



INDIA'S 70TH REPUBLIC DAY



India provides high quality medicines and medical care at low cost

Istu Septania
THE JAKARTA POST/JAKARTA

In an attempt to enhance the relationship between the stakeholders of the Indonesian and Indian pharmaceutical industries, the Indian Commerce Ministry and the Pharmaceuticals Export Promotion Council of India (Pharmexcil) organized the first India-Indonesia Pharmaceutical and Health Industry Forum in Jakarta on Thursday.

The event, supported by the Embassy of India in Indonesia and the Indonesian Chamber of Commerce and Industry (Kadin), brought together representatives of pharmaceutical companies from both Indonesia and India.

As many as 19 Indian pharmaceutical companies sent delegates to attend the meeting held at the Westin Jakarta Hotel in South Jakarta to seek wider networks and more business opportunities in Indonesia.

At the forum, Indian Ambassador to Indonesia Pradeep Kumar Rawat highlighted that the importance of the health industry is reflected in more than its numbers.

"The health industry can determine people's lives," he said, adding that hopefully there would be a good policy outcome that would not compromise patient care.

A collaboration between Indian and Indonesian pharmaceutical companies could offer numerous opportunities for both countries. India is well known for

its high quality medicines sold for affordable prices. India also offers high quality medical services at the lowest cost in the world.

India, the third largest economy in Asia, developed its pharmaceutical industry and health sector rapidly during the last 20 years. India's pharmaceutical industry is among the biggest in the world.

Furthermore, India's pharmaceutical exports were worth US\$17.27 billion in 2017 and 2018, according to the India Brand Equity Foundation (IBEF), and it is expected to increase by 30 percent to be worth \$20 billion by 2020.

Medical tourism has been a growing sector for the last couple of years, also offering affordable medical services with the latest



Courtesy of the Indian Embassy

Enhancing cooperation: Ambassador Pradeep Kumar Rawat delivers his speech during the opening of the first India-Indonesia Pharmaceutical and Health Industry Forum on Jan. 24 in the Westin Jakarta hotel in Jakarta.

medical technology. Many medical tourists from Europe, Asia and the United States visit India for bone-marrow transplants, eye surgery, open-heart surgery and hip replacements, among others.

Pharmexcil joint director Murali Krishna highlighted Indonesia's enormous market and highlighted that Indonesia's national health care has boosted the country's pharmaceutical market. "Through this forum, we'd like to extend our cooperation and contribution to help Indonesia," Murali said in his welcoming speech.

Indonesia and India have actually shown good progress in their economic relations, said Kadin International Relations Department vice chairwoman Shinta Widjaja Kamdani in her speech, but that was still far from its full potential.

Shinta encouraged further engagement and cooperation among pharmaceutical companies from India and Indonesia in the future. "We are here with the business delegates from Indonesia to show that [Indonesia] is ready to work together [with India]," she added.

"We definitely have to do more work to make this happen," Shinta said. "I think Indonesia's pharmaceutical industry still holds much potential, given the country's large population and strategic location."

The Health Ministry's pharmaceutical and medical devices director general, Engko Sosialine Magdalene, said that as the National Health Insurance (JKN) has covered more than 85 percent of Indonesia's population, there is a stronger need to consider the pharmaceutical sector.

"We encourage the pharmaceutical industry to ensure the availability of pharmaceutical raw materials and medicines," Engko said. She added that she hoped both countries can seek to ensure the availability of medicines and medical devices at affordable prices for Indonesian people.

Reena Chogale, one of the Indian company delegates who attended the meeting, expressed her hope of gaining more partnerships from her visit to Indonesia. "After this meeting we are hoping to explore new [partnerships] to form mutual relations between

Indonesia and India," said Reena, who is the manager of Shamrock. Her company has been supplying raw materials and finished formulations to Indonesian companies like PT Sanbe, PT Kalbe Farma and PT Dexa Medica for the last two years.

Crius Group of Companies general manager Sameer Virmani, who was another Indian delegate at the meeting, also expressed his optimism about promote its food supplements in Indonesia. "In India, we provide you quality products at affordable prices," Sameer said. "We look forward to getting the right partners and take our business from there."

He later added that his company has not yet established many partnerships in Indonesia, but he believed that the business potential is immense.

Pharmexcil delegates have extended an invitation to Indonesian pharma industry representatives to participate in the International Exhibition for Pharma and Health Care, which is to be held in Gandhinagar, Gujarat, India from April 10 to 12 this year.



Courtesy of the Indian Embassy

Sharing insights: Participants of the first India-Indonesia Pharmaceutical and Health Industry Forum take part in small discussion groups during the event. The forum was held by the Indian Commerce Ministry and the Pharmaceuticals Export Promotion Council of India on Jan. 24 in the Westin Jakarta Hotel in South Jakarta to promote cooperation between Indonesian and Indian pharmaceutical industry stakeholders.

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