

Pharmexcil urges pharma exporters to share and report challenges amid global trade barriers

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The Pharmaceuticals Export Promotion Council of India (Pharmexcil) is actively seeking input from its member pharmaceutical companies to address pressing trade barriers that hinder global market access. With increasing challenges in tariff and non-tariff barriers, the council is formulating strategies to facilitate smoother exports and improve India's competitiveness in international markets.

Pharmexcil has identified several major obstacles impacting pharmaceutical exports, with high custom tariffs being a primary concern. "Tariff barriers remain a significant challenge, as multiple countries continue to impose steep duties on Indian pharmaceutical products," stated Raja Bhanu, Director General, of Pharmexcil.

In addition to tariff-related hurdles, non-tariff barriers pose a substantial threat to Indian exporters—BA/BE Studies (Bioavailability and Bioequivalence Studies) present compliance challenges within foreign regulatory frameworks. Banking issues, including difficulties in international financial transactions and payment settlements, further complicate the export landscape.

“Government procurement policies have also emerged as a roadblock for Indian pharmaceutical exporters. Many global tenders place stringent restrictions on Indian pharma products, making it difficult for our companies to compete on an equal footing. Lengthy and complex product registration procedures in key markets, along with a lack of favourable trade agreements, continue to hamper growth opportunities for Indian exporters,” informed Bhanu.

To effectively advocate for the resolution of these trade challenges, Pharmexcil is urging its members to submit specific issues and propose actionable strategies. The insights gathered will be compiled into a comprehensive industry report and presented to relevant authorities to drive meaningful policy changes.

“The inputs from member companies will be instrumental in shaping policies that support pharmaceutical exporters. This initiative will strengthen our advocacy efforts, facilitate better trade negotiations, and promote innovation and sustainability within the Indian pharmaceutical sector. To streamline the submission process, Pharmexcil has introduced a dedicated ‘Issues & Strategies’ section on its website,” informed Bhanu.

Pharmexcil remains steadfast in its commitment to ensuring the sustained growth of Indian pharmaceutical exports. “We must work together to address global trade barriers and enhance our industry's global standing. Through collective effort, we can ensure Indian pharma products remain competitive and continue to penetrate new markets,” concluded Bhanu.

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