



PHARMA BUREAU

HEALTH. SAFETY. QUALITY. INTEGRITY.

Newsletter

June 2013

Vol. 8

Editorial Team

Tariq Wajid

Chairman

Tariq.Wajid@sanofi.com

Shahab Rizvi

Co-Chairman

shahab.rizvi@novartis.com

Ayesha T. Haq

Executive Director

ayesha.t@oicci.org

Irshad Ataka

Industry Analyst

irshad.ataka@oicci.org

+9221 32410814-5

(Ext.: 17)

Qurratulain

Accounts & Admin

Officer

qurratulain@oicci.org

+9221 32410814-5

(Ext.: 21)

Dear Members,

In an effort to resolve long standing regulatory issues which have largely arisen post the 18th Amendment, the Pharma Bureau has taken the initiative on behalf of its members to invite key officers of the DRAP to Karachi. This allows for an interaction between the DRAP and the Pharma Bureau members and enables them to discuss and make all efforts to resolve these issues which pertain, inter alia to registration of products, licensing of facilities and documentation required.

The first visitor was Dr. Obaid Ali, DDC Biologicals DRAP, in a very well attended session where Pharma Bureau members were able to raise key issues faced by the industry. The meeting was a candid affair whereby Dr. Obaid not only answered several queries but took notice of outstanding issues.

It was decided amongst our members that such meetings held in Karachi were of benefit as they provided a candid setting and a good platform for them to not only raise their concerns as an industry but to work with the DRAP as well in resolving these issues.

Following the successful visit of Dr. Obaid Ali, the Pharma Bureau then invited Ghulam Rasool Dutani Director Pharmaceutical Evaluation Registration & Control Drugs and Dr. Obaidullah Director DRAP DDG DRAP which was again well attended. Both Dutani and Dr. Obaidullah were appreciative of Pharma Bureau's efforts in helping the DRAP engage with members of the Pharma Bureau as it creates a better understanding between the regulator and the industry. Similarly the setting of the OICCI as a neutral venue makes for a positive and friendly environment to address industry concerns.

Going forward the Pharma Bureau will continue to engage and work with the DRAP as well as the newly formed government.

Ayesha T. Haq
Executive Director
Pharma Bureau



Inflation Update - June 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 | | 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 **1.29** points a **0.7%** increase to the previous month. This represents a **5.9%** increase in prices vs. June 2012.

CPI index stands at **179.94** for the month of June 2013.

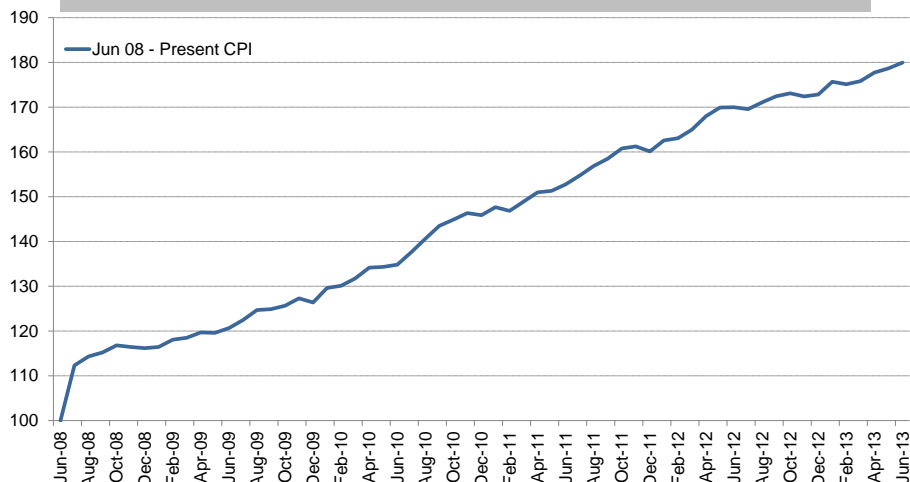
Major contributors for this month's increase are:

- Tomatoes: 23.19%
- Chicken: 23.16%
- Potatoes: 19.16%
- Motor Fuel: 2.16%
- Wheat: 2.63%

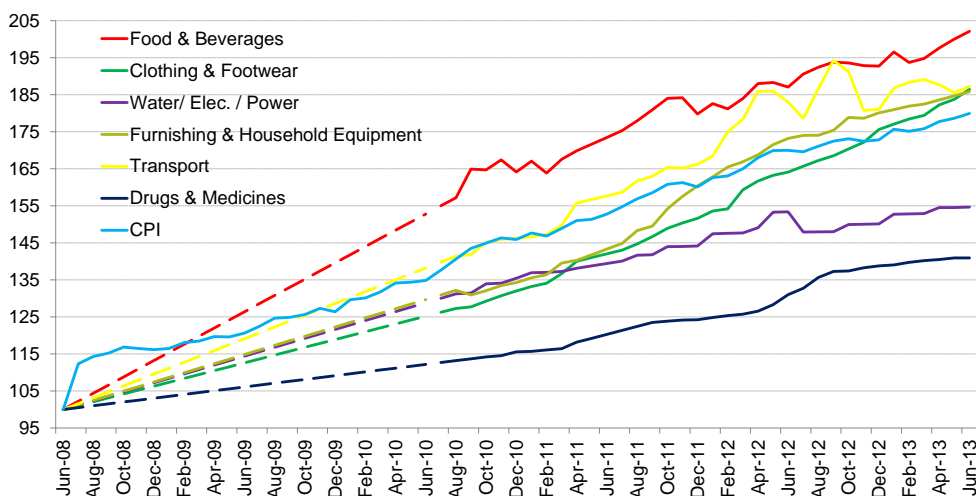
Amongst the inflation segment, Clothing & Footwear increased by 1.5% owing to an increase in input costs and demand created for Eid shopping. Food inflation was the most prominent cause of inflation in June, going up by 1.1% from the previous month. This was followed by an increase in Fuel prices taking Transport costs up by 0.9%. The Drugs segment remained relatively stable barely registering any increase (up by 0.02%).

The latest Health Budget of PKR 79.46 Bn (both Federal and Provincial) is a step up from the one allocated last year PKR 55.12 Bn. This represents 0.35% of Pakistan's GDP.

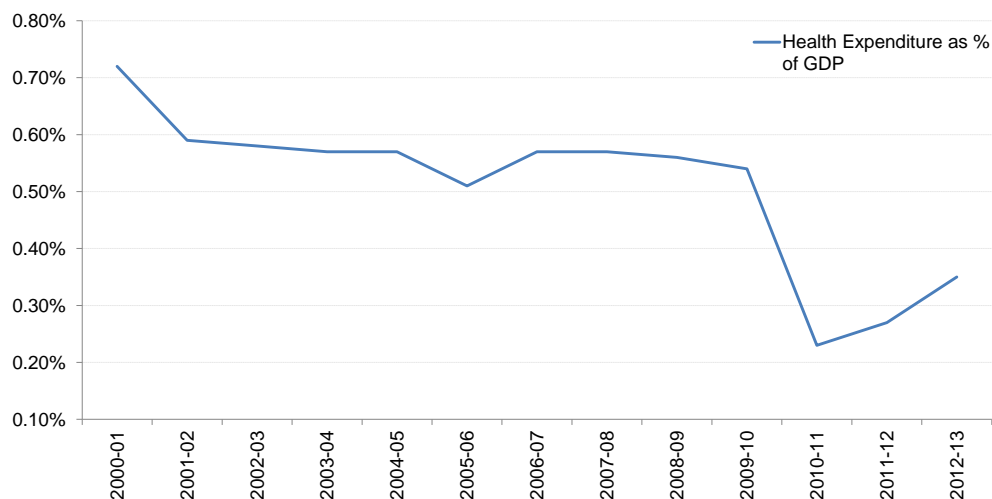
CPI Index - June 2008 - May 2013



Inflation Segment Break Up 2008 - Present



Pakistan Health Budget (% of GDP)

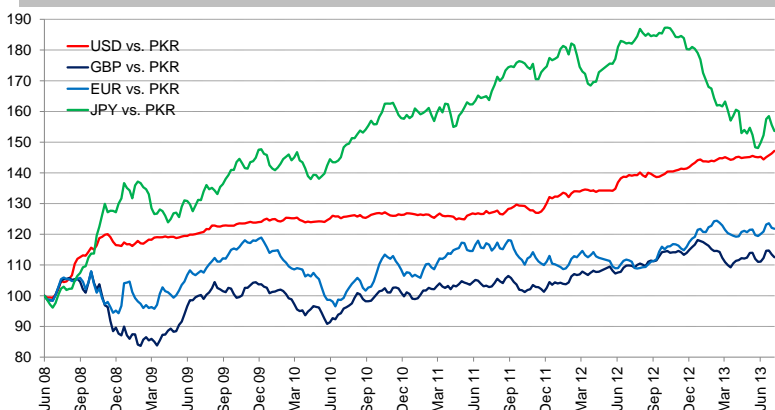


Source: www.pbs.gov.pk
Pakistan Economic Survey 2012-13

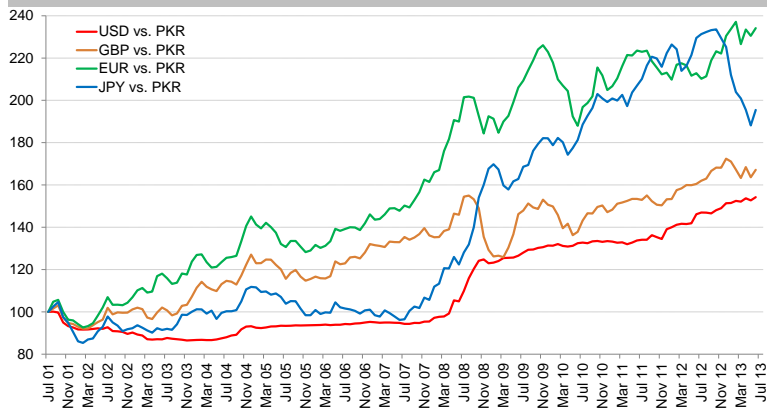
FX Update – June 2013

Core Currencies

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



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



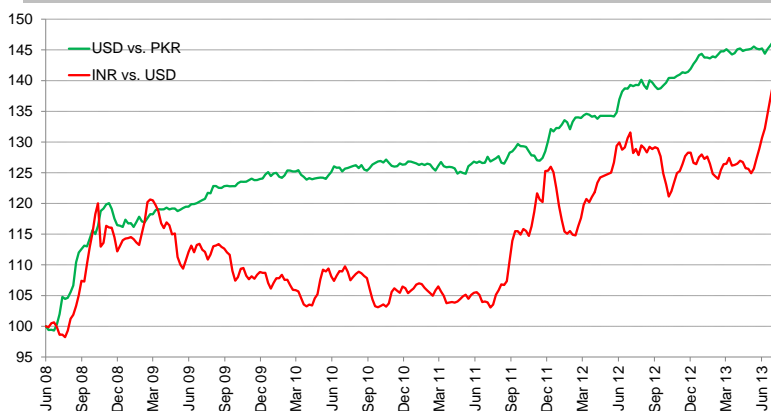
| PKR. vs. | 7 Jul. 12 | 4 Jun. 13 | 7 Jul. 13 | MoM % |
|----------|-----------|-----------|-----------|------------|
| | 93.5 | 98.2 | 99.0 | 0.8 |
| | 146.0 | 149.4 | 149.7 | 0.2 |
| | 117.0 | 127.7 | 128.2 | 0.4 |
| | 1.173 | 0.976 | 0.989 | 1.3 |

With negotiations between Pakistan and IMF being cleared and the Central Bank of Pakistan cutting its key policy rate by 50 basis points to 9 percent on June 21st in an effort to boost economic growth, flight of Pak Rupee was seen hence pushing the USD over the 100 barrier.

Despite record level of remittances in Pakistan from expats, analysts are of the opinion that the PKR shall continue to remain at similar levels against core currencies.

Meanwhile the Indian Rupee has continued to fall to record lows against the USD on the back of US Federal Reserve's monetary stimulus which sent the Dollar higher and hitting local shares.

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



Currencies have been rebased to 100 on 1st Jun 08

PB News Update

- Following the successful visit of Dr. Obaid Ali, the Pharma Bureau invited Ghulam Rasool Dutani Director Pharmaceutical Evaluation Registration & Control Drugs and Dr. Obaidullah Director DRAP DDG DRAP in June, which was again well attended. Both Dutani and Dr. Obaidullah were appreciative of Pharma Bureau's efforts in helping the DRAP engage with members of the Pharma Bureau as it creates a better understanding between the regulator and the industry. Similarly the setting of the OICCI as a neutral venue makes for a positive and friendly environment to address industry concerns
- The Co-Chairman and Executive Director of the Pharma Bureau met with Ms. Saira Afzal Tarar, Minister of State for National Health Services, Regulations & Coordination in June and discussed critical issues facing the industry
- The Chairman, Co-Chairman and Executive Director of the Pharma Bureau met with Mr. Ahsan Iqbal Federal Minister for Planning & Development and Deputy Chairman Planning Commission of Pakistan
- The Executive Director has also had informal meetings with key members of the new Federal Cabinet as well as with other important members of the PMLN economic team

PB Members News Update

Abbott's "Zinc Se Zindagi" Awareness Program Highlights the Medical Importance of Zinc

A public awareness program – "Zinc Se Zindagi" – to raise awareness about the medical importance of Zinc was organized by Abbott in Lahore recently. More than 400 people participated in the event where leading specialist doctors highlighted the role of Zinc in the production, repair, and functioning of DNA; supporting the immune system; maintaining a sense of taste and smell; healing wounds and as a vital mineral for expecting mothers.

According to the World Health Organization, zinc deficiency is largely related to inadequate intake or absorption of the mineral from diet. It is estimated that zinc deficiency affects about one-third of the world's population. Although severe zinc deficiency is rare, mild-to-moderate zinc deficiency is quite common throughout the world.

Speaking at the event, Dr. Arif Tajammul, Professor of Gynecology, said that Zinc supports normal growth and development during pregnancy and stressed the need for expecting mothers to include Zinc throughout their pregnancy. He further stated that white fish, red meat, nuts and seeds, dairy products, fruits and vegetables and whole wheat grains were good sources of Zinc. "Creating awareness about the importance of Zinc among the general public in Pakistan has become critical," said Dr. Tajammul.

Also present at the event were Dr. Zafar Iqbal Chaudhary and Dr. Nauman Niaz, who spoke about the role of Zinc in the everyday lives of healthy people. Dr. Iqbal stated that adequate zinc intake is essential in our daily routines as the nutritional value of most foods is lost due to the traditional way of cooking food in the sub-continent.

The importance of Zinc in maintaining healthy day time and night time vision, and in new cell generation that helps maintain healthy hair and nails, was also highlighted at the event.

"Zinc Se Zindagi" was a public awareness event regarding the importance of Zinc, organized by Abbott, in partnership with leading healthcare experts and the Mir Khalil-ur-Rehman Memorial Society.

PB in Social Media

- Pharma Bureau has been operating and maintaining its social media presence since March 2013 over Twitter and Facebook
- Reaching out to the wider audience we have been able to not only make people aware of the industry related problems but also highlighted health issues
 - We feel that the social media has had a good response so far with over 118 followers of Pharma Bureau amongst them some Pharma related bodies such as PhRMA, journalists and healthcare professionals
 - Currently Pharma Bureau has been raising the issue of counterfeiting as well as lack of governance with regards to healthcare programs (Measles, Polio etc.)
- We would like to recommend the following article:

[**The epigenetics of fat ALTERED STATES**](#)



World Health Dates

August 1 - 7

World Breastfeeding Week



August 12

International Youth Day



August 19

World Humanitarian Day

