

Pharmexcil in association with IBEF and with support of Ministry of Commerce, Govt of India organized various activities to initiate greater engagement with Japanese pharma sector, regulatory authority and various associations. The major activities undertaken so far were:

- **Launch of Brand India Pharma during opening ceremony of CPhI-Japan-2012 and subsequent participation in successive years**
- **Experience India Programme:** Coordinated through IBEF journalists from Japan were invited to India and write their papers on Indian pharma industry by interacting with CEOs of large medium and small size companies and visiting their manufacturing and R&D facilities. The coverage by journalists were appreciated and noted by Japanese pharma sector and policy makers.
- **Regulatory Meet:** As follow up Pharmexcil organized Seminar in India on Regulatory compliances in Japan by inviting PMDA /MOHFW officials.
- **Engagement with Associations:** One of the major role had been to engage with Associations in Japan in order to forge more one-to-one interactions between prospective business partners from both countries. Further this also facilitates exchange of market information between two organisations for the benefit of industry as a whole. Over the years OPMA has been very supportive and has organized many B2B interactions and Seminars on OSAKA. This has generated huge awareness about Indian pharma.
- **Appreciation and Recognition:** In order to encourage companies from Japan and India to forge stronger business alliances Pharmexcil proposed to recognize select Japanese companies who are doing business with Indian companies for their contributions to Indian pharma industry.