



PHARMA BUREAU

HEALTH. SAFETY. QUALITY. INTEGRITY.

Newsletter

July 2013

Vol. 9

Message

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UPCOMING MEETINGS OF PB

Members Meeting

30th August 2013
10:00 – 11:00

Regulatory Meeting

19th August 2013
10:00 – 11:00

Corp. Communication

2nd September 2013
10:00 – 11:00

Dear Members,

Eid Mubarak. I hope you all had a wonderful Eid with family and friends.

Last month I accompanied a small delegation of CEO's to Islamabad to meet our minister, Ms. Saira Afzal Tarar. Prior to the meeting we had written to Ms. Tarar and briefed her about the various critical issues faced by the Pharma industry. In response to these communications the minister called a meeting with the PB, PPMA and DRAP. She assured us that issues would be resolved quickly and that some steps had already been taken i.e. DLB, DRB and DPC meetings had been scheduled. However, as we made clear to both the minister and the secretary, until the DRAP is properly staffed and equipped the problems faced by the industry will persist. We continue to lobby for a professional CEO and staff for the DRAP.

The Pharma Bureau office is ready and I invite you all to drop by at your convenience. We promise to give you a good cup of coffee.

I look forward to seeing you all at the new offices.

Ayesha T. Haq
Executive Director
Pharma Bureau



Inflation Update - July 2013

CPI Evolution YoY. Difference

	% Increase vs. Same Month Last Year					
	2013	2012	2011	2010	2009	2008
Jan	8.10%	10.10%	13.91%	11.32%		
Feb	7.40%	11.05%	12.85%	10.22%		
Mar	6.60%	10.80%	13.16%	12.91%	19.07%	
Apr	5.80%	11.27%	12.50%	13.26%	17.19%	
May	5.10%	12.30%	13.23%	13.07%	14.39%	
Jun	5.90%	11.30%	13.13%	12.69%	13.13%	BASE YEAR
Jul	8.30%	9.60%	13.77%	12.34%	11.17%	
Aug		9.10%	11.56%	12.79%	9.06%	
Sep		8.80%	10.46%	14.89%	8.38%	
Oct		7.70%	10.96%	15.33%	7.54%	
Nov		6.90%	10.19%	14.96%	9.31%	
Dec		7.90%	9.75%	15.45%	8.77%	

The CPI index increased by **3.64** points a **2.0%** increase to the previous month. This represents a **8.3%** increase in prices vs. July 2012.

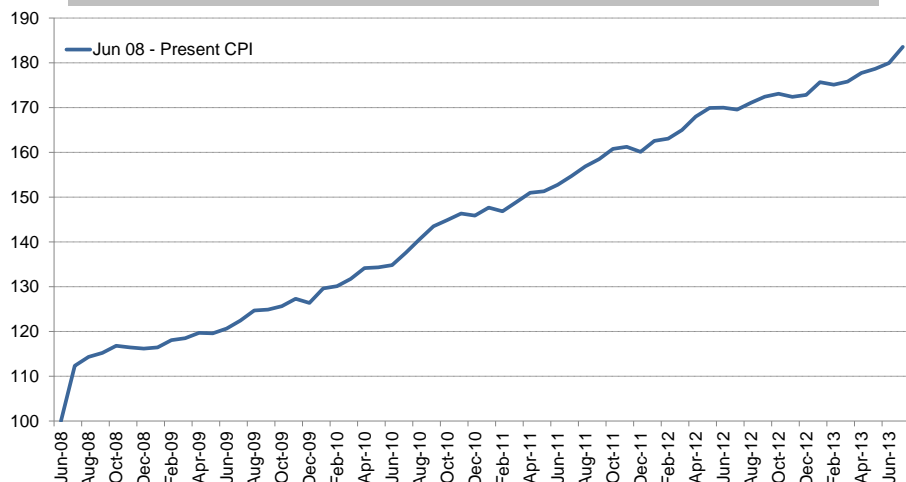
CPI index stands at **183.58** for the month of July 2013.

Major contributors for this month's increase are:

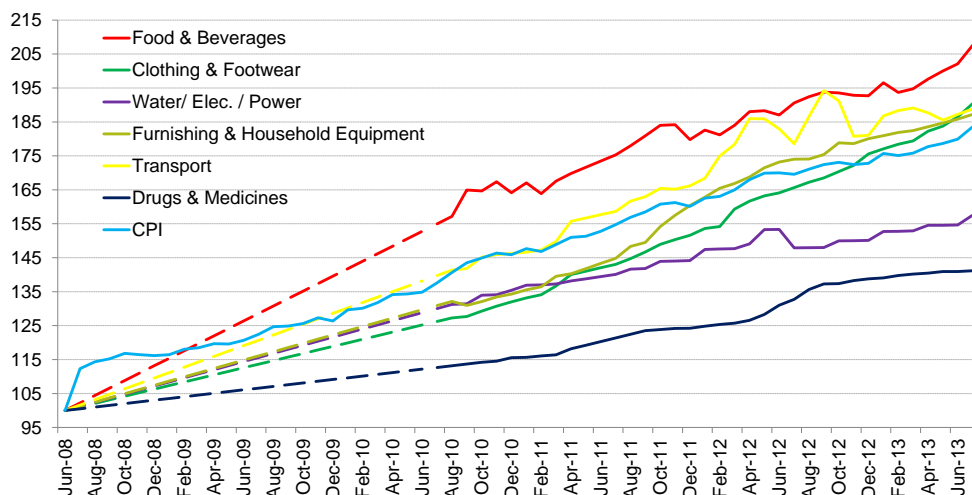
- Tomatoes: 79.83%
- Potatoes: 23.16%
- Cigarettes: 11.88%
- Postal Services: 23.25%
- Fresh Fruits: 13.59%

Amongst the inflation segment, Food & Beverages segment increased by 2.7% owing to increase in fruits and vegetables. This is expected to rise further for the month of August given the havoc caused by the monsoons throughout the country, damaging crops. Water/ Electricity/ Power increased by 1.87% primarily due to increase in electricity tariffs. Despite an increase in fuel prices, Transport costs barely registered an increase, up by 0.84%. We believe this is the case because the PBS has published the results much earlier for the month of July and not taken this increase into account. Expect a much increased Transport segment for the month of August if prices of fuel do not come down.

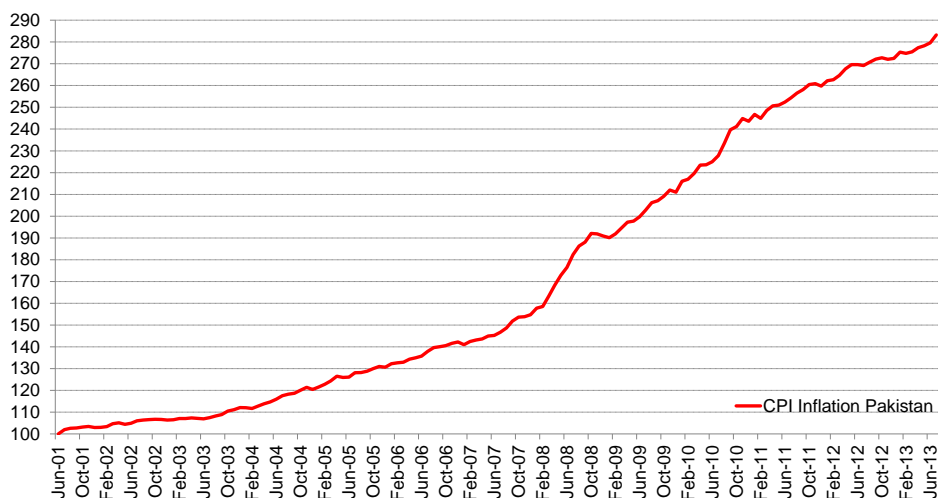
CPI Index - June 2008 - July 2013



Inflation Segment Break Up 2008 - Present

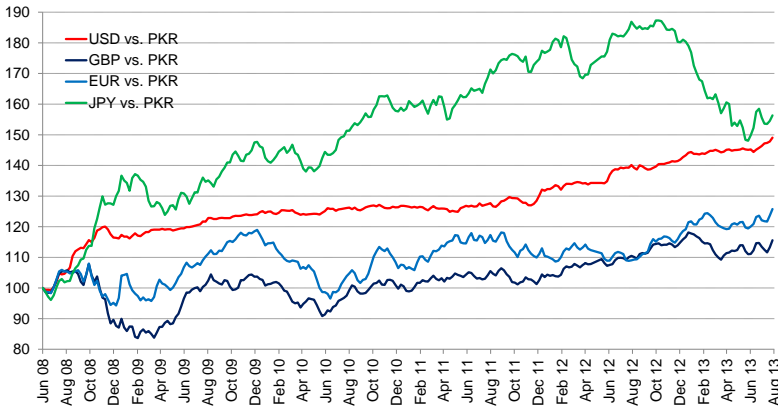


CPI Index 2001 - Present

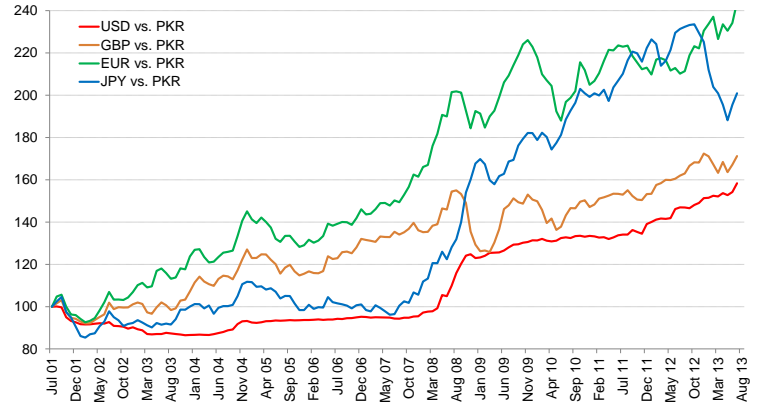


Core Currencies

PKR. vs. Core Currencies Evolution
June 2008 – July 2013



PKR. vs. Core Currencies Evolution
June 2001 – July 2013



PKR. vs.	5 Aug. 12	7 Jul. 13	5 Aug. 13	MoM %
	93.6	99.0	101.8	2.8
	146.5	149.7	155.5	3.9
	115.0	128.2	135.2	5.5
	1.195	0.989	1.030	4.1

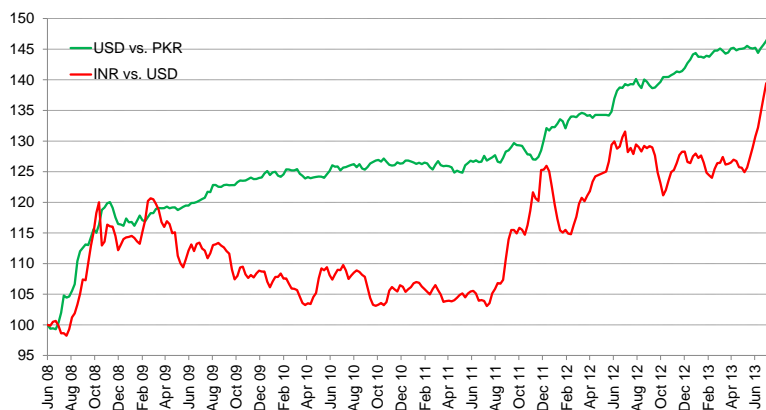
The Pakistani rupee today continued to tumble to 104.8 vs. USD last week on surging demand for US dollar, recording 4.5 per cent slump in the last 50 days, experts said.

The free fall in rupee has renewed concerns about the health of the debt-ridden economy even as the country is expected to secure an estimated USD 6 billion funding from the IMF.

On June 5 when Nawaz Sharif took oath as Prime Minister and formed his government the rupee traded at 98.47 against the dollar in the inter-bank and 100.20 in the open market.

The inter-bank market, however, which generally accepts the Pakistan Central Bank's influence to some extent, has recorded a devaluation of about 2.4 per cent.

PKR. vs. IND against USD
June 2008 – July 2013



Currencies have been rebased to 100 on 1st Jun 08

PB News Update

- Drug licensing board meeting was held in July 2013 and attended by a representative of the Pharma Bureau
- On the 21st of July 2013 the Executive Director Pharma Bureau met with the Chairman Punjab IT Board Dr. Omar Saif, Director General PITB Aamir Chaudry and representatives from the PPMA to review and discuss anti-counterfeiting measures proposed by the Government of Punjab
- On the 24th of July 2013 the Chairman, Co-Chairman, Salman Burney, Shehryar Ansari and Executive Director of the Pharma Bureau went to Islamabad to meet with Ms. Saira Afzal Tarar, Minister of State for NHSRC, Secretary NHSRC and DRAP officials along with members of the PPMA. Extensive meeting was also held with the Secretary NHSRC

PB Members News Update

Roche

A public awareness program – World Hepatitis Day 2013 – to raise awareness about Hepatitis was organized by Roche. Information on the symptoms of Hepatitis and its treatment were detailed out in the program. Some pictures from the campaign are shown below.



The newspaper clipping features the following elements:

- Headline:** کارپل پینائٹس پانی سے نہیں خون کی غیر محفوظ منتقلی سے پہلے ہے
- Sub-headline:** ہیبیٹائس کی آگاہی ہمیں صحت مند بنانے اور بیماری سے بچانے میں مدد دے گی
- Text:** Multiple columns of Urdu text providing information about hepatitis, its symptoms, and prevention.
- Images:** Photos of three men (likely speakers or organizers) and a graphic of a globe.
- Logos:** Logos for 'EXPRESS FORUM', 'World Hepatitis Alliance', and 'Roche' are visible.
- Bottom Section:** A smaller version of the 'Know it. Confront it.' hepatitis awareness graphic with the text: 'Hepatitis kills more than one million people every year. It's closer than you think. This is hepatitis... Know it. Confront it. World Hepatitis Day 2013. www.worldhepatitisday.info'.


The promotional graphic includes the following information:

- Date:** 28 July
- Event:** World Hepatitis Day 2013
- Slogan:** This is hepatitis... Know it. Confront it.
- Message:** Hepatitis kills more than one million people every year. It's closer than you think.
- Contact:** www.worldhepatitisday.info, Helpline : 0800-Liver (54837)
- Logos:** World Hepatitis Alliance and Roche.

World Health Dates

<p>September</p> <p>Alzheimer's Month and Alzheimer's Action Day</p>	 <p>world alzheimer's month</p> <hr/> <p>alzheimer's  association®</p>
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<p>September</p> <p>Baby Safety Month</p>	 <p>SEPTEMBER IS BABY SAFETY MONTH <i>Green is the New Pink and Blue</i></p>
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<p>September</p> <p>Leukemia, Lymphoma and Myeloma Awareness Month</p>	 <p>LEUKEMIA & LYMPHOMA SOCIETY®</p> <p>fighting blood cancers</p>
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