



# 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







## Glimpses of 2017 edition CEO's Forum- Pharmaceuticals





## Glimpses of 2017 edition CEO's Forum- Medical Device





SUDHANSH PANT

ANANTHKUMAR

ALDRIVE PRASAD

RAJNEESH TINGAL

## Glimpses of 2017 edition India Pharma & Medical Device Awards





## Glimpses of 2017 edition International Regulators Meet





## Glimpses of 2017 edition Investors Meet





## Glimpses of 2017 edition Conference- India Pharma 2017





Department of Pharmaceuticals  
Ministry of Chemicals and Fertilizers  
Government of India



# INDIA MEDICAL DEVICE 2017

'FOR RESPONSIBLE HEALTHCARE'

Shaping the Future -  
Making the Right Choices

11 - 13 February, 2017 - Bengaluru



Glimpses of 2017 edition  
Conference- India Medical Device 2017



# 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.



**DOI News Service**

**Telemedicine**

The ambulance can also be used as a mobile health clinic in rural areas. The doctor-patient ratio in India is poor. According to some government reports, there are just 24,600 primary health centres for 100 million villages," Dering said.

The tele-ambulance can be stationed in a place where a paramedic or trained person can operate the equipment and send data to doctors in tertiary care hospitals. This will help address the shortage of manpower, he said.

**ON NEWS SERVICE**



A prototype of a modified bike ambulance is on display at India Pharma 2017 in Bengaluru on Saturday. [BH PHOTOS/H SHAKKUMARI](#)

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उन्नीस बोलचाल के निकट  
फार्मों और चिकित्सा उपकरण  
बनाने वाली कंपनियों के लिए एक  
नियम तालिका विभिन्न क्षेत्रों में  
विशेष जानकारी भी प्रदान करेगी, कुत्तर  
ने केईएएसए और निम्नलिखित द्वारा  
अप्रैल 2017 तक फार्मों 2017  
इम्प्लेमेंटेशन डेटाबेस में करारें युक्त यह  
भी बताया कि अल्पवय के फार्मों  
में प्रत्यक्ष कर निर्धार करने का प्रस्ताव  
प्रधानमंत्री कार्यालय के निवासस्थानों  
हैं, सम्पत्ति, तीन टीएन चलेगा,  
कुत्तर ने आगे फार्मों के कर धरोखा  
टिप्पण कि सरकार द्वारा मुख्य  
निर्धारण व्यवस्था को परस्परों और  
निर्धारण बनायी



## WAY FORWARD

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



February 15-17, 2018  
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# 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

16

## Thursday, 15<sup>th</sup> Feb, 2018

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



# Outline Program- Day 2

17

**Friday, 16<sup>th</sup> Feb, 2018**

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

# Outline Program- Day 3

**Saturday, 17th Feb, 2018**

<b>1000-1600</b>	Exhibition
<b>1000-1300</b>	Doctors Seminar
<b>1000-1500</b>	Reverse Buyer Seller Meet
<b>1000-1500</b>	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

Oncology	Time	Topic
	10.00 am to 11.30 pm	Early Diagnosis of Cancer
		Breast Cancer
		Cervix Cancer
		Oral Cancer
	11.30 pm to 12.00 noon	Prevention of Cancer
	12.00 noon to 1.30 pm	Treatment Protocols
		Breast Cancer
Diabetes		Cervix Cancer
		Oral Cancer
	Time	Topic
	2.30 pm to 4.00 pm	Diabetes a Silent Killer
		Diabetes and Heart Diseases
		Diabetes and Kidney Dysfunction
Diagnostics		Diabetes and Neuro Dysfunction
		Diabetes and Retina
	Time	Topic
	10.00 am – 1.00 pm	Skills Improvement
		ECHO Cardiography
		CT Scan
		MRI Scan
		PET Scan
		EKG

# 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 1<sup>st</sup> 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.



