

## **BRAND INDIA PHARMA CAMPAIGN IN BIG WAY AT CPHI WORLDWIDE**

**NEW DELHI:** Senior officials from the Department of Commerce, along with representatives from the country's fast growing pharmaceutical industry with India Brand Equity Foundation would be leading the Brand India Pharma campaign at CPhI Worldwide 2014 in Paris this year. CPhI Worldwide is the largest pharmaceutical trade exhibition organised each year by the UBM Group and takes place in October, rotating between three cities: Frankfurt, Madrid and Paris. CPhI Worldwide 2014 will be held on 7-9 October 2014 in Paris. The Indian presence at CPhI Worldwide 2014 will be led by Commerce Secretary Rajeev Kher, who will be accompanied by senior officials of the Commerce Department, Drugs Controller General of India Dr G N Singh, State Drugs Controllers, representatives from Pharmexcil, CEO, IBEF and a large contingent of Indian business leaders from the industry. More than 200 Indian pharmaceutical companies will participate in CPhI Worldwide this year as part of the Brand India Pharma initiative. The Indian pharmaceutical industry has been able to penetrate highly-regulated markets such as the US and Europe, thanks to the industry's focus on quality and innovation.

Govt / Industry