particulars	2016	2017	2016	2017
No. of Exhibitors	146	199	67	76
No of CEO's	35	48	19	23
No of Delegates	110	250	81	125
No of Visitors	4320	6350	1925	3673
No of Embassy Officials	15	29	15	29
Dignitaries on Dias	32	33	32	33
No of Speakers	35	46	25	28
Enquiry Generated	719	2260	340	1642

Highlights of India Pharma & India Medical Device 2017

- **275 exhibitors** from the Pharmaceuticals & Medical Device sector
 - India Pharma: 199
 - India Medical Device: 76
- Hosted Buyers from over 24 countries
- International Regulators from 8 Countries
- 29 Embassy Officials
 - Australia, Canada, United Kingdom, Italy, Guinea, , Macedonia, Mongolia, Nigeria, Rwanda, Switzerland, Tanzania, Uganda, Yemen , Laos, Peru, Trinidad & Tobago, Georgia, Congo etc.
- Over 10,000 Business Visitors
- Karnataka participated as the Host State of the event while Chhattisgarh was the Partner State.

Media Coverage-IP 2017 & IMD 2017

Centre plans med tech zone in B'luru, seeks land from state

Pharmaceuticals ministry will be set up by March: Ananth Kumar



दवा निर्यात में नंबर १ बनने का दावा

केंद्रीय मंत्री अनंत कुमार ने रखी विकास की रूपरेखा

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Not just any other bike ambulance

AmbuPod can ferry patients. has diagnostic

devices SENSOLUBLE Blice ambulances quickly reach pamodified bile ambutance Joraira) from Pune does

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tially an extension to a bile for childfurth. ambulance. It can not only Derairaj said be thought of unedoso makeshill OPD clane reach portional quietly but also decising such an ambulance in resultance. The decor-paspace to accommodate a para-people in villages. I wanted to primary bealth centres for six medic while the driver can do something to address this high allages," Domina said.

The ambulance carries makeshift pocket sized devices that are essential for di-

amount the primary arteric hand-held BCG, an exampter, sion on this project. It's a halo address the shurrance tions at the medical devices on arabu bug, a suction rup labour of love." he said. He is imageower, he said.

agnosis and test during emer-with the help of engineers. gender. Assuing these are a "Those-point my entire pair stary care hospitals. This wi

accommodate a preminedic, after serving in the Indian Air tient ratio in India is poor. As AmbaPod comes with a Force in rural areas, "I could cording to some government stretcher and has sufficient see the challenges faced by reports, there are just 24.000

also be used to take pregnant

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and send data to doctors int



Govt delinks medical devices from pharma sector

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WAY FORWARD

3rd International Exhibition & Conference on Pharmaceuticals & Medical Device Sector



February 15-17, 2018
Bangalore International Exhibition Centre

EVENT FORMAT- IP & IMD 2018

- Exhibition
- Conference
- International Regulators Meet
- CEO's Meet
- International Investors Meet
- Reverse Buyer Seller Meet
- India Pharma & India Medical Device 2018
- Media Conference
- Live Demonstration of Exhibits
- Ministerial Delegations- Focus on CIS countries
- Doctors Seminar- Oncology, Diabetes, Diagnostics
- Scientific Sessions & Poster Presentations

Outline Program- Day 1

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Thursday, 15 th	^h Feb, 2018		
0930-1042	Inaugural Session: India Pharma 2018 & India Medical Device 2018		
1059-1120	Inauguration of Exhibition		
1230-1330	India Pharma CEO's Roundtable		
1200-1330	INDIA MEDICAL DEVICE: Conference Session		
	INDIA PHARMA: Conference Session		
1430-1530	INDIA MEDICAL Device 2018 CEO's Roundtable		
1430-1545	Joint Session(IMD2018 & IP 2018)		
1600-1800	International Regulators Meet with the CEO's		
1600-1700	Pharmaceuticals Sector		
1700-1800	Medical Device Sector		
1845-2100	Pharma & Medical Device Awards followed by Reception and Business		
	Networking Dinner		
1130-1700	Reverse Buyer seller Meet at BIEC, Hall 3& Hall 2 by Pharmexcil & EEPC (Pre-		
	fixed B2B meetings)		

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Outline Program- Day 2

	Friday, 16 th Feb, 2018					
	1000-1800	Reverse Buyer seller Meet at BIEC, Hall 3& Hall 2 by Pharmexcil & EEPC (Pre-				
	fixed B2B meetings)					
	1000-1800	00-1800 Exhibition				
	0930-1130	Joint Conference Session				
	0930-1700	Doctors Seminar				
	1130-1245	INDIA PHARMA & INDIA MEDICAL: JOINT SESSION				
	1245-1345	INDIA PHARMA-Panel Discussion				
/		INDIA MEDICAL-Panel Discussion				
	1500-1615	INDIA PHARMA: Panel Discussion				
		India Medical Device-Panel Discussion				
	1630-1745	INDIA PHARMA-Panel Discussion				
		INDIA MEDICAL- Panel Discussion				

Outline Program- Day 3

Saturday,17th Feb, 2018		
1000-1600	Exhibition	
1000-1300	Doctors Seminar	
1000-1500	Reverse Buyer Seller Meet	
1000-1500	Workshop & Poster Presentation	

THEME OF EVENT

■ FOR RESPONSIBLE HEALTHCARE

INDIA MEDICAL DEVICE 2018-CONFERENCE

- Proposed Topics around :
 - 1. Make in India: A sub sectoral approach
 - 2. Regulatory Streamlining Ease of Doing Business
 - 3. Health Technology Assessment
 - 4. Fitting India into Global Innovation Value Chain

INDIA PHARMA 2018- CONFERENCE

Proposed Topics around :

- 1. Brand "Indian Pharma"
- 2. Incentivizing R&D & creating an environment that fosters innovation
- 3. Manpower and Skill Development

Ministerial Delegation- CIS Countries

- Minister led Industrial Delegations to be invited from:
 - Armenia,
 - Azerbaijan
 - Belarus
 - Georgia
 - Kazakhstan
 - Kyrgyzstan
 - Moldova
 - Russian Federation
 - Tajikistan
 - Turkmenistan
 - Ukraine
 - Uzbekistan.

CME: Doctors Seminar- Oncology, Diabetes, Diagnostics

	Time	Topic
	10.00 am to 11.30 pm	Early Diagnosis of Cancer
		Breast Cancer
<u></u>		Cervix Cancer
0		Oral Cancer
ncology	11.30 pm to 12.00 noon	Prevention of Cancer
7	12.00 noon to 1.30 pm	Treatment Protocols
9		Breast Cancer
		Cervix Cancer
		Oral Cancer
	Time	Topic
S	2.30 pm to 4.00 pm	Diabetes a Silent Killer
<u> </u>		Diabetes and Heart Diseases
Ď		Diabetes and Kidney Dysfunction
Diabetes		Diabetes and Neuro Dysfunction
		Diabetes and Retina
	Time	Topic
S	10.00 am – 1.00 pm	Skills Improvement
Stic		ECHO Cardiography
Ö		CT Scan
Diagnostics		MRI Scan
i		PET Scan
		TTC

Promotional Road shows

DOMESTIC

- Goa
- Ahmedabad
- Baddi(HP)
- Sikkim
- Bengaluru
- Vishakhapatnam

INTERNATIONAL

- Taiwan(IMD)
- Germany (IMD & IP)
- USA (IMD & IP)
- Thailand (IMD)
- China(IP & IMD)
- Japan & Korea(IP & IMD)

EVENT CURTAIN RAISER TO BE ORGANIZED IN THE 1st week of February in Bengaluru

Support from Export Promotion Councils



BUYERS FOR MANUFACTURERS OF:

- PHARMA MACHINERY
- MEDICAL DEVICES



BUYERS FOR MANUFACTURERS OF:

Pharma Products

Publicity Plan

Publicity Campaign:

To give wide publicity to the event, a structured Media campaign would be done as follows:

PRINT MEDIA: The event advertisements would be released in identified newspapers under the DAVP SCHEME and through FICCI, Trade Journals in the identified sectors, Trade Magazines, etc.

Digital Media: Media who would cover the show and we will also engage with the targeted campaign marketing agencies to promote the campaign on Mobile Applications, internet marketing campaigns, Display advertisements on the Internet and Google Search Engine Optimization.

Social Media Marketing: Social Media campaigns would be launched to sensitize the Industry about the campaign and besides Facebook, Twitter, LinkedIn and Youtube, other popular Social media channels in that country would be used.

