

Just ten drugs can add \$30 billion to Indian pharma's US revenue, says a report

■ PTI | JAN 30, 2020, 08:31 IST



Mumbai, Jan 29 () Domestic pharma companies have the potential to grow their revenue from the US by almost five times at around USD 30 billion from USD 6.5 billion in 2018 if they properly tap just 10 of the widely consumed drugs in the world's largest drug market, according to an analysis by the World Trade Centre. Despite being the largest export market for domestic pharma makers, they served only a miniscule 5.6 per cent or USD 6.5 billion of the over USD 116 billion American pharma imports of in 2018, show the WTC data.

Despite having good demand from across the markets, primarily due to lower prices and easy availability, India controls only 2.4 per cent of global pharma exports.

With robust manufacturing capabilities, domestic pharma companies have the potential to enhance their exports to the US by almost five times to USD 29.6 billion, says the WTC in a note quoting data from the UN's International Trade Commission.

The WTC has identified 10 products that constitute about 25 per cent of American pharma imports in 2018 at USD 29.6 billion which constitute about 17 per cent of US imports from India.

These ten products include single vitamins, medicaments affecting central nervous system, cough & cold preparations, dermatological agents & local anesthetics, chemical contraceptives, sterile surgical catgut, antineoplastic & immunosuppressive medicaments, and structural analogues among others.

These 10 products constitute around 25 per cent of American drug imports and but the share of Indian companies in 2018 was only worth USD 1 billion.

Domestic pharma companies shipped products worth USD 6.53 billion in 2018 to the US, which was only 5.61 per cent of total American imports worth USD 116.35 billion, showed WTC data. BEN MR MR

Business Standard

Pharma companies can draw \$30 bn revenue from US market by tapping 10 drugs

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US offers USD 30 bn more market to domestic pharma cos

PTI | Mumbai | Updated: 29-01-2020 23:24 IST | Created: 29-01-2020 23:24 IST

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US offers \$30 billion more market to domestic pharma companies

By: PTI | Mumbai | Published: January 30, 2020 7:15:07 AM

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PTI | Updated: January 30, 2020, 05:42 IST



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US Offers USD 30 Bn More Market to Domestic Pharma Cos

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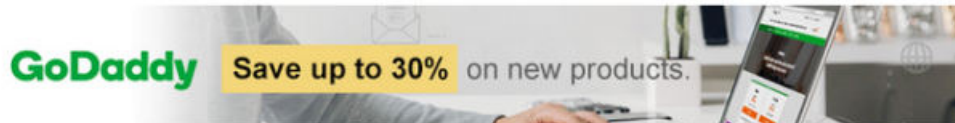
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INDIA AND BRAZIL SET TO DOUBLE BI-LATERAL TRADE USD 15 BILLION BY 2022 SAYS MR. PATRIOTA, CONSUL GENERAL OF BRAZIL IN MUMBAI

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by Suman Gupta

India and Brazil are set to accelerate the bi-lateral trade and investment in the next three years. Mr. Bolsonaro, Hon'ble President of Brazil to India, in his recent visit to India has released a joint statement with Mr. Narendra Modi, Hon'ble Prime Minister of India, to enhance the trade and investment in the areas of oil and gas bio-energy, cyber security, science and technology, mineral resources and animal husbandry along with dairy products. Both countries signed 15 MoUs to this effect. As you are aware, the MERCOSUR, South America's common market comprises Brazil, Argentina, Uruguay and Paraguay, signed a preferential trade agreement with India in 2004. It has been agreed during the presidential visit that preferential duties covered by that agreement with India will increase from a list of goods currently at 450 tariff items to over 2000 items. Negotiations for this significant expansion of preferential trade will accelerate as of now", said Mr. Patriota, Consul General of Brazil in Mumbai, in an interactive meeting on 'Doing Business with Brazil' jointly organized by World Trade Center Mumbai, All India Association of Industries, Consulate General of Brazil in Mumbai and India Brazil Chamber of Commerce at World Trade Center Mumbai.

India and Brazil are focusing on improving their cooperation in environmentally preferable technologies to reduce impact on climate change. Brazil is world's largest producer of sugarcane and has developed technologies to produce sugar-based ethanol. Mr. Patriota said that Maharashtra being India's second largest sugarcane producer can look forward to adopt these technologies for fuelling low emission 'flex-cars' that can run both on gasoline or ethanol, interchangeably. The other areas of cooperation between Brazil and India particularly Maharashtra are electric motors, steel, banking, retail automation and mining.



Mr. Y. R. Warerkar, Director General, MVIRDC World Trade Center Mumbai; Captain R. K. Gulati, Member of the Council of Management, MVIRDC World Trade Center Mumbai; Mr. K. P. Bakshi, Chairman, Maharashtra Water Resources Regulatory Authority; Mrs. Erika Patriota, Deputy Consul General, Consulate General of Brazil in Mumbai; Mr. Guilherme Patriota, Consul General, Consulate General of Brazil in Mumbai; Captain Somesh Batra, Vice Chairman, MVIRDC World Trade Center Mumbai; Mr. Leonardo Ananda Gomes, President, India Brazil Chamber of Commerce, Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai and Mr. Elson De Barros, Consul General A. H. of India in Minas Gerais at the interactive meeting on 'Doing Business in Brazil' organised by World Trade Center Mumbai, All India Association of Industries, Consulate General of Brazil in Mumbai and India Brazil Chamber of Commerce at World Trade Center Mumbai.

Mr. K. P. Bakshi, Chairman, Maharashtra Water Resources Regulatory Authority (MWRRA), provided a brief overview of Maharashtra with respect to agriculture and water resources and its effective regulation. He stated, "While Maharashtra has four prominent river basins with the Sahyadri range has access water while the Godavari basin has water scarcity. The MWRRA is looking forward to adopt a technology with less energy consumption with optimum utilization of available resources. There are huge opportunities for Brazilian companies in micro irrigation, sewage treatment of urban and industrial waste as well as equalizing the available dam water in Marathwada. The combine cost of these products is approximately INR 3000 crores." Further, Maharashtra also offers opportunity in agriculture infrastructure, cold storage, market linkage and retail in vegetables, fruits, pulses and other agriculture produce.

Mr. Leonardo Ananda Gomes, President, India Brazil Chamber of Commerce and Honorary Consul General of India in Minas Gerais gave a brief overview of the Chamber and its role in promoting cooperation between Brazilian and Indian companies. He said, "Brazil is becoming a gateway for Indian companies to Latin America. The Chamber has 44 Indian companies presently operating in Brazil and 64 Brazilian companies with interest in India. The number is rapidly increasing and the Chamber has opened its third office in Rio de Janeiro. In my second visit to India in last 4 years, we are experiencing growing interest of Indian companies in Brazil and we are committed to use the Chamber's infrastructure to facilitate the same."

Earlier in his welcome address Capt. Somesh Batra, Vice Chairman, World Trade Center Mumbai, informed the august gathering about the rising proximity between India and Brazil as well as cooperation in strategic sectors such as oil extractions, renewable energy, agro processing and defense industries. India's total trade with Brazil is approximately USD 8.2 billions in 2018-19 in favour of Brazil. Brazil's strong dependence on oil and gas has put the country in a dominating position in bi-lateral trade. In the last few years the trade between Brazil and China have increased from USD 4 billions to USD 100 billions. Indian companies must take advantage of the cultural similarities and expand their business with Brazil beyond services sector.

Mrs. Erika Patriota, Deputy Consul General of Brazil in Mumbai, thanked World Trade Center Mumbai for hosting the business delegation and shared details of Brazilian companies in Maharashtra especially in waste water treatment. She further offered to facilitate interaction between the Brazilian companies and MWRRA for cooperation.

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India and Brazil set to double bi-lateral trade USD 15 billion by 2022 says Mr. Patriota, Consul General of Brazil in Mumbai

Published on January 29, 2020

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India needs to explore USD 97 billion export opportunity in select farm products

Posted By: admin on: December 26, 2019 In: National No Comments

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Capacity building of women-owned enterprises necessary to unlock this export opportunity, says Ms. Naik

India can explore export opportunities in 19 agro-based commodities that together have a global market of USD 97.6 billion, recent data from the Food and Agriculture Organisation of the United Nations shows. India's share in the global market for these products currently stands at a miniscule 1.5%, with India exporting USD 1.49 billion worth of these commodities in 2017.

Except for coir and coir products, India does not have significant market share in most of these identified 19 commodities (see the table below). Despite being a major producer, India's share in exports of bananas, oranges, chicken meat and milk products such as cheese and butter milk is miniscule.

Thus, there is huge unrealized export market for India's farm commodities, which can be explored by food processing companies and mega food parks that are envisaged under the central government scheme. Government of India is offering financial support to around 40 mega food parks across various parts of the country.

Maharashtra, which is the second largest exporter of agro commodities stands to benefit from this unrealized export opportunity. The state will have three of the 40 mega food parks that are being implemented across the country. These three parks are being set up in Paithan, Satara and Wardha for processing fruits, vegetables, foodgrains and milk.

Of these 19 farm commodities, Maharashtra has been a dominant exporter of only grapes, mangoes, onions and dehydrated vegetables. The state can upgrade its export capability in dairy products, poultry products and cereals such as sorghum and maize.

(Value in USD Million)				
Sr. No	Agro-Commodities	World export	India export	Share of India
1	Coir	256.22	252.05	98.4%
2	Onions, dry	3016.27	423.22	14.0%
3	Eggs, dried	327.51	31.96	9.8%
4	Mangoes, guavas, mangosteens	2785.69	182.10	6.5%
5	Vegetables, dehydrated	2366.08	140.91	6.0%
6	Honey, natural	2361.19	104.05	4.4%
7	Grapes	8602.20	275.80	3.2%
8	Sorghum	1433.30	10.82	0.8%
9	Cheese, processed	2534.05	8.94	0.4%
10	Bananas	14926.35	48.89	0.3%
11	Bran, maize	247.11	0.41	0.2%
12	Oranges	5662.53	8.22	0.1%
13	Buttermilk, curdled, acidified milk	1751.95	1.40	0.1%
14	Juice, pineapple	288.92	0.15	0.1%
15	Meat, chicken	20659.30	4.04	0.0%
16	Cucumbers and gherkins	2610.88	0.41	0.0%
17	Meat, chicken, canned	8202.12	0.03	0.0%
18	Butter, cow milk	8005.28	0.00	0.0%
19	Food wastes	10983.30	0.00	0.0%
	Total	97020.25	1493.41	1.5%

Source: FAO, 2017

However, Maharashtra will have to improve its global competitiveness on par with leading farm exporters such as New Zealand, USA, Brazil, Belgium, Australia, Argentina and others to capture this huge world market for food commodities.

Commenting on the strategy to enhance exports in this sector, Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai said, "We need to work on multiple dimensions to realize this export opportunity and these include frequent exchange of trade missions with the target market, guiding local farmers and food processors on global quality standards and upgrading logistics infrastructure."

There is also a need to address the emerging challenges of climate risks and price risks in crop production. There is a need to accelerate adoption of climate smart agricultural practices and also an assured price system by popularizing contract farming in the identified crops.

“ *Ms. Naik also highlighted the importance of capacity building among women-owned enterprises and farmers to enhance our farm exports. She said, "We need to identify women self help groups working in the field of agro-processing and take a delegation of this group to target markets, train them on quality standards, provide them with trade credit and necessary processing technologies so that they can be globally competitive."*

India can enhance its agro exports through a coordinated action plan with the participation of government, trade support institutions, including quality standards authorities, export promotion councils and entrepreneurs

Tags: farm products

India Pharma Companies Have Potential To Capitalise On \$30 Billion Market In US: World Trade Centre Analysis

by *Swarajya Staff* - Jan 30 2020, 11:55 am,



An assortment of medical drugs lying on a table. (PublicDomainFiles/Petr Kratochvil)

According to an analysis by the World Trade Centre (WTC), Indian pharmaceutical companies has an opportunity to grow their revenue from the US by almost five times to \$30 billion from \$6.5 billion if they properly tap just 10 of the widely consumed drugs in the world's largest drug market, [reports Wion](#).

The US is the largest export market for Indian domestic pharma makers, but the domestic players could only manage to get a share of 5.6 per cent or \$6.5 billion in the American drug market valued at \$116 billion, according to a data from WTC.

Indian drug companies export easily available drugs which has low prices but India controls only 2.4 per cent of global pharma exports.

Quoting data from the UN's International Trade Commission, India has strong manufacturing capabilities and domestic pharma companies have the potential to enhance their exports to the US by almost five times to \$29.6 billion, says the WTC in a note.

The WTC has identified 10 products that constitute nearly 25 per cent of American pharma imports in 2018 at USD 29.6 billion, of which 17 per cent of US imports are from India. Some of these ten products include single vitamins, cough & cold preparations, dermatological agents, local anesthetics and chemical contraceptives.

Tags: World Trade Centre (WTC), Indian pharmaceutical companies, Indian domestic pharma makers, UN's International Trade Commission, US Pharma Market Share.

Pharma Manufacturers Can Tap USD 29.6 Billion Export Market in USA

POSTED BY: SUMANT JANUARY 28, 2020



MUMBAI, 28th January 2020 (GNI): USA is India's largest pharmaceutical importer and imported pharma products worth USD 6.5 billion from India in 2018. However, India had a miniscule share of 5.6% in USA's total imports of pharmaceutical products worth USD 116 billion from the world in 2018.

With its robust pharmaceutical manufacturing capabilities, India has the potential to enhance its pharma exports to USA. MVIRDC World Trade Center Mumbai has, therefore, identified 10 products which constituted about 25% of USA's pharma imports from the world in 2018 at USD 29.6 billion and about 17% of USA's pharma imports from India in 2018, amounting to USD 1 billion.

USA's imports of these products from India individually constituted a share of less than 10% and more than 2% in USA's imports of these products from the world in 2018. However, USA's imports of these products from India cumulatively constituted only 3.7% of its imports of these products from the world in 2018.

Indian pharma exporters can increase their presence in the US market through exporting these products:

USA's Pharma Imports from India with a share of less than 10% and more than 2% in USA's Imports from the World

HS Code

Product Description

USA's Imports from India (2018, USD Million)

USA's Imports from World (2018, USD Million)

Share of USA's Imports from India in USA's Imports from World

3004505020

Single Vitamins, Not Combined With Minerals Or Other Nutrients

5

54

9.52%

3004909240

Medicaments Primarily Affecting The Central Nervous System, Put Up In Measured Doses Or In ...

191

2,643

7.24%

3004909276

Cough And Cold Preparations Put Up In Measured Doses Or In Forms For Retail Sale, Nesoi

17

277

6.26%

3004909245

Dermatological Agents And Local Anesthetics Put Up In Measured Doses Or In Forms Or Packings ...

52

847
6.15%
3004909285
Medicaments Primarily Affecting The Eyes, Ears Or Respiratory System, Put Up In Measured Doses ...
62
1,320
4.66%
3006600000
Chemical Contraceptive Preparations Based On Hormones Or Spermicides
97
2,135
4.54%
3005901000
Sterile Surgical Catgut, Similar Sterile Suture Materials And Sterilesuture Materials And Sterile ...
5
117
3.88%
3003900100
Other Medicaments (Excluding Goods Of Heading 3002, 3005 Or 3006) Consisting Of Two Or More ...
34
1,075
3.19%
3004909215
Antineoplastic And Immunosuppressive Medicaments Put Up In Measured Doses Or In Forms Or Packings ...
576
18,983
3.04%
3004320000
Medicaments Containing Corticosteroid Hormones, Their Derivatives And Structural Analogues
53
2,178
2.43%
Total of the Above Products
1,092
29,627
3.69%
Total Pharmaceutical Imports
6,526
116,348
5.61%


Source: ITC

Regulatory agencies such as the USFDA often challenge Indian pharmaceutical manufacturing standards. About 18 Indian pharma companies received USFDA warning letters for their Indian plants in 2019, higher than 10 in 2018.

While encouraging Indian pharmaceutical manufacturers to explore the less-tapped export potential, Ms. Rupa Naik, Senior Director, MVIRDC World trade Center Mumbai suggests, "Indian pharmaceutical products are being demanded by many global healthcare programs owing to their affordability and availability. Still, India has a share of only about 2.4 per cent in global pharma exports. In order to comply with the rising expectations of global healthcare investigation agencies, our pharma manufacturers will have to adhere to rigorous quality testing standards, which will in turn enhance our share in global pharma exports."ends



Image for representation. Photograph:(Zee News Network)

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Domestic pharma companies have the potential to grow their revenue from the US by almost five times at around USD 30 billion from USD 6.5 billion in 2018 if they properly tap just 10 of the widely consumed drugs in the world's largest drug market, according to an analysis by the World Trade Centre.

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Despite being the largest export market for domestic pharma makers, they served only a miniscule 5.6 per cent or USD 6.5 billion of the over USD 116 billion American pharma imports of in 2018, show the WTC data.

Despite having good demand from across the markets, primarily due to lower prices and easy availability, India controls only 2.4 per cent of global pharma exports. With robust manufacturing capabilities, domestic pharma companies have the potential to enhance their exports to the US by almost five times to USD 29.6 billion, says the WTC in a note quoting data from the UN's International Trade Commission.

The WTC has identified 10 products that constitute about 25 per cent of American pharma imports in 2018 at USD 29.6 billion which constitute about 17 per cent of US imports from India. These ten products include single vitamins, medicaments affecting central nervous system, cough & cold preparations, dermatological agents & local anesthetics, chemical contraceptives, sterile surgical catgut, antineoplastic & immunosuppressive medicaments, and structural analogues among others.

These 10 products constitute around 25 per cent of American drug imports and but the share of Indian companies in 2018 was only worth USD 1 billion. Domestic pharma companies shipped products worth USD 6.53 billion in 2018 to the US, which was only 5.61 per cent of total American imports worth USD 116.35 billion, showed WTC data.