

India Pavilion at Arab Pharma Manufacturers' Expo 2024

2 - 3 July 2024,
Amman, Jordan

Participate through EEPC India
and enjoy substantial savings!



About the Exhibition

THE ARAB PHARMA MANUFACTURERS' EXPO 2024 - an exclusive pharma exhibition in association with AUPAM (Arab Union of The Manufacturers of Pharmaceuticals and Medical Appliances)

ARAB PHARMA MANUFACTURERS' EXPO has proven to be business platform to stimulate pharma manufacturing growth among the Arab Countries. The show creates an excellent opportunity for stakeholders from the health sector to exchange information, products, services, and ideas towards achieving the health-related Development Goals and other developmental initiatives from and within Jordan and neighbouring Middle Eastern region. The 6th edition of APME 2024 will create a perfect trade platform for Indian machineries and engineering equipment's from the pharmaceutical industry focusing within the region. Over 4000 pharma trade professionals from across the region including Jordan, Syria, Lebanon, Iraq and north African countries like Algeria, Morocco, Tunisia are expected to visit the show.

Promising market of Jordan and West Asian region

The growth of the pharmaceutical market in this region is driven by several demographic factors like rapidly changing population dynamics, where populations are expanding, but also ageing. Government policy is also encouraging local manufacturing of drugs, as imports currently outweigh exports. In addition, the rise in the incidence of non-communicable diseases and rising healthcare costs are likely to attract foreign investment into the continent, as well as the further development of domestic manufacturing capabilities.

Jordan is currently the only country in the Middle East with a positive pharmaceutical manufacturing trade balance, as it has a well-established industry and many years of experience, exporting reportedly 70% of its pharmaceutical produce, with a generic penetration of over 50% in its market.

Lebanon is considered a hub for high-quality healthcare services in the Middle East. The market size of the pharmaceutical sector stood at USD 1.82 billion in 2017 and is expected to grow at a CAGR of 5% to reach 2.3 USD billion in 2022-23. The number of pharmaceutical factories in Syria has reached 63, producing 5700 types of products. Pharmaceutical industry has become one of the most important pillars of economic and social development in Syria. Iraq's pharmaceutical market is currently worth around \$3-4 billion; according to Business Monitor International, the Iraqi pharmaceutical market is growing at a rate of about 10 to 15 percent per year. The MOH has registered 8,600 trade drugs, and Iraq has 28 national pharmaceutical companies.

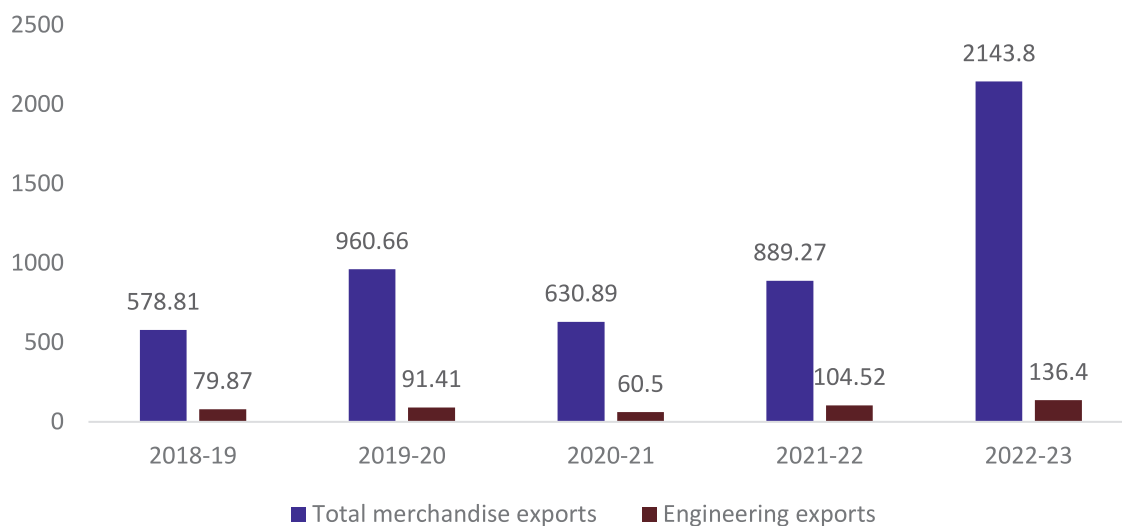
Highlights of 5th ARAB PHARMA MANUFACTURERS' EXPO 2023

- Exhibiting Companies: 195 from 25 Countries
- Trade Professionals attended: 2500+ from 43 Countries.

Bilateral trade between India and Jordan

India's exports to Jordan have consistently increased in the last couple of years. While there was a decline in exports in 2020-21, it was mainly due to the pandemic. In the next two years, India's exports to Jordan increased by 40.96% and 141.07% respectively. Between 2018-19 and 2022-23, India's engineering exports to Jordan also increased by more than 14%. Major items of engineering exports include Motor vehicles, iron and steel and its products, industrial and electrical machinery.

India's Merchandise and Engineering exports to Jordan (USD Bn.)



Arab Pharma mainly focuses on Pharma machinery and medical devices. In 2022, India's exports of Pharma machinery and medical devices to Jordan stood at USD 992.66 million, an increase of 68% from 2021.

Opportunity for Pharma machinery and medical devices in Jordan

Jordan is a regional leader in West Asia in terms of providing healthcare services. As per US Trade the country has 122 hospitals and in 2020, 9% of Jordan's GDP was spent on healthcare which is higher than the regional average. The country is also a regional leader in medical tourism and even patients from the neighbouring GCC area also seek medical treatments in Jordan. According to the World Bank, Jordan is ranked first in the MENA region as a best healthcare service provider and a top destination for medical tourism. The country's demand has increased manifold in recent years with the continuous influx of migrants from neighbouring countries. The increasing demand in healthcare services create demand for medical devices and pharma machineries – this in turn creates further opportunities for Indian exporters. Hence participation in this show is significant for the Indian exporters.

Product Profile

- Processing Machineries (Tablet / Capsule / Injectable / Ointment / Powder - Dry Syrup)
- Packaging Machineries & Materials (Blister Machines, Filling / Packing / Labeling / Capping Machines, Labels, Aluminum / PVC Foils, Caps / Closures / Rubber Stoppers)
- Cleanroom & Utility Eqpts & Services (HVAC, Partitions, AHU, Dehumidifiers)
- Analytical & Biotech Lab Instruments, LIMS, Glassware, Lab Re-agents & Consumables, Lab-ware, Spectrophotometry Chromatography
- Water Treatment & Management Systems (CIP / SIP, Filtration / Sterilization Plants)
- Project Consultants • Turnkey Contractors • API Manufacturing Plants & Equipments
- API, Pharma Bulk Actives, Excipients, Additives
- Pharma Formulations & Contract Manufacturing
- Drug Regulatory Authorities
- Trade Associations



Re-imbusement of Airfare

Up to Rs. 90,000 may be reimbursed to eligible participants in terms of the MAI guidelines. However, this shall be subject to receiving of specific Govt. approval for such assistance for events of 2024-25. The T&C must be abided by for eligibility towards such re-imbusement. For detailed guidelines please click the following link:

Guidelines for Re-imbusement of Airfare



Note: EEPC INDIA can only recommend for issuance of VISA to the extent that the concerned person is a participant at the subject exhibition and that the person in question has been certified by the participating organisation to be their representative. The Foreign Embassy / Consulate where the applicant submits the VISA application is expected to follow their usual procedural checks before granting the VISA in question and EEPC INDIA shall not be responsible in any manner whatsoever for non-issuance of VISA by the concerned authorities. This would mean that the prospective participant will be fully liable for the total charges payable to EEPC INDIA even if they do not obtain the VISA for any reason whatsoever.

Re-imbusement of Freight

MSME participants may also be reimbursed 50% of the freight charges for carrying exhibits to this exhibition, subject, however, to a limit of Rs. 50,000 (Rs. Fifty Thousand only). The eligibility criteria would be similar to those applicable for airfare re-imbusement.

However, this shall be subject to receiving of specific Govt. approval for such assistance for events of 2024-25.

Mode of payment

- Please pay online through the following Payment Gateway : **HDFC/PayU OR**
- Pay through RTGS/NEFT in INR as per the following details :
Name of the Bank : HDFC BANK LTD
Branch : Central Plaza
Address of Bank : 2/6, Sarat Bose Road, Kolkata 700 020
Account Number : 00142090000452
Account Name : EEPC INDIA
NEFT Code : HDFC0000014
- **OR**
UPI ID: eeplindiaacpromotion.76041638@hdfcbank
- **OR**
Demand draft favouring "EEPC INDIA" along with the duly filled-up Application Form

Note: The amount of Rs. 20,000 per Sqm. would be treated as deposit against participation charges till receipt of Government decision in this regard. On getting Government approval for EEPC India's proposal, the said sum will be adjusted against participation charges. In the unlikely event of not receiving Government sanction, additional amount shall be required to be paid by the participants.

Booth display

Participation charges for a 9 sqm. booth includes the following services:

- Two Chairs
- One Reception Table
- Three Lights
- One Waste-Paper Basket
- One 5 Amp Power Connection
- Carpeted floor
- Fascia Name
- Listing in Official Exhibitors e-Catalogue

Venue

Jordan International
Exhibition Centre (JIEC),
Mecca Mall, Amman, JORDAN

Date & Time

2 – 3 July, 2024

Participation Charges

Booth Size: Minimum 9 sqm

- **One side open (built-up booth):**
INR 20,000 per Sqm.
 - **15% extra for two sides open booth**
(subject to availability)
- Note:** 1. The above rate is subject to receiving of Government sanction for the event for organizing an India Pavilion. In the unlikely event of not receiving Government sanction, additional amount shall be required to be paid by the participants.
2. EEPC India reserves the right to reject an application for participation without assigning any reason.
3. In case of not receiving a minimum number of participants, EEPC India may decide not to participate in the show.
4. No subletting or sharing of space/booth is permitted.
- **No applicant can avail subsidised rate if in same event, the applicant (exhibitor) has already participated three times.**
 - **No applicant can avail subsidised rate if the applicant (exhibitor) has already participated in three MAI aided events in the current financial year.**





Submission of application

Interested members are requested to fill in the online Application Form latest by **30 May 2024** at the following link:

[Click For Application Form](#)



Please go through the "**Mode of Payment**" section of this Circular for payment details.

Selection criteria

Since limited space is available, selection of participation will be done strictly on first-come, first-served basis.

Benefit to the member-exporters

EEPC India is proposing to organise this event under the MAI Scheme of Ministry of Commerce & Industry, Government of India. The rates mentioned above are subsidized in comparison with the normal rates offered by the Fair Authorities and is in anticipation of receiving the government approval. In case the same is not received, additional payment shall be required to be made by the participants to confirm booking.

Cancellation of participation

Please note that no request for cancellation and/ or refund including of advances, if any and/ or adjustment thereof shall be accepted for any reason whatsoever. Once the application form and/ or advance/ part payments are accepted by EEPC India the participant remains liable to pay in entirety the amounts due from them on account of the event. In case members are not able to travel due to travel restrictions/advisory by Government of India or Jordan then the amount paid will be adjusted toward the participation in the next edition.

Force Majeure

If a Force Majeure Event like war, act of God, natural calamities, governmental directives, civil commotion, epidemic, pandemic, etc. or alike events occurs inasmuch as that the fair authorities / organizers consider that it is illegal, impossible, inadvisable or impracticable for the physical, onsite and in-person (i.e. 'live') elements of the Event to be staged, then in such situation and/ or circumstances the decision of the fair authorities shall be final and binding upon EEPC India and all its co-exhibitors/ participants. In such situation and/ or circumstances, if the fair authorities, organizers or the vendors appointed for providing diverse services related to the Event in question does not refund the monies paid by EEPC India and/ or does not otherwise absolve EEPC India from its contractual obligations then in such case the Co-exhibitors / participants remain liable to pay to EEPC India the contracted participation charge in full and shall not receive any refund from EEPC India of the amounts paid by the co-exhibitors/ participants. Further, if the fair authorities, organizers or the vendors, so appointed for the Event binds or rolls over EEPC India's participation in the future editions of the same Event in question, then automatically the participation of the co-exhibitor/ participant shall also be carried forward to such future editions of the Event and the amounts paid by them shall be given a credit for the successive edition. However, if there is any increment in the participation fees fixed by the fair authorities, organizers or in any other charges, budgets, etc. then such increased amount has to be paid by the co-exhibitor/ participant without any demur based on the space and booth booked by the co-exhibitor/ participant. In any event, a co-exhibitor/ participant cannot decrease the space or the booth size booked by them for the originally scheduled Event.

Note: Regarding goods taken out of India for exhibition or on consignment basis for export promotion, participants may refer to Circular No. 108/27/2019-GST dated 18.07.2019 of the Central Board of Indirect Taxes and Customs (CBIC) which is the statute in the matter.



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Contact details



www.eepcindia.org

CIN: U51900WB1955NPL022644

