




World Health Days – May 2014

6 th May World Asthma Day	
17 th May World Hypertension Day	
20 th May World Autoimmune Arthritis Day	

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Dear Members,

The first quarter of the year 2014 has come to a close bringing in renewed hope for a prosperous Pakistan. Inflationary pressures have softened post December 2013 and the macroeconomic picture seems encouraging.

The Pharma Bureau appreciates the commitment of the present government to address the socio-economic challenges faced by the people of Pakistan. We continue to have a positive outlook for the future of the pharmaceutical industry and remain open to partner with the government to ensure a sustainable and growing pharmaceutical industry that benefits the people of Pakistan. Given the government's keen interest to attract further investment in the country, we hope that a conducive environment will continue to be provided to the pharmaceutical companies so that they can continue investing in capacity, quality enhancement projects as well as human resources in their local manufacturing operations.

Our member companies have also been investing in continuing education of healthcare professionals in Pakistan so as to strengthen the knowledge base of our medical practitioners. They continue to partner with leading medical organizations and healthcare professionals to also create awareness among the general public about prevalent diseases in Pakistan and help disseminate useful information about prevention, timely diagnosis and quality treatment of such ailments. All these efforts contribute towards ensuring that people in Pakistan can lead healthier lives.

During the last quarter, the Bureau made significant efforts to increase engagement and interaction with top-tier media agencies in Pakistan to help them develop a clear understanding of the pharmaceutical industry and the role of MNCs in this sector. Our aim is to continue educating our stakeholders on the important and strategic role of the pharmaceutical industry in the country's economic development and in the well-being of the people of Pakistan.

The Pharma Bureau is also continuing its efforts to help develop a more predictable operating environment for the Pharmaceutical industry in Pakistan. We continue to dialogue with key stakeholders to develop consensus on important policy matters such as the functioning of an independent Drug Regulatory Authority in Pakistan, adoption of a fair Drugs Pricing Policy, transparency in matters related to new registrations and allocation of quotas of psychotropic controlled substances, and improvements in the Policy on Toll Manufacturing.

We hope you will enjoy the April issue of our newsletter and we look forward to your contributions.

Happy Reading!

Arshad Saeed Hussain
Co-Chairman

Inflation Update

	% Increase vs. Same Month Last Year						
	2014	2013	2012	2011	2010	2009	2008
Jan	7.90%	8.10%	10.10%	13.91%	11.32%		
Feb	7.90%	7.40%	11.05%	12.85%	10.22%		
Mar	8.50%	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		8.50%	9.10%	11.56%	12.79%	9.06%	
Sep		7.40%	8.80%	10.46%	14.89%	8.38%	
Oct		9.10%	7.70%	10.96%	15.33%	7.54%	
Nov		10.90%	6.90%	10.19%	14.96%	9.31%	
Dec		9.20%	7.90%	9.75%	15.45%	8.77%	

	% Increase vs. Previous Month						
	2014	2013	2012	2011	2010	2009	2008
Jan	0.50%	1.70%	1.54%	1.30%	2.42%	-0.42%	1.91%
Feb	-0.30%	-0.30%	0.30%	-0.74%	0.39%	0.95%	0.49%
Mar	1.00%	0.40%	1.20%	1.48%	1.25%	1.37%	3.08%
Apr		1.10%	1.80%	1.40%	1.73%	1.41%	3.04%
May		0.50%	1.10%	0.23%	0.06%	0.23%	2.69%
Jun		0.70%	0.04%	0.55%	0.65%	0.99%	2.10%
Jul		2.00%	0.20%	1.80%	1.23%	1.54%	3.34%
Aug		1.20%	0.90%	1.40%	2.51%	1.70%	2.14%
Sep		-0.30%	0.80%	1.03%	2.65%	0.45%	0.97%
Oct		2.00%	1.40%	1.44%	0.62%	0.95%	2.12%
Nov		1.30%	-0.40%	0.29%	1.52%	1.39%	-0.12%
Dec		-1.30%	0.20%	-0.70%	-0.51%	-0.49%	-0.50%

CPI Inflation increased by 8.50% on a yearly basis for March 2014 as compared to 6.60% for March 2013. On month-on-month basis, it increased by 1.0% in March 2014 as compared to decrease of 0.3% in the previous month and increase of 0.4% in March 2013.

The CPI index increased by 1.01 points a 1.0% increase to the previous month. The CPI index stands at 190.82 for the month of March 2014.

Major contributors for March 2014 were:

- Tomatoes: 53.3%
- Potatoes: 39.2%
- Chicken: 6.1%
- Drugs & Medicines: 1.3%
- Doctor (MBBS) Clinic Fee: 2.2%
- Motor Fuel: -1.5%

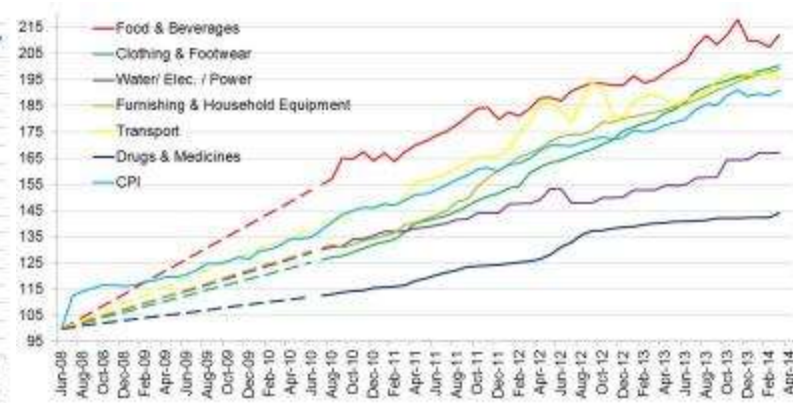
Looking at the various segments of the CPI, Food & Beverages segment increased by 2.2% owing to increase in tomatoes, chicken, sugar and various pulses in March 2014. Transport owing to a stronger PKR vs. USD and fall in oil prices resulted in a decrease of 1.5%.

Health, which includes Medicines, Doctor Clinic Fee, Medical Equipments and Medical Tests, increased by 1.5% – main contributors within Health being Doctor (MBBS) Clinic Fee increase of 2.2% and Drugs & Medicines increase of 1.3%.

CPI Inflation - June 2008 - March 2014



Inflation Segment Break Up 2008 - Present



FX Update

PKR. vs. IND against USD Jun 08 - Present



PKR. vs. Core Currencies Evolution Jun 08 - Present



PKR vs.	8 Apr 2014	8 Mar 2014	8 Apr 2013	MoM%	YoY%
USD	97.9	103.8	97.3	-5.7%	0.6%
GBP	162.2	173.5	150.8	-6.5%	7.6%
EUR	134.1	142.3	128.0	-5.8%	4.8%
JPY	0.948	1.011	0.985	-6.2%	-3.8%

For the month of March, the Pakistani Rupee continued to strengthen and steady its position. This was on account of an increase in Total Foreign Reserves, with the central bank's foreign exchange reserves rising to \$5.17 billion end of March. The increase in reserves is attributed to the receipt of \$611 million from multilateral and bilateral sources, including \$556 million from the International Monetary Fund (IMF). Total official payments during the week ended March 28 were \$215 million, according to an SBP spokesperson.

Pakistan recently received \$1.5 billion as a 'gift' from an unidentified Muslim country, which resulted in a sudden hike in the country's foreign exchange reserves and a strengthening currency.

The Indian Rupee also further consolidated its position on the back of gains last month.

Pharma Bureau News

PB Members Meeting – 17 March 2014

Pharma Bureau held its monthly meeting on the 17th of March 2014 at Pharma Bureau's office. Members were briefed by the Chairman and Executive Director on the Sindh High Court hearing that took place on the 14th of March 2014.

It was agreed amongst the members that the Pharma Bureau would continue to engage and further its efforts with the stakeholders and the media to allay industry concerns.

PB Meeting with the Journalists – 18 March 2014

On 18th of March 2014, The Chairman, Co-Chairman and Executive Director PB met with journalists in Karachi at the Pharma Bureau's office. Arshad Khan of OBS also represented the PB during this meeting. The Chairman highlighted the key issues of the industry and urged the media to inform and educate the public of these.

The meeting was done in a candid setting, with a detailed question and answer session.

PB Vitamins Meeting - 20 March 2014

PB held its Regulatory meeting (Vitamin Policy Group) on the 20th of March 2014. During the meeting the Vitamin Policy team sat and drafted a response to the proposed Vitamin policy being tabled by the DRAP. Other issues were also taken up during the meeting.

Members News

Abbott

“Zinc Se Zindagi” Awareness Program Highlights the Medical Importance of Zinc

March 15, 2013 — A health 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 including health care practitioners 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.

Abbott Recognized as Top Five Overall Employer in Pakistan and No.1 in Pharmaceutical industry

Abbott has been ranked as one of the top five overall employers in Pakistan, and also was named the number one employer in the pharmaceutical industry. The rankings were announced by ROZEE.PK, and based on a survey of 14,876 people from across Pakistan. In the overall rankings of more than 760 employers in Pakistan, Abbott ranked fifth.

Abbott Pakistan Wins MAP Corporate Excellence Award in the Pharma and Bio Tech Sector

Abbott Pakistan won the Corporate Excellence Award in the Pharmaceutical and Bio Tech sector at the 29th MAP Corporate Excellence Award ceremony recently organized by the Management Association of Pakistan.



Members are requested to please share their news with us!