

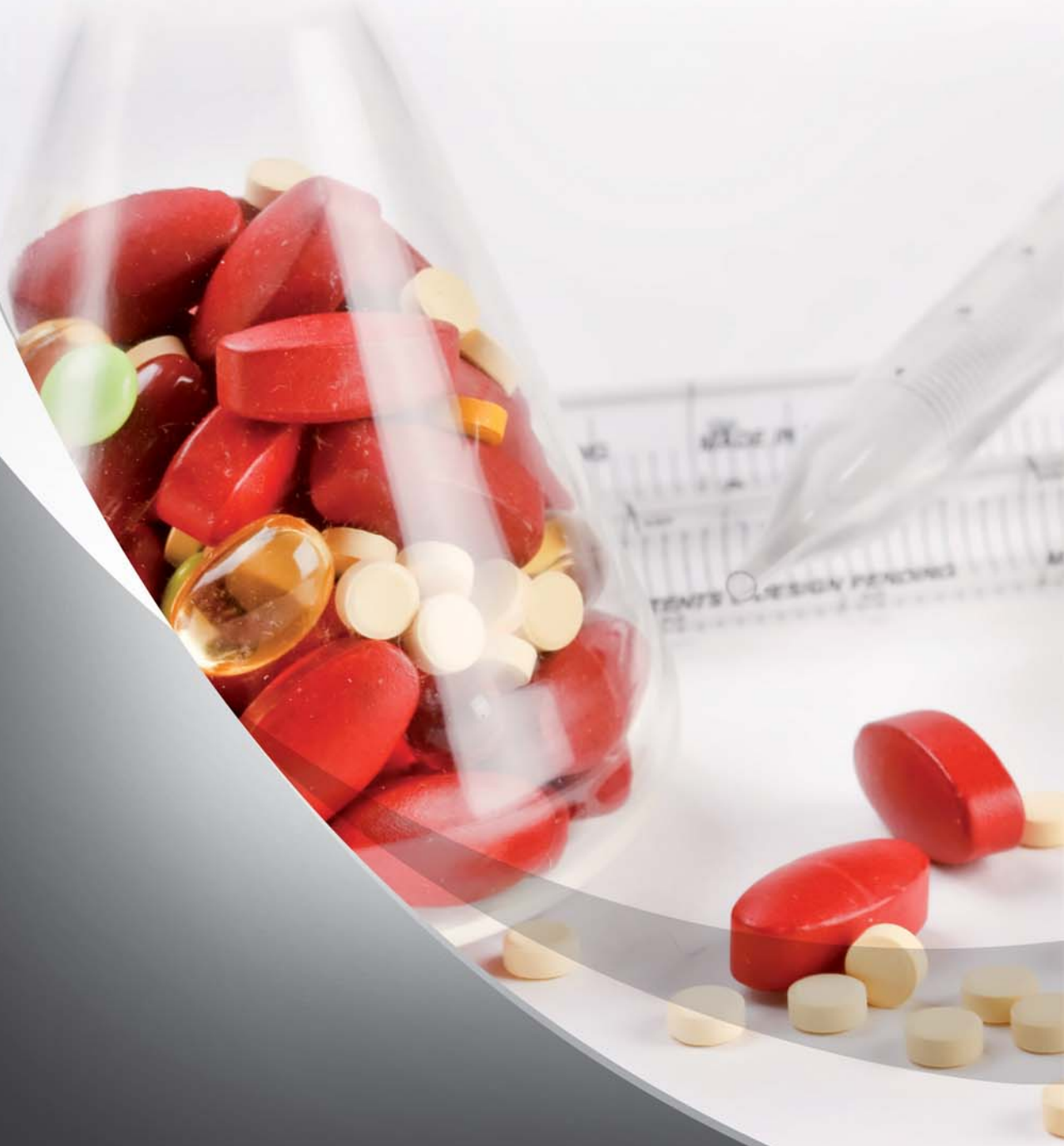
11 - 14 / 4 / 2012

مدينة المعارض - دمشق، سورية
Damascus Fairground, Syria

SyriaPharma

International Exhibition of Medicine
and Pharmaceutical Industry

المعرض الدولي للصناعات الدوائية و المستحضرات الصيدلانية



2nd
Edition

SyriaPharma

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The Syrian pharmaceutical industry sector positioned itself as an important sector among Syrian industries, as most Syrian pharmaceutical factories are producing most medicine categories listed in the essential medicines list with competitive prices and according to Good Manufacturing Practice 'GMP' and in compliance with the specifications of the 'ISO 9000' certificate for Quality Management Systems, and the 'ISO 14000' Certificate for Environment Management; the abovementioned facts consolidated trust in Syrian medicine in many Arab and international markets, where Syrian medicine is currently being exported to more than 55 Arab and foreign countries and is the most demanded medicine in some countries such as Yemen and Iraq. European licenses have been recently granted to two pharmaceutical factories in Syria, allowing those factories to export their products to European markets and, thus joining 4 other Syrian licensed companies that export their products to Europe.

Based on Arabian Group for Exhibitions and Conferences' commitment to support the pharmaceutical industries sector in Syria, a sector that forms an important pillar in the national economy, the company launched 'The International Exhibition for Medicine and Pharmaceutical Industry - SyriaPharma', an exhibition whose aim is to highlight the Syrian pharmaceutical industry, where the 1st edition of the exhibition which was held in April 2011 with the participation of 74 local and international brands from 21 countries represented by 27 companies that made sure to be present at the exhibition to acquaint the specialized visitors of the exhibition with the latest products and technologies, and pave the way to establishing business relations with companies that function in the Syrian market and neighboring markets.



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The Main Specializations of SyriaPharma

Technology of Pharmaceutical Industry

- Pharmaceutical Factories
- Machinery and Production Lines
- Equipment and Supplies of Pharmaceutical Laboratories
- Packaging
- Research, Development, and Quality Control
- Clinical Research
- Safety Equipment
- Water Treatment and Waste Management
- Industrial and Administrative Software

Pharmaceutical Products

- Chemical Pharmaceutical Products
- Biological Pharmaceutical Products
- Complementary Pharmaceutical Products
- Cosmetic Pharmaceutical Products
- Laboratory Test Materials
- Antiseptics and Disinfectants
- Raw Materials

Specialized Companies, Agencies, and Services:

- Agencies
- Drug Stores
- Media and Publishing

Official, Commercial, and Services Bodies



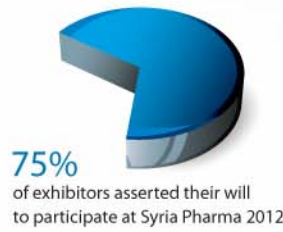
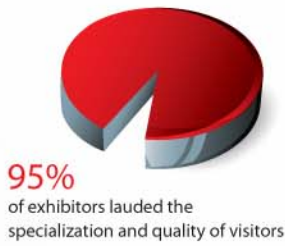
Why Exhibit at SyriaPharma

The 2nd Edition of 'The International Exhibition for Medicine and Pharmaceutical Industry', which will be held from 11 to 14 April 2012 at Damascus Fairground, Syria, will provide a gateway to the Syrian and neighboring markets for Arab and international companies that are specialized in producing human medicine, nutritional supplements, and supplies chemicals that enter the production and manufacturing processes of medical products.

SyriaPharma is a very distinct marketing tool where it provides a real platform for local, Arab, and international companies that function in this sector to showcase their products and technologies to new clients including distributors, importers, and owners of medicine stores, thus offering you an unprecedented opportunity to promote your brand, increase your sales, and launch your products in one of the region's most important markets, add to that the possibility of obtaining new agencies for products exhibited by international companies.



Upon asking exhibitors about their participation at **SyriaPharma 2011**, the results were as follows:



“Our participation at the show came after the company conducted an analysis and evaluation of the Syrian pharmaceutical market in order to get to know the steps and procedures required to enter this market. We’ve sensed a great interest from drug store owners, distributors, and many Syrian pharmaceutical companies to get agencies or licenses to import or produce some of our products, and we will conclude arrangements with those companies after the show.”

Mr. Wissam Al-Najami, Vice President, Ram Pharmaceutical Industry - Jordan



The Visitors of **SyriaPharma**

Due to the extensive media campaign that was undertaken prior to the scientific and medical exhibitions that were held simultaneously, those exhibitions witnessed a good visitor turnout, where the number of visitors reached 18,239 visitors from Syria, Lebanon, Jordan, Iraq, Yemen, Sudan, and many other Arab countries, out of which 3,171 visitors came especially to visit Syria Pharma and were distinguished by their high level and diversity of specializations and belonged to the following categories:

- Managers of Pharmaceutical Companies
- Managers of Pharmaceutical Factories
- Drugstore Owners
- Commercial Representatives of Pharmaceutical Companies
- Marketing and Sales Managers
- Purchasing Managers
- Laboratory Technicians
- Pharmacists
- Doctors
- Biotechnology Specialists
- Research and Development Specialists
- Cosmetic Experts
- Diplomats and Trade Delegations

The **SyriaPharma 2011** visitor survey came up with the following results:

- 94%** of visitors lauded the quality of exhibitors
- 92%** of visitors lauded the quality of exhibits
- 91%** of visitors stated that they have achieved their goals from visiting the exhibition
- 67%** of visitors stated that they’ve discussed business and cooperation with 6 -10 companies
- 53%** of visitors came to the exhibition seeking price proposals

94%

92%

91%

67%

53%

“I visited the exhibition to explore the possibilities of establishing business relations with companies participating at the exhibition, I run a drugstore that is specialized in local medicine trade and I’m currently working on expanding my company’s activities to include the import of foreign medicine and equipment, and to utilize the facilities that the Syrian Ministry of Health grants concerning the importation of some equipment and medicine that don’t affect Syrian pharmaceutical industry.”

Dr. Adib Badih Al-Salem,
GM of Al-Badih Pharmaceutical, Homs, Syria

“The scientific and medical exhibitions organised by Arabian Group for Exhibitions and Conferences are rich in their specializations, and the exhibits reflect the level and development of the medical sector, doctors and specialized individuals are able to widely benefit from those exhibitions, especially that the diversity that those exhibitions witness plays a role in increasing competition, thus leading to better service.”

Dr. Jamal Al-Wadi,
Syrian Vice Minister of Health

Indicators and Prospects of Syrian Pharmaceutical Sector

- The number of licensed pharmaceutical establishments in Syria increased from 54 establishments in 2005 to 65 establishments in 2010. The number of local licensed pharmaceutical factories till the beginning of 2010 reached 56 factories distributed between Damascus, Aleppo, and Homs.
- There are 6 pharmaceutical factories in Homs that produce around 800 pharmaceutical products, 40% of their production is exported to many countries namely Lebanon, UAE, Iraq, Yemen, and other foreign countries such as Ukraine, Azerbaijan, and others.
- In 2010, the Syrian Ministry of Health announced that 3 mega establishments for producing biological medicine will be constructed soon, and technical and logistic services will be provided to those establishments by the World Health Organization - WHO.
- Syrian pharmaceutical products and medicine exports are valued at around \$450 million a year, in 2010, Syria occupied the 2nd place among Arab countries in what relates to medicine exports with exports valued at \$210 million.
- Due to the high level of Syrian pharmaceutical industry, many international pharmaceutical companies have licensed local factories to produce their products, where 58 licensing companies produce around 380 licensed products through 16 Syrian licensed pharmaceutical factories.
- In 2010, the General Authority of Foreign Trade decreased the prices of imported medicine by 5% to open the doors for competition thus benefiting the consumer.
- The Syrian Ministry of Health set new conditions for the registration of any pharmaceutical product, notably the registration of the company that owns the product with the ministry and according to its requirements, the ministry has also stipulated that the company that will be registered in the ministry's records must be the producing company and not the distributing company, the quality of the company's production must be certified, and that all the registration conditions currently applied on companies must be met by this company; priority will be given to companies that hold the PIC European certificate, the product should be certified by EMEA, or approved by the American or Korean FDA, or by the Pharmaceutical Society of Australia or Canada or Japan, or accredited by WHO.
- In 2010, the Syrian cabinet approved a proposal put forward by the ministries of health and economy concerning applying the rules of sticking of pharmaceutical labels on all locally produced and imported medicine, in order to prevent counterfeiting, in coordination with the associations of Syrian pharmacists, doctors, and dentists. All medicine and pharmaceutical products' importers are obliged to stick the national label on all imported pharmaceutical products and medical supplies, with a deadline of 1/7/ 2011.

Values of some imported pharmaceutical materials and products in 2010

- Human medicaments valued at €147,738,018 were imported
(HS Code: 30031000 - 30032000 - 30033900 - 30039000 - 30041000 - 30042000 - 30043100 - 30043200 - 30043900 - 30044000 - 30045000 - 30049000)
- Antibiotics valued at €32,659,317 were imported
(HS Code: 29411000 - 29412000 - 29413000 - 29414000 - 29415000 - 29419000)
- Provitamins and vitamins, natural and reproduced by synthesis valued at €9,591,154 were imported
(HS Code: 29362100 - 29362200 - 29362300 - 29362400 - 29362500 - 29362600 - 29362700 - 29362800 - 29362900 - 29369000)
- Empty capsules for medicaments valued at €2,018,679 were imported
(HS Code: 96020010)

The Organizers

Arabian Group for Exhibitions and Conferences is a leading company in organizing exhibitions, conferences, and events in Syria and the Arab world. The company has started its activity since the late eighties and is registered with Damascus Chamber of Commerce under the category "Excellent" since 1996, which is the highest category in the ratings of the Federation of Syrian Chambers of Commerce. The company annually organizes a group of the most important specialized exhibitions to keep up with the economic development that Syria is witnessing in terms of market movement and openness in Syrian economic laws, those exhibitions are:

Buildex	Healthcare	Inlife
The Big 4 Show	Medical IT	Home Textile
Syria Logistex	Dentalcare	Beauty Care
Safety & Security	Syria Pharma	Wedding Expo
Sintex	Syria Chem	Moms, Babies & Kids
Syria Lab	VET Expo	



arabian group
FOR EXHIBITIONS
AND CONFERENCES
المجموعة العربية
للمعارض والمؤتمرات

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