



KEEP CALM AND GET YOUR HO HO HO ON

The Pharmaceutical industry and the research based multinationals: Some good news to tell, but not always told well

Newsletter

Adios to 2016 (A year to remember)

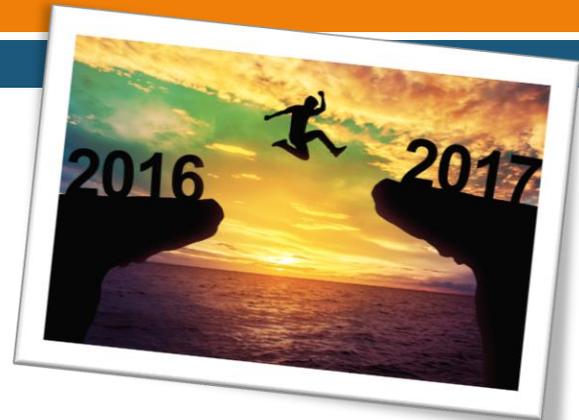
104 medicines in Pakistan identified as 'look-alike, sound- alike'

Pakistan's drug watchdog has identified 104 "look-alike, sound-alike" medicines and 35 are a serious cause of concern as the confusion can have tremendous repercussions for the patients.

The manufacturers of most of these drugs have been issued notices to rename their products and modify their packaging to avoid medication errors," the watchdog's CEO Dr Muhammad Aslam said at a medical safety symposium on Saturday.

The symposium on "Medication Errors and 'Look-Alike, Sound-Alike' Drugs" was organised by the Aga Khan University.

The DRAP CEO, who was the chief guest there, maintained that in addition to regulatory actions, the regulatory authority was also involved in creating awareness among pharmacists, doctors, paramedics, pharmaceutical industry and all other stakeholders. Other speakers pointed out that confusing similarities in the brand



name and packaging of drugs represent one of the most common reasons for medication errors and are of concern worldwide.

Commenting on the problem of look-alike, sound-alike medicines in Pakistan, Syed Shamim Raza, the pharmacy service line chief at the Aga Khan University's teaching hospital, said the majority of ampules were of the same colour, shape and size even though they contained different chemical solutions.

Jibrán Yousuf, the pharmacy business manager at the AKUH, explained how advanced IT systems, pharmacy automation and barcoding could tackle the problem of look-alike and sound-alike drugs.

Experts at the event shared instances of how the US FDA had been tackling the problem. Speakers also drew attention to how the not-for-profit ISMP maintains a List of Confused Drug Names recording over 600 possible examples of mix-ups between medicines with similar names.

Representatives from the PPMA, IT specialists, management from leading hospitals as well as leading physicians and nurses attended the one-day event.



Inflation Update

CPI inflation increased by 3.8% on year-on-year basis in November 2016 as compared to an increase of 4.2% in the previous month and 2.7% in November 2015. On month-on-month basis, it increased by 0.2% in November 2016 as compared to an increase of 0.8% in the previous month and an increase of 0.6% in November 2015.

The CPI index stands at 212.01 for the month of November 2016.

#LetsTalk

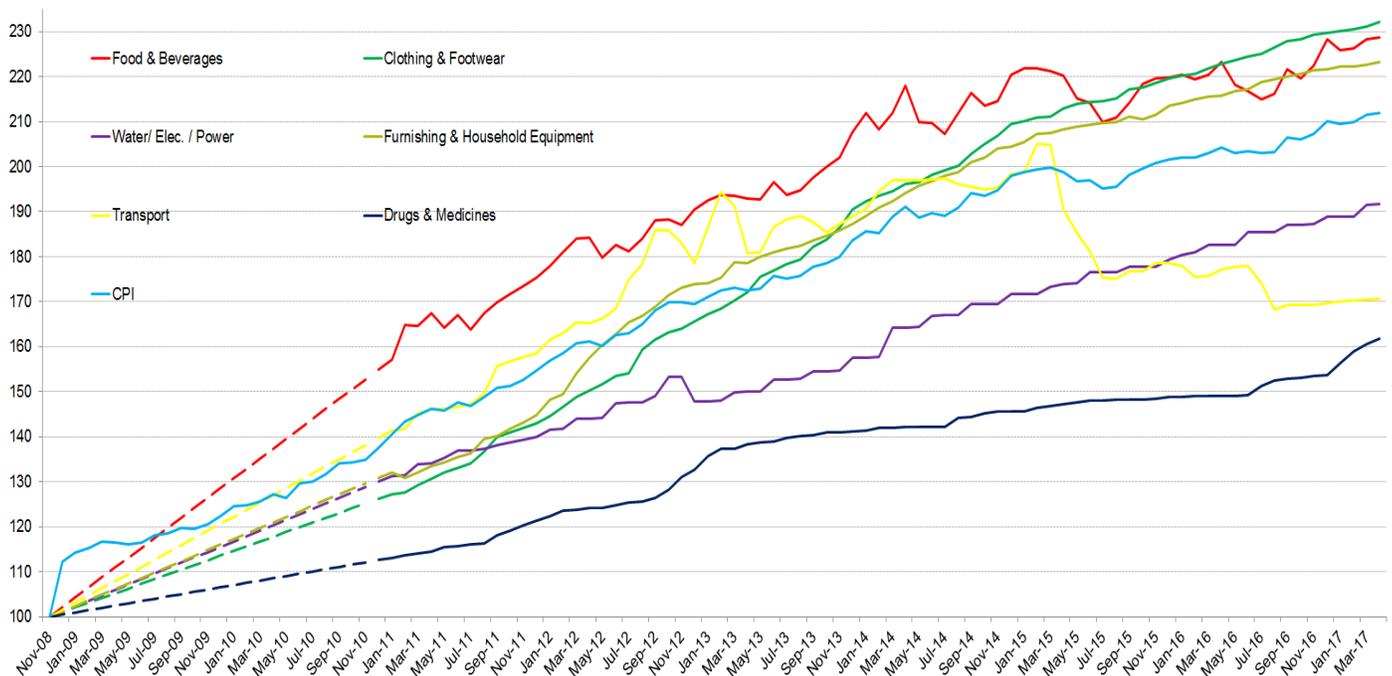
Dec 01 #HIV/AIDS: You could have HIV and feel healthy.

The only way to know is to get tested. Tests are quick and painless.

My son has died of AIDS. Give a child love, laughter and peace, not AIDS. ~ Nelson Mandela

	% Increase vs. Same Month Last Year									% Increase vs. Previous Month								
	2016	2015	2014	2013	2012	2011	2010	2009	2008	2016	2015	2014	2013	2012	2011	2010	2009	2008
Jan	3.30%	3.90%	7.90%	8.10%	10.10%	13.91%	11.32%			0.20%	0.10%	0.50%	1.70%	1.54%	1.30%	2.42%	-0.42%	1.91%
Feb	4.00%	3.20%	7.90%	7.40%	11.05%	12.85%	10.22%			-0.30%	-0.90%	-0.30%	-0.30%	0.30%	-0.74%	0.39%	0.95%	0.49%
Mar	3.90%	2.50%	8.50%	6.60%	10.80%	13.16%	12.91%	19.07%		0.20%	0.20%	1.00%	0.40%	1.20%	1.48%	1.25%	1.37%	3.08%
Apr	4.20%	2.10%	9.20%	5.80%	11.27%	12.50%	13.26%	17.19%		1.50%	1.30%	1.70%	1.10%	1.80%	1.40%	1.73%	1.41%	3.04%
May	3.20%	3.20%	8.30%	5.10%	12.30%	13.23%	13.07%	14.39%		-0.20%	0.80%	0.30%	0.50%	1.10%	0.23%	0.06%	0.23%	2.69%
Jun	3.20%	3.20%	8.20%	5.90%	11.30%	13.13%	12.69%	13.13%	BASE YEAR	0.60%	0.60%	0.60%	0.70%	0.40%	0.55%	0.65%	0.99%	2.10%
Jul	4.10%	1.90%	7.90%	8.30%	9.60%	13.77%	12.34%	11.17%		1.30%	0.40%	1.70%	2.00%	0.20%	1.80%	1.23%	1.54%	3.34%
Aug	3.60%	1.80%	7.00%	8.50%	9.10%	11.56%	12.79%	9.06%		-0.30%	0.20%	0.30%	1.20%	0.90%	1.40%	2.51%	1.70%	2.14%
Sep	3.90%	1.30%	7.70%	7.40%	8.80%	10.46%	14.89%	8.38%		0.20%	-0.10%	0.40%	-0.30%	0.80%	1.03%	2.65%	0.45%	0.97%
Oct	4.20%	1.60%	5.80%	9.10%	7.70%	10.96%	15.33%	7.54%		0.80%	0.50%	0.20%	2.00%	1.40%	1.44%	0.62%	0.95%	2.12%
Nov	3.80%	2.70%	4.00%	10.90%	6.90%	10.19%	14.96%	9.31%		0.20%	0.60%	-0.50%	1.30%	-0.40%	0.29%	1.52%	1.39%	-0.12%
Dec		3.20%	4.30%	9.20%	7.90%	9.75%	15.45%	8.77%		-0.60%	-1.00%	-1.30%	0.20%	-0.70%	-0.51%	-0.49%	-0.50%	

2: Inflation Evolution - Monthly Analysis



1. Inflation Chart (Health Expenses)

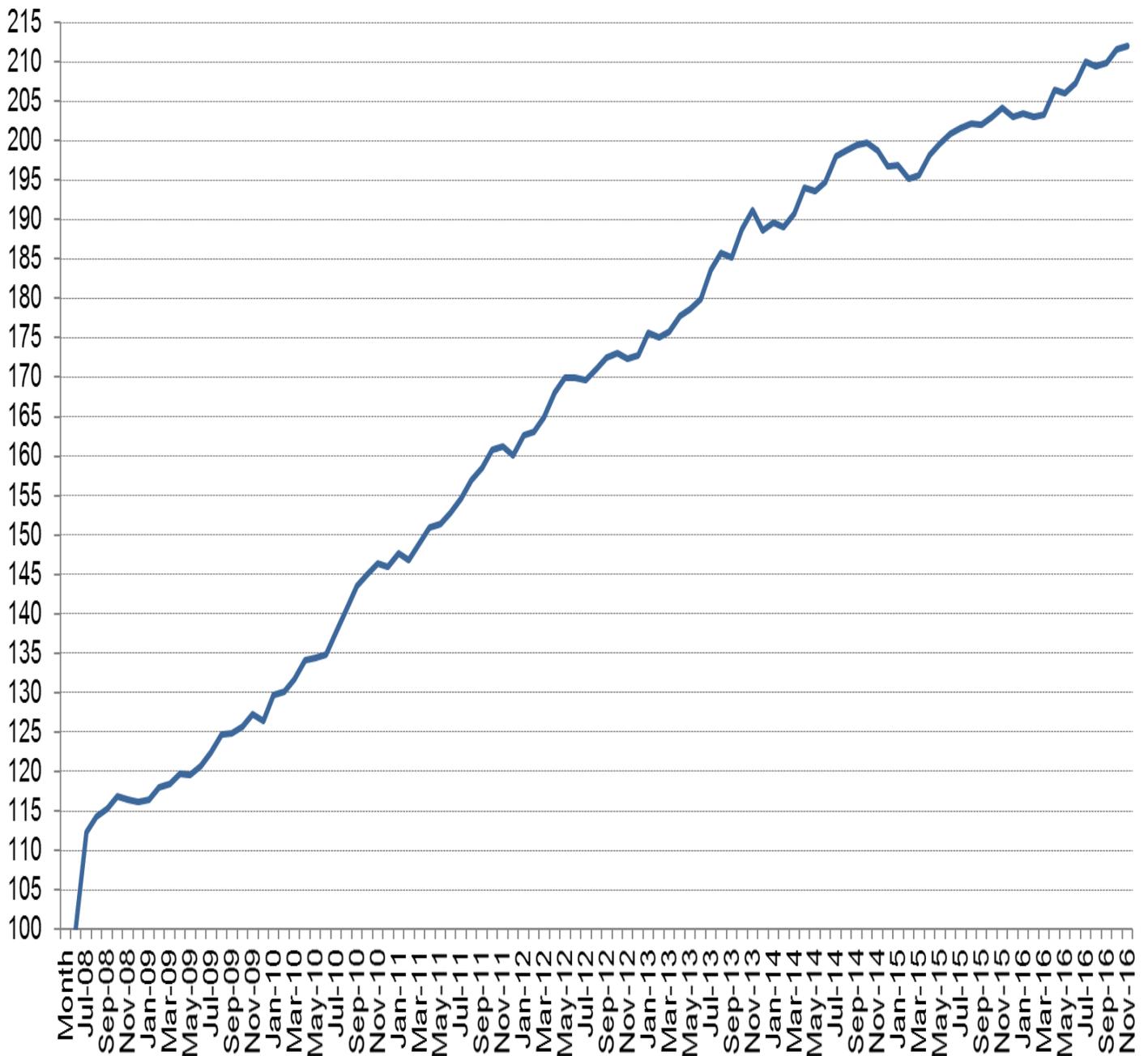
Major contributors for November 2016 were:

Eggs (23.21%), Potatoes (21.14%), Pulse Gram (7.28%) Besan (5.85%), Sugar (3.85%), Gram Whole (2.62%), Mustard Oil (1.46%), and Dried fruit (1.44%).

Woolen Readymade Garments (2.78%) and Woolen Cloth (1.22%).

Looking at the various segments of the CPI, Food & Beverages (Perishable food items) segment registered an increase of 0.19% to the previous month and Education saw increase of 0.54%.

Health, which includes Medicines, Doctor Clinic Fee, Medical Equipment and Medical Tests, increased by 0.77%.



Major Pharma firms halt expansion plans

Talking to Dawn PB Chairman Kazim Husnain said many new therapies (including life-saving drugs) are pending approval with the DRAP's registration board. "New and improved therapies being launched globally are not readily available for patients in Pakistan," he said.

Mr Husnain claimed only 40 per cent of the country's population has access to modern medicines.

When asked how many new drugs – if any – were introduced by PB members in the last few years, he said, "the bureau neither collects such data nor has information on the business portfolio strategies of its individual members and hence it is difficult to comment."

However, this information, he added, is available with Drug Regulatory Authority of Pakistan (DRAP) based on the applications for new medicines submitted for registration during the past three years.

On market reports that some more companies are planning to pack up from Pakistan, Mr Husnain informed that in the recent past multinationals like Merck Sharp & Dohme, Bristol Myers Squibb, Schering-Plough, Organon, Astra Zeneca and Johnson & Johnson have exited the market, 'creating a vacuum'.

He said it is correct that manufacturing and sales of a number of life-saving essential medicines have been discontinued because of non-viability. However, PB cannot determine the number of such products as this is for DRAP to evaluate, he added.

The chairman claimed the share of PB members in the



local market has declined to 36 per cent in 2016 from 43pc in 2012 as per Information Medical Statistics (IMS).

Pakistan's pharma sector is estimated at \$2.9 billion with a Cumulative Average Growth (period 2012-2016) at 9.75pc in US dollar value terms (growth in volume terms at end of Q2, 2016 was 10.53pc on moving annual turnover basis).

Mr Husnain suggested that as long as a commercially viable and transparent Drugs Pricing Policy is not adopted in Pakistan, manufacturers and importers would continue to rationalise their respective portfolios and be compelled to avoid selling medicines which remain commercially unviable.

With the right regulatory framework and a secure environment, he said Pakistan is ideally positioned to not just see a huge inflow of investment in the country but could be a strong exporter of finished pharmaceutical products.

- Dawn October 6th, 2016

ICI Pakistan to acquire products, assets of Wyeth

The ICI Pakistan Limited announced that the company was in discussions to finalise arrangements to acquire the assets of Wyeth Pakistan Limited. The expected transaction would include acquisition of Wyeth Pakistan Limited's manufacturing facility located on Hawkes Bay Road, SITE, Karachi, along with a strategic portfolio of brands. The acquisition is subject to completion of due diligence, execution of definitive agreements and receipt of regulatory approvals.

The acquisition of these assets would enhance the manufacturing base available to ICI Pakistan Limited, allowing the company to make inroads into the therapeutic areas of gastroenterology, multivitamins, antifungal, antibiotics and urology.

Forex Update

Despite the fact that Indian Rupee (INR) has depreciated vs. USD (INR67.7791) with some irregular movements over the past few months, price comparisons of Indian commodities vs. Pakistan still make Pakistan much cheaper (including most medicines.

During 2016, the Pakistani Rupee has remained fairly stable compared to 1.2% and 0.4% depreciation of Indian and Sri Lankan rupee, respectively, against the US Dollar. On the other hand, Bangladeshi Taka, Indonesian Rupee and Thai Baht have appreciated by 0.3%, 5.1% and 3.2% respectively.

Economic slowdown, depreciated European currencies and appreciated US Dollar and Japanese Yen could result in lower Pakistani exports to Europe and increased import bill, hence worsening Current Account Balance and pressures on Pakistani Rupee, forcing SBP to reduce interest rates.

WELL

COHERENT BREATHING

If you have the time to learn only one technique, this is the one to try. In coherent breathing, the goal is to breathe at a rate of five breaths per minute, which generally translates into inhaling and exhaling to the count of six. If you have never practiced breathing before, you may have to work up to this practice slowly, starting with inhaling and exhaling to the count of three and working your way up to six.

1. Sitting upright or laying down, place your hands on the belly.
2. Slowly breathe in, expanding your belly, to the count of five.
3. Pause.
4. Slowly breathe out to the count of six
5. Work your way up to practicing this pattern for 10 to 20 minutes a day.

STRESS RELIEF

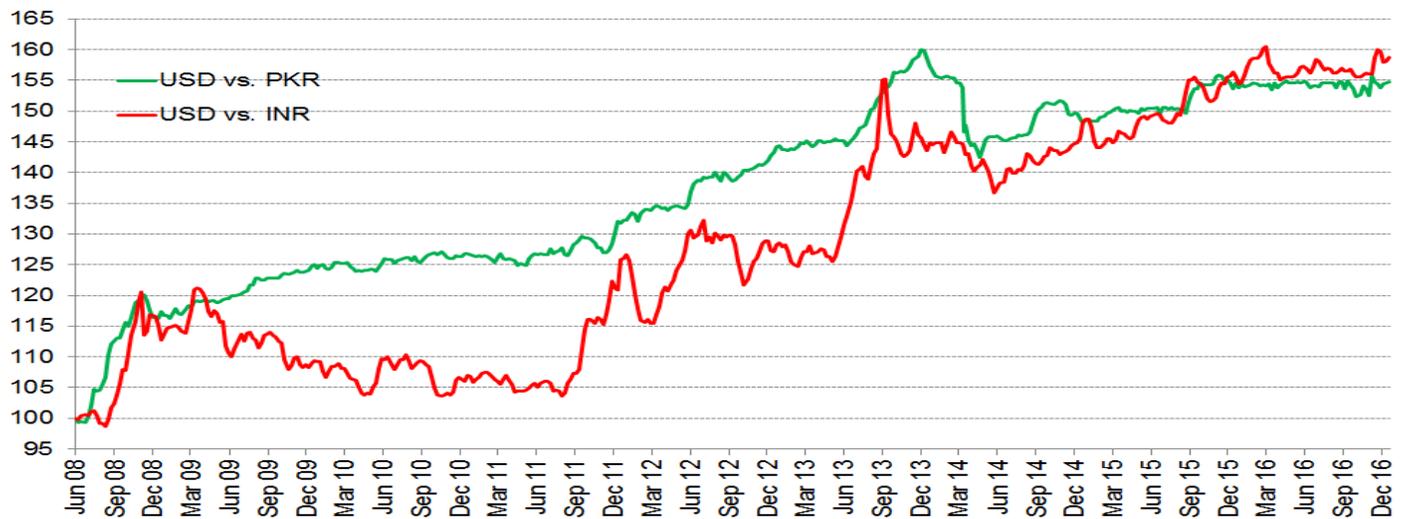
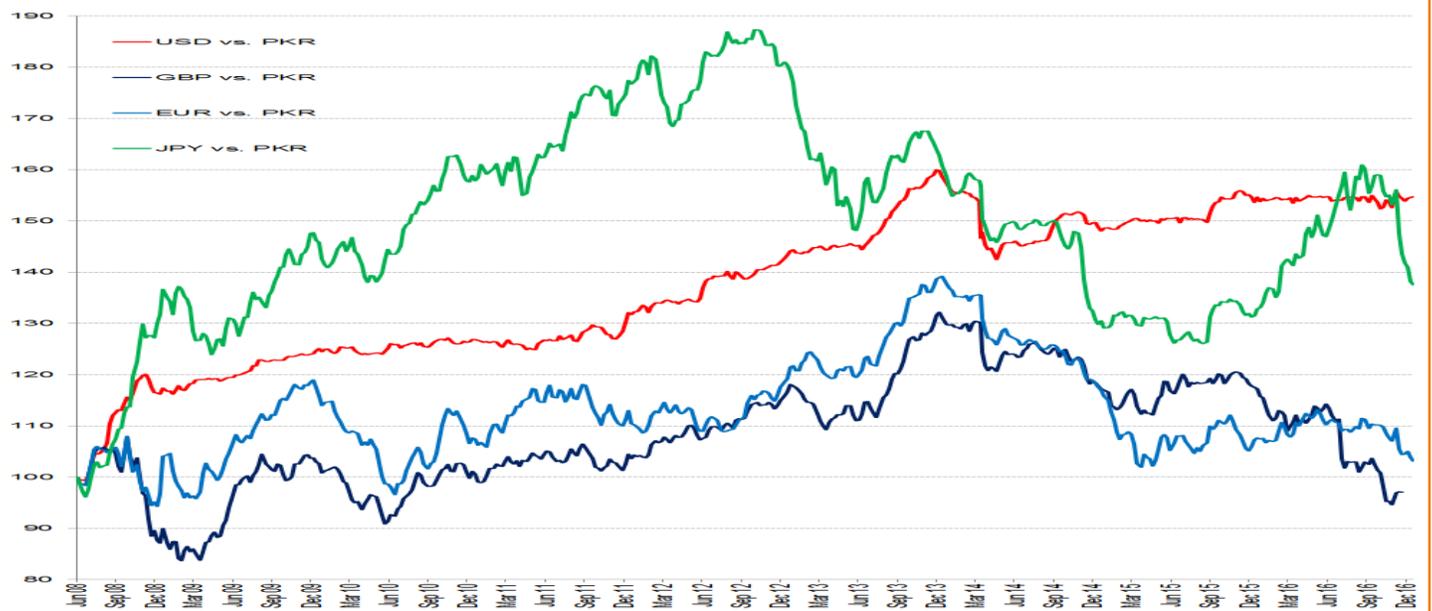
When your mind is racing or you feel keyed up, try Rock and Roll breathing, which has the added benefit of strengthening your core.

1. Sit up straight on the floor or the edge of a chair.
2. Place your hand on your belly.
3. As you inhale, lean forward and expand your belly.
4. As you exhale, squeeze the breath out and curl forward while leaning backward; exhale until you're completely empty of breath.
5. Repeat 20 times.

ENERGIZING HA BREATH

When the midafternoon slump hits, stand up and do some quick breakwork to wake up your mind and body.

1. Stand up tall, elbows bent, palms facing up.
2. As you inhale, draw your elbows back behind you, palms continuing to face up.
3. Then exhale quickly and thrust your palms forward and turning them downward, while saying "Ha" out loud/
4. Repeat quickly 10 to 15 times.



3.PKR. vs. Core Currencies Evolution Jun 08 - Present

Comparative Statistics					
	11 April 2016	11 March 2016	11 April 2015	MoM%	YoY%
PKR vs.					
USD	104.2	104.3	101.6	-0.10%	2.56%
GBP	138.89	138.68	158.42	0.15%	-12.33%
EUR	116.1	116.17	111.18	-0.06%	4.43%
JPY	1.0295	1.0153	0.819	1.40%	25.70%

Message:

Dear Members,

I'm pleased to be a part of the team bringing out this year end issue of the Pharma Bureau Newsletter. I hope that the newsletter gives important insights into the passing year.

I am also happy to say that I have spent a little over four months at the Pharma Bureau; being put through a wide-spectrum of activities and exposed to new learning and knowledge in different projects. Which has given me a new insight into the industry as well as a sense of pride and satisfaction. Working for the goodwill of our members has always been my priority and shall continue to be.

I express my deep sense of gratitude to Ayesha Tammy Haq, for being a terrific mentor.

Wishing all a prosperous near year ahead,

Parvesh Kumar Intern – Pharma Bureau

The Pharma Bureau is a representative body of multinational pharmaceuticals in Pakistan. Part of the Overseas Investors' Chamber of Commerce & Industry, the Pharma Bureau was founded in October, 1988, when a small group of like-minded research based multinational pharmaceutical companies felt the need to have their own separate forum to articulate and resolve the problems and issues confronting overseas investors in the pharmaceutical industry in Pakistan.

Pharma Bureau, OICCI Annex

Address

Chamber of Commerce Building, Talpur Road,
Karachi – 74000, Pakistan

Phone

+92-21-3241 0814 and 15



Editorial Team

Kazim Hasnain – Chairman
hasnain_kazim@lilly.com

Dr. Asim Jamal – Co-Chairman
asim.jamal@sanofi.com

Ayesha T Haq – Executive Director
ayesha.t@oicci.org

Parvesh Kumar – Intern
intern@oicci.org

