

Opportunities:

Government encourages development of Generic Industry even through FDIs.

Generic Drug Market:

The size of the generic Drug Market is \$ 449 million around 49.2% of the total market and is expected to grow to \$ 622 million by 2018 posting a cagr of 8% and constitute 52% of the total market. Jordan's generic market is dominated by HIKMA laboratories, a local company selling branded generics.

Jordan exports pharmaceuticals to its neighbours and their products, though do not cover most of the required range are accepted well, especially by countries like Algeria. India's exporters participating in this segment, if encouraged to go for joint ventures can have better access to African Markets, especially Algeria, where India does not have a strong presence and the market is very attractive.

Pharmaceutical Trade

The Pharmaceutical market is export Driven as more than 70% of the production in Jordan is exported to 60 Countries. The country has Pharmaceutical trade surplus. It is first country in the region to adopt IP laws and is also the only country with trade surplus in the region. Jordan has number of FTA with Europe and USA. Hikma Labs is the leading exporter of Jordan.

Jordan's large generic drugs industry focuses primarily on a small number of therapeutic areas. As such, the market is reliant on foreign imports of hi-tech treatments for chronic illnesses such as cancer. Around 70% of pharmaceutical imports come from Europe. Asia, however, is emerging as an important source of imports for the gulf region.

Between 70% and 80% of domestic pharmaceutical output is exported to over 60 countries. Jordanian exports will be increased through the expansion plans by the leading local player Hikma. Around two-thirds of Hikma's revenue is generated in the Middle East and North Africa (MENA), therefore maximising these earnings will boost the country's pharmaceutical exports. According to UN Comtrade, Saudi Arabia, Algeria and Sudan are the main destinations for Jordanian medicine, followed by Iraq, Lebanon and the UAE.

Statistics:

India's exports

<i>Value in \$ million</i>				
India's exports To Jordan				
	Category	2011-12	2012-13	2013-14
	Ayush	0.05	0.06	0.14
	Bulk drugs	22.43	30.21	27.37
	Formulations	19.81	22.55	31.79
	Herbals	1.13	1.08	1.21
Jordan Total		43.42	53.9	60.51
Source; DGCIS				

<i>Value in \$ million</i>						
Jordan's Imports of Formulations						
Rank	Country	2010	2011	2012	Gr%	Contbn%
1	Switzerland	111.64	145.80	140.16	-3.87	22.13
2	United Kingdom	58.29	79.95	70.42	-11.92	11.12
3	Germany	60.18	65.21	67.49	3.49	10.66
4	Belgium	39.14	50.68	51.68	1.97	8.16
5	France	69.00	61.72	41.38	-32.95	6.53
6	Netherlands	16.22	18.81	25.84	37.34	4.08
7	USA	10.58	19.72	23.57	19.54	3.72
8	India	5.63	19.02	22.68	19.21	3.58
9	Spain	5.54	11.91	21.26	78.45	3.36
10	China	12.16	20.50	20.76	1.26	3.28
	Jordan	504.43	623.35	633.37	1.61	100.00

Source: UN comtrade