

*Competitive analysis on
Pharmaceutical Companies of Bangladesh
engaged in export*



Our Challenge is Life



*Competitive analysis of the Pharmaceutical Companies of Bangladesh,
involved in export"*

Prepared For

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Report - 45

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Mr. S. S. M. Sadrul Huda
Internship Coordinator

Dear Sir,

Enclosed, is the project of the "*Competitive analysis of the Pharmaceutical Companies of Bangladesh, involved in export*", which was assigned to me by Mr. K M Tarique, Manager Export on 24 September, 2001 as a requirement of my internship program.

I am pleased to have worked in the Export Department and learnt about the real life of Export activities. I am very much grateful to you for all the cooperation for the completion of the project report and the guidance you provided me during my internship program.

The assigned project was very insightful and relevant to my education. I was able to learn a lot during the project research work on the Pharmaceutical Companies and their international business. This will certainly help me in my future service career.

Thank you for your kind consideration and cooperation in all respect.

Sincerely



Abdullah-Al-Masud

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Part - 1

ORGANIZATIONAL PART

BACK GROUND

What AVENTIS Stands For:

The name **Aventis** will be synonymous with innovation in the life sciences, with advance products for health and nutrition. **Aventis** evokes the idea of movement, innovation, science, and future and on going progress. It can easily be pronounced around the world, and easy to remember.

The first element represents precision and conveys the technical and disciplined aspects of science. Light blue demonstrates uniqueness and creativity.

The symbol's center element, a line of dots in motion, represents molecular structures and medicines. Blue represents strengths and stability. The third element-a brushstroke- represents human creativity, the origin of scientific discovery. Its form is organic, suggesting growth and dynamism. Green conveys the new growth and vitality that discovery brings.

The ring unifies and completes the symbol. Together, these elements represent the integration of life and science.

Company Mission:

Aventis mission is to become the *Best* pharmaceutical company in the world by dedicating their resources, their talents and engineers to help improve human health and quality of life of people throughout the world.

Being the best means

- Being the *Best* at satisfying needs of everyone **Aventis** serves: patients, healthcare professionals, employees, communities, governments and shareholders.
- Being *Better and Faster* than their competitor at discovering and bringing to market important new medicines in selected therapeutic areas.
- Operating with *Highest* professional and ethical standards in all their activities, building on the Rhone Poulenc Rorer heritage of integrity.
- Being seen as the *Best* place to work attracting and retaining talented people at all levels by creating an environment that encourage them to develop their potential to the full.

- Generating consistently *Better* result then their competitors, through innovation and a total commitment to quality in everything we do.

Company Principles:

Satisfying the needs of the customers: Aventis will strive for the highest quality and continuous improvement of their products and services for all their customers, external and internal, maintaining the highest standards of integrity in all their relationship.

Global communication and collaboration: Aventis will be global company, fostering open communication respectively to new ideas, and world wide collaboration on strategies that support the growth and success of the company.

Being entrepreneurial and acting quickly: Aventis will be entrepreneurial, working with a great séance of urgency, encouraging team and quick decision making, rewarding innovation and result at every level of the organization.

Treating each other fairly and valuing diversity: Aventis will treat each other fairly, with trust and respect, valuing culture and individual differences so that our company is strengthened by our diversity.

Caring for our community and the environment: Aventis will be good neighbors, working to improve the safety of the communities and our workplace. When we operate according to these principles, Rhone Poulenc Rorer will grow and prosper as a company and so will we as individuals.

The Heart of the Company: AVENTIS PHARMA stands out among pharmaceutical companies worldwide for the expertise, commitment and diversity of its people. Its strong, multicultural team brings innovative thinking and customer-oriented service to AVENTIS PHARMA.

The Aventis Pharma Values:

- Respect for people
- Integrity
- Sense of urgency
- Networking
- Creativity
- Empowerment
- Courage

Corporate Company Profile:

Aventis is an international company with a decentralized and market-focused business structure. The corporate headquarters with the Board of Management and about 150 staff – is located in Strasbourg, France.

Aventis is listed under the symbol “ AVE “ on the stock exchanges in Paris and Frankfurt as well as on the New York Stock Exchange in the form of American Depository Shares. **Aventis** is also a component of the Euro Stock 50TM, the MSCI Europe index, the FT/S&P Europe and the CAC stock market indices.

Aventis Pharma is the pharmaceutical business **Aventis SA**, a world leader in the life sciences created through the December 1999 merger of Hoechst and Rhone-Poulenc. **Aventis SA** also includes the activities of **Aventis Agriculture** in crop protection and production as well as animal health and nutrition.

Aventis has what it takes to shape the future in life sciences: an industry leader with more than 90,000 employees in more than 120 countries, 2000 Performa annual sales of 16.09 billion Euro and a research and development budget of 2.7 billion Euro. With a potent budget for the discovery and development of innovative products, **Aventis** has an excellent position for future growth as well as one of only a few companies with a broad technological platform in genetic engineering and biotechnology as well as in chemical research. Our approach enables scientists within **Aventis** to share tools, facilities and licenses across all of our businesses. **Aventis** is an international company with a decentralized and market-focused business structure

Aventis Pharma has set a sales growth target in the mid-high single digits for each of the next several years, excluding the impact of generic competition on the anti-hypertension drug Cardizem® that began in mid-1999. **Aventis Pharma** has set a target of achieving 750 million Euro in merger synergies by the end of 2002, accounting for a significant portion of the overall savings target of 1.2 billion Euro for all of **Aventis**. We intend to achieve this target by rationalizing activities in manufacturing, administration and Drug innovation & Approval to maximize effectiveness and eliminate unnecessary duplication.

Aventis Pharma reported 11.835 billion Euro in sales for the first nine months of 2000, accounting for approximately 78% of the total life science sales of **Aventis** that totaled 15.267 billion Euro. **Aventis Agriculture** accounts for the balance of sales, which were 3.482 billion Euro. The prescription drugs business reported sales of 10.209 billion Euro for the first nine months of the year, accounting for approximately 86% of **Aventis Pharma**'s worldwide sales. **Aventis Pharma** sales - First nine months 2000 Prescription drugs **Aventis Pharma** AG10.209 billion Euro Vaccines **Aventis Pasteur**790 million Euro

Therapeutic proteins Aventis Behring 851 million Euro Aventis Pharma total 11.835 billion Euro Main Sites Aventis Pharma Frankfurt, Germany, Bridgewater, New Jersey Paris, France Lyon, France, Tokyo, Japan Sao Paulo, Brazil Aventis Pasteur Lyon, France Aventis Behring King of Prussia, Pennsylvania

Aventis Pharma is a global pharmaceutical company committed to creating value for patients, shareholders, employees and society by discovering, developing and commercializing innovative products that satisfy unmet medical needs and lower healthcare costs. **Aventis Pharma** is comprised of: **Aventis Pharma AG** – the prescription drugs business created through the combination of the former Hoechst Marion Roussel and Rhone-Poulenc Rorer pharmaceutical groups; **Aventis Pasteur** the vaccines business formerly known as Pasteur Merieux Connaught; and **Aventis Behring** – the therapeutic proteins business that was formerly the Centeon joint venture between Hoechst and Rhone-Poulenc. In addition, **Aventis Pharma** holds a 51.8% stake in the diagnostics company Dade Behring. (**Aventis** accounts for Dade Behring using the equity method since we do not have management control over this company.)

2000 nine-month sales (Euro million) 1999 sales (Euro million)

Allegra®/Telfast® New generation of non-sedating products for allergy sufferers. Indicated for seasonal allergic rhinitis and chronic idiopathic urticaria (hives). 831729

Lovenox®/Clexane® World's leading low-molecular-weight heparin. Indicated for treatment of deep-vein thrombosis, unstable angina and some myocardial infarctions. 726782

Taxotere® An important product for treatment of metastatic breast cancer and non-small-cell lung cancer. In development for additional oncology indications. 542500

Amaryl® A third-generation oral treatment for type II (non-insulin-dependent) diabetes patients. Once-daily dosing enhances patient compliance and offers improved convenience. 268242

Arava® First disease-modifying drug for rheumatoid arthritis that is indicated both to treat signs and symptoms and to retard structural damage in the joints. 138107

Aventis Pharma focuses on seven therapeutic areas. The focus on diseases emphasizes unmet medical needs.

Antinfectives treatment of bacterial and fungal infections Arthritis/Bone arthritis and osteoporosis Cardiology/Thrombosis - infarctions, coronary heart disease and other cardiovascular disorders Central Nervous System - degenerative diseases of the brain and spinal cord Metabolism - diabetes and other metabolic diseases Oncology Respiratory - asthma and allergies

Aventis Pharma offers a range of innovative prescription drugs to treat patients with serious diseases. Our emphasis is on novel drugs in therapeutic areas with high medical need and large patient populations. Eleven of our current products are global strategic brands, and an additional five are considered regional strategic brands. Among the global strategic brands, five important products are driving the sales growth of **Aventis Pharma**. The life Science business of Germany's HOECHST AG and France's RHONE-POULENC was formally merged into a global Life Science giant called "AVENTIS". On December 16, 1999 one of the Europe's biggest industrial mergers was successfully implemented.

The formation of **AVENTIS** was earlier approved by the shareholders generally assembly of both HOECHST and RHONE-POULENC. After the successful completion of the share exchange offer to the HOECHST shareholders, RHONE-

POULENC has changed its name into **AVENTIS SA**, which headquarters will be located in Strasbourg, France. The new **AVENTIS SA** shares will be trading on the Stock Exchange market in Paris, Frankfurt and New York.

Aventis has what it takes to shape the future in life sciences: an industry leader with 95,000 employees in more than 120 countries, 1999 proforma annual sales of 20.5 billion Euro and a research and budget of 3.0 billion Euro. With a potent budget for the discovery and development of innovative products, **Aventis** has an excellent position for future growth as well as one of only a few companies with a broad technological platform in genetic engineering and biotechnology as well as in chemical research. Our approach enables scientists within **Aventis** to share tools, facilities and license across all of our businesses.

AVENTIS PHARMA SA headquartered in Frankfurt, Germany will run the combined global pharmaceutical business of **HOECHST** and **RHONE-POULENC**. The agricultural activities will be combined into **AVENTIS CROP SCIENCE**, which will be based in Lyon, France. Together the two companies will have the largest research and development budgets in the Life Science industry.

Growing sales Worldwide: **Aventis Pharma** reported 11.835 billion Euro in sales for the first nine months of 2000, accounting for approximately 78% of the total life science sales of **Aventis** that totaled 15.267 billion Euro. **Aventis Agriculture** accounts for the balance of sales, which were 3.482 billion Euro. The prescription drugs business reported sales of 10.209 billion Euro for the first nine months of the year, accounting for approximately 86% of **Aventis Pharma's** worldwide sales

Colleagues Worldwide: It is approximately 65,000 associates – scientists studying new molecules, sales reps calling on doctors and pharmacy committees, operators making products – are a diverse group, bridging many nationalities and disciplines.

AVENTIS PHARMA, which ranks in the top tier of pharmaceutical companies worldwide with a turnover of EURO 13.1 billion in the EURO 280 billion industry, will be a top competitor in each of its main areas: prescription drugs, vaccines from **AVENTIS PASTEUR** and therapeutic proteins from **Aventis BEHRING**. Products, which are strategically important for **AVENTIS PHARMA**, include, **Allegra**, **Clexane/Lovenox**, **Taxotere**, **Amaryl**, **Arava**. These and other strategic products offer innovative treatment to large patient populations. **Aventis BEHRING** is currently ranked number two in the EURO 5.3 billion blood plasma products industry.

Bangladesh Subsidiary Company Profile:

Aventis Pharma (pharmaceutical company) is one of the industry leaders in Bangladesh pharmaceutical market, which was created through the merger of Hoechst Marion Roussel and Rhône-Poulenc Rorer two of Germany, and France based large Pharmaceuticals Companies. **Aventis Pharma** is committed to improve human health through developing and marketing innovative products.

At home, the affiliated Joint Venture companies with the Government of Bangladesh, RHONE-POUNENC RORER Bangladesh Ltd. in the ratio of 60% & 40%, Fisons (Bangladesh) Ltd 52% & 48% and HOECHST MARION ROUSSEL Limited in the ratio of 60% & 40%.

Aventis considers information technology an important corporate asset that enhances its productive and contributes measurably to its overall performance. Confidentiality, integrity and availability of this information asset are critical to continuing success. IS will strategically enable and drive the change process will raise **Aventis** to the position as the world's leading life science company.

May & Baker: In the early nineteenth century London, as ever, attracting young men to seek employment opportunities in the capital, also gave the same opportunity to join May, a young talented opportunist. He got employed in Batter Sea with Charles John Price-a manufacturing chemist. When the firm closed, the experience May gathered already helped him to start his own firm in 1834, in partnership with J. I. Picket and T. S. Grimwade. Mr. Picket died within one year of the establishment, while Mr. Grimwade retired to firming in 1839, who "did not care for cooking chemicals". So, May have to proceed on his own.

Later May was joined by William Garrad Baker (24) who was an apprentice in his father's business of Chemist and Druggist. They started their business by buying their own premises at Golden Wharf where the manufacturing and dispatch side was looked after by William Garrad Baker and John May did the traveling which mainly consisted visits to the London Wholesale market thus the introductory part of a company is found. This was soon famous through the world.

Rhone Poulenc: During the world war May and Baker in association with the establishments of Poulenc Feres got stronger, as they were appointed to manufacture arsenic compounds. In 1923 the agreement of Poulenc's ownership over May & Bakers' ordinary share were drawn up, and was presented before the board in June 1927. The result was that Poulenc ended up with 85% of May & Baker's total capital and 90% of their ordinary shares. Thus instead of May & Baker their firm was labeled as Rhone-Poulenc, later Poulenc Freres merged with the Society des Usines du Rhone in France. In 1928 Phone-Poulenc became the largest manufacturer of organic chemicals in France, with 3,000 employee in the following years, it became a story of merger and accusations, Thus May & Baker became a subsidiary of Rhone-Poulenc, though for many years it was operated in its old name. The firm expanded in many countries, under different names, until its global presence by the name Rhone-

Poulenc. By the turn of the century, a lot of change started taking place because of the market expansion, specialization, international collaborations etc.

Rhone Poulenc Rorer: It is a recent creation, which emerged as a result of the combination of two Pharmaceutical Companies. Because of this merging Rhone Poulenc Rorer now is among the first fifteen pharmaceutical companies in the world. In 1991, organizationally the merging completed and created a unique global structure, not belonging to any particular country--neither French nor American, but global. The business is now focused solely on pharmaceutical prescriptions, over the counter and hospital products, divesting non-strategic assets and business. Rhone-Poulenc Rorer is a recent creation. It also presents a unique twist in the consolidation that was scott the industry during the past few years.

The completion of merge in 1991 created a unique global structure--neither French nor American- but global. Randy Thurman in USA jointly holds the office of the president and Jean Jecques jointly holds the office of the president Bertrand in France. They establish an operating committee, a global team of senior executives representing Rhone-Poulenc Rorer (RPR) key markets and business. RPR's business is now found solely on pharmaceutical prescription II Over the Counter" and hospital products divesting non-strategic assets and business in financially beneficial and socially responsible ways. It operates in all the 140 countries that the Rhone-Poulenc originally operates. There is a foundation name Rhone-Poulenc Sante, headed by Rigor Landau, which operates since 1987 in all the 140 countries to promote co-operation between all that works for progress in the world of health care.

Rhone-Poulenc Rorer in Asia Pacific

Rhone-Poulenc Rorer operates in 17 countries of Asia Pacific. The countries are:

1. Australia
2. Bangladesh
3. China
4. South Korea
5. Hong-Kong
6. India
7. Indonesia
8. Japan
9. Malaysia
10. New Zealand
11. Pakistan
12. Philippines
13. Singapore
14. Sri Lanka
15. Taiwan
16. Thailand and
17. Vietnam.

Each country has both commercial office and local factories. In Southeast Asia the regional head office is located in Singapore and also governed & controlled by head office situated in France.

Rhone Poulenc Rorer Bangladesh Limited: Till 1947, the Indian sub-continent has received May & Baker products either manufactured by or imported through the Indian liaison company for May & Baker. Indian independence in 1947 created the problem of supplies for Pakistan.

From 1947 to till 1960, West Pakistan and the East Pakistan received supplies directly from Dagenham, UK. In 1958, May & Baker began discussion with the government-sponsored Pakistan Industrial Development Corporation to establish a joint company. The Corporation wanted May & Baker as partner in a joint company with a factory located in the then East Pakistan as part of the government's decentralization program.

After lengthy negotiations, In 1958 it was decided that May & Baker would establish a joint venture company in East Pakistan (i.e. present Bangladesh). The Pakistan Pharmaceutical Industry (PPI) was incorporated in 1960, with the 60% share owned by May & Baker Dagenham, UK, and rest 40% by the then Pakistan Government. In 1962, manufacturing of pharmaceutical formulating started at Tongi plant. Following the independence war of 1971, resulting in the emergence of independent state of Bangladesh, the factory built up serve for a population of 150 million, was in the middle of a country with just over half that population, and lost 60% of its market. Ultimately, the Bangladesh Chemical Industries Corporation (BCIC) became the owners of 40% of the company's shares, May & Baker retain 60%. PPI became Bangladesh Pharmaceutical Industries (BPI) Ltd.

In 1974, the company took over the assets and liabilities of May & Baker's branch in Bangladesh and started its own marketing and distribution. In 1978, the company started its Animal Health Division (manufacturing & marketing). Then the company started repackaging and marketing Agrochemical in 1979.

In 1982, the Bangladesh government introduced Drug Policy banning a large number of products and formation harmful or unnecessary. Because of this, May & Baker (BD) Ltd. lost 40% of the turnover and two of its plants shut down.

In 1989, as part of the global unification program, the company took the new name Rhone-Poulenc Bangladesh Ltd. with same equity participation. During this period it had three operational divisions namely pharmaceuticals, Animal Health and Agrochemical. Rhone-Poulenc again got a new name Rhone-Poulenc Rorer after the completion of its merger in 1991, with Rorer Inc., an. USA based Pharmaceutical Company. The local company, Rhone-Poulenc (BD) Limited also became Rhone-Poulenc Rorer (BD) Ltd. in 1995 after the completion of all legal process to change its name. To maintain its compatibility with Rorer, the company separated its Animal Health and Agrochemical division, jointly known as agroveter division, from its pharmaceutical division. Our concentration will be on Pharmaceutical division only.

Again in January 1995, the human pharmaceutical business of Rhone Poulenc Bangladesh Ltd. renamed itself Rhone Poulenc Rorer Bangladesh Ltd. as a present Rhone Poulenc Pharmaceuticals division merged with Rorer Inc. of USA. In a global move Rhone Poulenc Rorer has acquired the business of Fisons Ltd. and together

RPR and Fisons are better equipped to meet the needs and marketing demand. In Bangladesh both Rhone Poulenc Rorer Bangladesh Ltd and Fisons (Bangladesh) Ltd. had a strong presence and had their professional services. They were providing the service while maintaining their separate legal identities. The manufacturing part of RPR in Bangladesh is done both at RPR and Fisons factories at Tongi.

The annual turnover of the house is around Taka 1500 million and brands around 80 we the range of presentation, to meet the different patient needs. RPR-Fisons in Bangladesh is ranking third in the Bangladesh Pharmaceutical Market, has to compete against around 200 companies. After successfully creating belongings and teamwork between RPRBL and FBL: sales team members through co-promotion, the groups have integrated the sales team in 1998 for promoting a unified product line. Rhone-Poulenc Rorer Bangladesh limited is a leading exporter of Pharmaceutical Products of the country. The Government of Bangladesh awarded the company for excellent performance in exporting Pharmaceutical products during the financial year of 1997-1998. In the Pharmaceutical sub-sector under chemical sector, Rhone-Poulenc Rorer Bangladesh Limited earned US \$ 4.34 million by exporting Pharmaceutical products in 1997-1998 which was 43.42 percent higher than the previous year. Contribution of the company to export earning from this sector in the aforesaid year is 5.84 percent.

Integration Process: Before going to organizational profile and functions, it is important to discuss about the integration process of RPRBL and FBL. Any integration/merger exerts some positive or negative impacts on the employees and turnover of the respective organizations. So the integration process requires utmost care and sincerity from top management. Integration process started between RPRBL and FBL after the acquisition took place, which is still going on. Management expectation is to complete the process by December 1997.

The combination of both RHONE-POULENC and HOECHST pharmaceutical businesses on a worldwide basis will create numerous opportunities of synergy's, resulting in an improved global performance that will have positive impacts in all the territories where the companies are active, including India.

Through the whole process the turnover of the house did not decrease rather it is increasing, which indicates the efficient handling of the process and the credit must go to RPR's top management. . Another important factor of the integration process is the effect of synergy (i.e. in expenditure side $2+2=3$, and in revenue side $2+2=5$). Yet there are some confusion and frustration among the employees, which may affect their motivation. Management should make them clear about the policy as early as possible to maintain their motivation. Before acquisition, the two organizations have separate policy, structure, philosophy etc. However, here only the integrated organ gram will be presented including functions of various departments and other characteristics of the organization.

On December 16, 1999 Hoechst Marion Roussel and Rhone Poulenc Rorer merged globally to create Aventis Operational integration of RPR and HMR in Bangladesh has been completed. Production facility of HMR has been shifted from Chittagong to RPR plant at Tongi.

After successfully creating belongings and teamwork among RPR, HMR and Fisons sales team members through promotion, the group emerged as integrated one of the largest sales team.

With the current plants to restructure the company, increase sales force numbers, put more resources on promotion & other medico marketing activities and the existing range of new products in the pipeline at short and medium term, the group is poised to make the “quantum leap” in the very near future.

Ambitious Growth Target: AVENTIS PHARMA has set a sales growth target in the mid-high single digit for each of the next several years, excluding the impact of genetic competition on the anti-hypertension drug Cardizem ® that began in mid-1999.

AVENTIS PHARMA sales of the year 2000 are Tk. 1682174. Market growth is 26% and market share achieved is 9%. Stands 3rd. in the rating of

AVENTIS PHARMA has set a target of achieving 750 million Euro in merger synergies by the end of 2002, accounting for a significant portion of the overall savings target of 1.2 billion Euro for all of AVENTIS. AVENTIS PHARMA to achieve this target by rationalizing activities in manufacturing, administration and Drug Innovation & Approval to maximize effectiveness and eliminate unnecessary duplication AVENTIS LAUNCH.

ORGANIZATIONAL HIERARCHY¹

After the completion of integration process, the structure of the organization (Company Hierarchy)¹ is now in a state as below:

The Managing Director is at the top of the organogram. All the functions of the company are dividend into six relatively distinct broad functional areas or divisions headed by six Directors. The divisions are:

- ♣ **Finance & Information Technology**
- ♣ **Marketing & Sales**
- ♣ **Industrial Operation**
- ♣ **Customer Services**
- ♣ **Human Resources**
- ♣ **Medical Affairs.**

Each functional area/division has one or more departments/business units/units headed by managers. The activities/functions of these departments are described in the following section.

BRIEF DESCRIPTION OF VERIOUS DEPARTMENTS

The activities/functions of various departments are described briefly below:

♣ Finance & Information Technology Division:

This division is headed by the director Mr. H. W. Imam. The division has three departments working with individual entity and reports to the division head director Finance and IT Mr. M. s. Alam. The departments are:

- ❖ **Financial Accounting**
- ❖ **Financial Control**
- ❖ **Information Technology**

The Functions of these departments are briefly discussed.

- ❖ **Financial Accounting:** headed by manager financial accounting Mr. S. Aminul Islam

¹ Organizational Hierarchy: Company Organ gram. Provided in the Appendix-A

- Taxation
- Insurance
- Trust fund, Pension fund, Gratitude fund
- Sales report.
- Preparation of financial reports for internal and external purposes.
- Taxation and audit.

To perform these jobs finance some special kinds of software.

❖ **Financial Controller:** Financial controller Mr. H. Manju heads This department. The job is mainly the financial management work. The performed jobs of this department are in brief:

- Plan and set a goal.
- Strategy to achieve goal.
- Budget for the next five years.
- Monitoring the expense.
- Inventory accounting & valuation.
- Product costing and analysis.
- Reconciliation between standard costing and variances analyses.
- Budget preparation & budgetary control-
- Expenses monitoring against budget.

❖ **Information Technology:** Headed by manager IT (A. Sufiany J. Alam) Aventis follows BPCS (Business Planning & Control System) and uses IBM AS 400- the most popular business machine all over the world. The two unites of IT are Information and Hardware.

- Information:
 - Collect all the information of sales and order
 - Make smooth operation of the information to the organization through networking.
 - Prepare some in house software as up to the requirement of the departments.
- Hardware:
 - Trouble shooting.
 - Networking.
 - Machine set up.

RPR uses 13 modules for BCS, such as, A/C payable, A/C receivable, budget & modeling, purchasing, investment control, general ledger, shop floor control, manufacturing date management, routing (process/flow sheet), costing, materials

requirement planning (MRP) and master production scheduling (MPS), lot control/batch control, etc.

♣ **Marketing & Sales Division:**

This division is headed by Director Marketing and Sales Mr. Iftekharul Islam. This division has five departments. A manager heads each of the departments. These departments are:

- ❖ **National Sales Department**
- ❖ **Marketing Department**
- ❖ **Export Unit**
- ❖ **Training Department**
- ❖ **Oncology Business Unit**
- ❖ **Research Unit**
- ❖ **Pasteur Business Unit**
- ❖ **Diabetic Care Business Unit**

- ❖ **Sales (National):** Headed by the National Sales Manager Mr. M. Nasiruddin. Seven Regional Sales Managers Report to him. These seven Regional sales Managers are reported by forty-six Area sales Managers. The 269 Medical Representatives reports to 46 Area sales Managers. This is the organogram of the National Sales Department. Each of the Medical Representatives covers 125 doctors on average. Other than this Sales Manager Institution also report to National Sales Manager. Sales Manager Institution looks after tender business, Institution business. A significant sales i.e. 15% of the total sales revenue comes from tender and institutional business.

There are three lines of sales: Vaccine, Diabetics, and Oncology, all are separate and almost individual business unit. Even though the promotion activities requires the Medical Representatives help of the National Sales Department except the oncology that is yet an infant project in our country.

- ❖ **Marketing:** Mr. A. A. Siddique previously headed this department. Now he retired and the post will be arranged. The jobs of the department are:
 - Offer international business (routine products & unmet medical needs)
 - Work for both In house & sales
 - In house promotion through clinical meeting video meeting
 - Sales promotion through Doctors and promotional materials.
 - Budget: short term, mid term, long term.
- ❖ **Export:** Headed by Manager Export K. M. Tarique. this is a small business unit still working by the Manager Export individually. He has a Helping hand Mr. Blasé who is a contract-based employee. His job is to prepare the Dossier

for product registration and documentation for the tender work. Mr.K. M. Tarique joined on May 7th. Before that he was a Product Manager. Now he is successfully looking after the whole export unit, which works with all LC based export, Purchase Order based Export and Tender based export. The works of the export departments are to:

- Export (LC and non-LC i.e. purchase order.)
- Tender Based Export.
- Registration of new products to the potential countries
- Registration of new products in the existing operating countries.
- Do oversee marketing operation for export growth.
- Attend international fair for the market expansion.
- Forecast the targeted goal for the next year sales.
- Export reporting.

❖ **Training:** Headed by Manager Training R. K. Chakrabarti.

- In-house training which includes
 - Selling skill.
 - Product induction.
 - Refresh Course
 - Test
 - PPP
 - APILP
- On the Job Training includes
 - Guideline are provided in field
 - Evaluation done
 - Team detailing.

❖ **Oncology:** Headed by Manager Oncology P Bhattacharya. This unit started on 1998 March. It has 8 Molecule markets 4 of which are owned by AVENTIS PHARMA Bangladesh and other 4 Molecule are from German company acting as Agent. The growth is very potential. There are 7 personnel in Sales, 1 personnel in clinical and Trail, 1 Product manager and 1 Oncology Manager. This is an independent business unit, this is because:

- It has its own Sales.
- Own Marketing.
- Own Distribution.
- Own Clinical and Trail activities.

Only the imports are done by the planning and procure department.

❖ **Market Research:** Headed by Manager Market Research S. M. Saiful Akbar. The jobs are:

- Sales Performance analysis.
- Prescription collection all over the month.
- 46 Medical Representatives do this job.

- Month end report of the research.
- Report sent to Depot meeting for further analysis of the sales performance.
- Competitive analyses are done.
- Arranging research agencies to conduct curtail and exclusive research.
- Arranging research agencies also to work in disguise to evaluate the field worker and take corrective action.

❖ **Aventis Pasteur:** Headed by Manager Aventis Pasteur Mr. Ishtiaq sajjad of his own. This is considered as a separate business unit.

- Work with six vaccines
- Operates in 90 countries.
- Through distributor.

Diabetic Care: Diabetic care is a new business unit Headed by Dr. Afroz Jalil started from June 2001. It is expected to operate from January 2002. It is also an individual business unit. Now its already preformed and intended to perform functions are:

- General team training. It trained 69 people.
- Intends to train 60 team leaders.
- Target first the doctors of Diabetic Hospital, as it is a product that can not be targeted to the end user directly.

♠ Industrial Operations Division:

This department controls the overall production and headed by Director Industrial operation N. S. Rahman. Each plant (RPR and FBL) has some functional departments headed by manager. These are:

- ❖ **Factory Manager**
- ❖ **Industrial Operation**
- ❖ **Industrial Relation**
- ❖ **Engineering**

- ❖ **Quality Assurance**
- ❖ **EHS (Environment, Health and Safety)**
- ❖ **Stores And Despatch**

These departments are working to provide:

- Overall Supervision of the plant.
- Maintain the working hour.
- Maintain the labor hour.
- Employee management (motivation).

- Raw material proceeding.
- Machine maintenance.
- Quality maintenance.
- Assuring Environment, Health, and Safety.
- Proper Storage Facility.
- Proper despatch of product.

There are three different Plants for RPR, Fisons and Hoechst in Station road, Tongi, Gazipur. All these produce a combination of different classes of product Tablet, Capsule, Injection, Vial, Syrup, Sterile, Elixir etc.

Factory use GMP (Good Manufacturing Practice) Guideline to ensure standard by UK. First the implementation went through documentation system of GMP. Control Document, which can effect the medicine quality. Testing method used to settled the format and content . the procedures are :

- Document Maintenance: Documents are numbered as department no in abbreviation. Document type number, sequence number and version number is coded.
- Training: Time to time training is done
 - A. Industrial Training includes:
 - Rules and regulation of the plant.
 - Health and Hygiene requirement.
 - Environment Health and Safety.
 - Introduction to basic GMP.

After training a test is taken in which 70% is the passing mark. Very few fail, the failures are sent for re-training program.
 - B. Job Specimen Training includes:
 - Both internal and external training.
 - Fire Fighting training.
 - Red Crescent training.
- Qualification and Validation:
 - A. The utility, equipment, procedures used. Process of cleaning will be documented.
 - For the doing this, a written protocol is there.
 - In the next step re-check by other three technical staffs.
 - After that executed.
 - Then result and report.
 - Again sent to the 3 technical specialists for approval.
 - B. Installation Qualification (where to locate, how to operate, maintaining the same procedure.)
 - C. Operation Qualification (through Protocol, same procedure).
 - D. Performance Qualification (same as before). For ex. Supplied water quality is checked strictly and routinely.
 - E. Process Qualification (same as before).

- F. Critical parameters maintaining 3 batches should be made. For ex: a batch should be in a maximum to a minimum range, which is the standard.

Every 2 years an auditing is conducted by the Corporate Aventis. David Fox of United Kingdom on behalf of UNICEF conducted a standard auditing, then only they agreed to correspond with AVENTIS PHARMA.

♣ Customer Services Division:

The previous Director of this department has changed and now new Director Customer and services has not yet taken the charge. There is a planning to change this division into supply chain management. Now as Planning and procurement division it has few departments each of which is headed by a manager. These are

- ❖ **Planning & Procurement**
- ❖ **Distribution**

❖ **Planning and Procurement Department:** This department is headed by Manager Planning and Procurement Mr. A Islam. The jobs performed by this department are:

- Ensure raw materiel and packaging materiel availability.
- Maintaining at least three months inventory.
- To send products to its twelve Depotts allover the country. .
- To maintain good relationship with customers.

❖ **Distribution Department:** the head of the department is the Manager Distribution Mr. K. M. Mohsen. The job of the department is to

- Serve the 13 Depots of our country.
- Sales and Despatch
- Update information of the sales and stock position
- Concentration the packing requirements the customers.
- Dealing with Wholesalers, retailers, and individual customers

RPR & Fisons have 68 brands (RPR=25, Fisons=43) with 134 presentation forms. But they import about 400 items of raw materials, which is 97% of total raw materials requirement

♣ Human Resources Division:

This division is headed by Director, Human Resources, Mr. Moshtaq Ahmed. This division has five departments. A manager heads each of the departments. These departments are:

- ❖ **General Administration/Project**
- ❖ **Communication and Training**
- ❖ **Compensation**
- ❖ **Legal Affairs**



Our Challenge is Life

- ❖ **General Administration/Project:** This department is headed by Manager General administration Mr. Q. O. Kabeer. The jobs done by this department are:

- Safety and security of the employee.
- Asset management of the company.
- Vehicle fitness maintenance of the company.
- Well fair of the company.
- Food arrangement of the company.
- All Logistic support.
- Sales Depot security assistance.
- General services (Telephone, Fax, e-mail, Photocopy, Residence telephone)
- Relationship between employee and employer.

- ❖ **Human Resources:** Manager, Human Resource, Mr. Kazi Rakibuddin Ahmed now occupies this position. This is a newly created Position to make the Human resource Division to work more scientifically and efficiently. Mr. Kazi Rakibuddin Ahmed joined on 15th. October 2001. His job are:

- Recruitment
- Training and development.
- Maintaining communication.
- Motivation.

- ❖ **Compensation:** This department is headed by Manager compensation Mr. Nazmul haque. The work of this department is to:

- Salary distribution.
- Employee Payroll.
- Employee database maintenance.
- Field operation incentives.
- Proficiency distribution.

❖ **Legal Affairs:** HR Executive Mr. Shahidullah does This job. The jobs of this department are:

- All agreements, contracts done by the external office.
- Extortion, Steal, Robbery, handling cases.
- Deal cases like land claim.
- Represent Aventis Pharma in metropolitan meeting.

▲ **Medical Affairs Division:**

This division is headed by Director Medical Affairs Mr. R. F. Khan. There are three sub-departments these are:

- ❖ **Clinical Research CME/PMS.**
- ❖ **CME.**
- ❖ **Regulatory Affairs.**
- ❖ **Research and Development.**

Functions of this department are:

- Arrange Clinical Meeting, Seminar, and Publication.
- Literature of Packing manual.
- Gift samples.
- To sponsor and arrange doctor's symposium and seminar.
- To attend doctors queries-
- Medical training to the medical representatives-
- Clinical trails of drugs-
- Ingredient ratio.
- Manufacturing process (drug study)
- Dossair preparation.
- Pharmaco-vigilance i.e. monitoring the side effect and contradiction of drugs.
- Registration of products.

Here one thing should be noted that probably Aventis is the only pharmaceutical company in Bangladesh, which is going to recruit a high level medical professional in a top management position. The reason is that centrally Aventis spends about 15% of its total sales revenue for Research & Development division, and most of its products are from its own R & D division.

Part - 2

REPORT PART & ANALYSIS PART

☞ REPORT PART

Internship:

I started my Internship in Aventis Pharma (pharmaceutical company) one of the market leaders in Bangladesh pharmaceutical market that was created through the merger of Hoechst Marion Roussel of Germany, and Rhône-Poulenc Rorer of France a combination of the two large Pharmaceuticals Companies.

I had my access to the internship through the Human Resource Department Director who had a face to face interview with me before allowing me to the internship program on submission of my internship request and CV. HE assigned me to a very reverent field of my education. My concentration area was in International Business. And I was assigned to work for Export Unit.

There is a small export unit under Marketing and Sales Division operating competitively with other pharmaceutical companies of Bangladesh. My reporting boss was Mr. K M Tarique. He helped me learn the real life export activities by providing me the autonomy in daily work.

For the first week I was provided the previous documentary files of the consignments to study before step in to the practical field, which helped me a lot. My boss Mr. K M Tarique also helped me to understand the things clearly. Thus now I have learned to be able to handle a complete transaction.

Jobs Performed as an Intern Student: The main Job of the Export Unit is to perform the Export work. Presently their export is limited to few countries like Myanmar, Sri Lanka, Philippine and Hong Kong. Export operation is done in against of L/C, Purchase Order, and Tender.

An Export Activity list is given that I used to Perform:

On receiving order:

1. Prepare Proforma Invoice (PF1)

Which includes the terms and conditions that are supposed to be in fever of the company so that the transaction becomes smooth and the company is not in risk for this commercial transaction. These terms and conditions are in then transformed to LC clauses send by the Importer.

On Receipt of LC:

1. Inform Planning and Procurement

2. Inform factory for Production (Internal order form)

After Production:

1. Know form the production (ask for packing list)

2. Format the packing list according to the LC clauses.

3. Ask from Quality Assurance for Certificate of Analysis.

4. Prepare Invoice (according to the LC Clauses)
5. Prepare Packing list (according to the LC Clauses)
6. Inform Insurance Company for proper coverage.
7. Contact Freight Forwards Agency for Airline booking.

Bank Work:

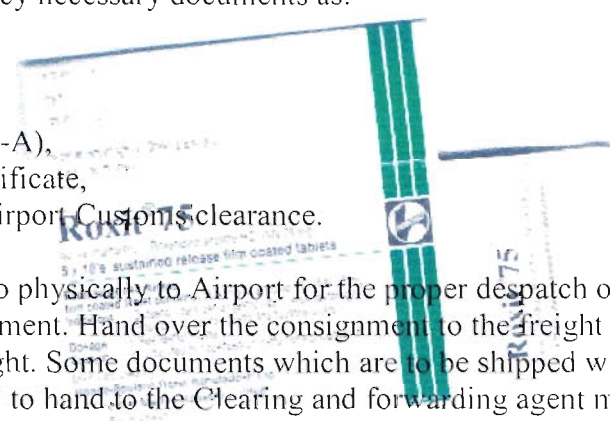
1. Prepare Export Form (EXP) for export permission.
2. LC copy Attachment from bank
3. Collect CIF Certificate from bank.

Document required for the factory:

1. Prepare MUSHAK and Application for customs clearance.
2. Send this to Factory.

Clearing and Forwarding Agency:

1. Provide the agency necessary documents as:
 Invoice,
 Packing list,
 LC (original),
 Export Licence (10-A),
 EXP with CIF Certificate,
 VBF-9 Form for Airport Customs clearance.



Shipment date: Go physically to Airport for the proper despatch of the consignment along with consignment. Hand over the consignment to the freight forward agent after measuring the weight. Some documents which are to be shipped with the consignment also are given hand to hand to the Clearing and forwarding agent meeting the agent to the airport.

After the shipment:

1. Send a set of the documents through courier service and Fax the same (according to LC)
2. Send the Air Way Bill (AWB) to the Insurance Company with other necessary documents.

Documents for the factory:

1. On receiving the documents back from the customs send those to factory (as specified)

Finally:

1. After receiving all the relevant papers make a full set of paper and sends it to bank for payment.

This is the formal ending of the transaction. Other then this a lot of relevant works comes up in-between the work. Collecting the Credit advice from the bank maintaining those sequentially. Send those to the legal authority. Such as many post export works are there.

Project Assignment:

The prospect of Pharma export appears to be promising, because most of the South East Asian countries are largely dependent on imports. Whereas Bangladesh is a well developed and growing country of pharmaceutical product. Aventis Pharma and some of the domestic firms are capable enough to feed the neighbor countries. Since Aventis Pharma has the initial skill to export and maintaining good reputation in the export market upto now, it is expected to be successful in the future new ventures also.

Though Aventis Pharma of Bangladesh exports only to a limited market and the export volume is also low, it has tremendous potential to grow its export business both in markets and volume. Therefore to boost up the Export I was assigned a terms of project on **“Competitive analysis of the Pharmaceutical Companies of Bangladesh, involved in export”**, as a requirement of my internship program.

Being an affiliate of the global multinational company, Aventis Pharma of Bangladesh has huge resources, which is one of their competitive edges over the others. Now they have to find out the following issues for the export promotion in the competitive market:

- ❖ Aventis Present position in the market.
- ❖ Aventis intended target to be achieved.
- ❖ How do they get there?

Objectives of the Study:

The objectives of the study is to understand the following:

1. Know Pharmaceutical Export potential from Bangladesh.
2. Know competitive situation of Pharma exports.
3. Explore future Export opportunity for Aventis Pharma.
4. Understand registration requirement for different countries.

Information required for the Study:

In order to achieve the study objectives. The following information were essential:

- ✓ Identify the companies engaged in export business.
- ✓ Name and number of products registered by each company.
- ✓ Sales volume of these companies by country.
- ✓ Lists of export markets (countries) of these companies.
- ✓ Companies have their own overseas marketing operation and where?

- ✓ How organized the sales force, their size, sales network?
- ✓ Size and strength of export departments/units of the competitive companies
- ✓ Size of Aventis Pharma's Export unit and Strengths/Weaknesses.
- ✓ Other potential countries for export.
- ✓ Country risk analysis.

After conducting the study this report hopefully would be able to provide a guideline for export unit of Aventis Pharma of Bangladesh to remain competitive in the market and necessary steps that can be taken for the promotion of the export.

Sources of Information:

This study is mainly field oriented. There are lots of pharmaceutical companies but only the leading companies involved in export are the main sources of primary information for conducting the study fruitfully.

Other sources of information are Directorate of Drug Administration and Export promotion Bureau (EPB)

Limitations of the Study:

The limitations of the study are provided, as they are faced from time to time.

Methodology of the Study:

This study required both primary and secondary data to analyze the competitiveness of the exporting pharmaceuticals of Bangladesh.

EXPORT UNIT

The Concentration Part of the Study Export

The main concentration of the project is the Export Department. This export unit works under Marketing and Sales Division. This Export unit is headed by Manager Export Mr. K. M. Tarique. The main task of this unit is to export the Pharmaceutical products to the foreign countries. This unit is exporting to the foreign countries successfully for few years. But what can be seen that there were frequent changes in the authority in the managerial level of the unit during its operation time. Firstly Mr. Shahadat Hossain was the Export Manager. He successfully performed the export operations in the following countries:

1. Myanmar
2. Sri Lanka
3. Phillipine
4. Hong Kong
5. Moritious

These are the countries where only RPR Products were exported except Sri Lanka. For FBL products, the importing countries were:

1. Bhutan
2. Nepal
3. Srilanka.

Mr. Shahadat Hossain continued up to the first of 2001. When he retired, for a very short time Mr. Mamoon took the charge. Within this time the export operation shrunk and some of the market were lost.

In May 7th. Mr. Tarique took the charge of the Export Departments. He found the responding only four countries. Those are:

1. Myanmar
2. Sri Lanka
3. Hong Kong.
4. Phillipine

To boost up the export Mr. Tarique did some new product registration to Sri Lanka for both RPR and FBL. Which will get its operation approval within first of 2002. Other then that he had a visit to Myanmar to recruit new medical representative to do the overseas marketing job for Aventis Pharma. In Myanmar there were also some new product registration done for both RPR and FBL. These new products are expected to get its operational approval within first of 2002.

Presently their export is limited to few countries operating competitively with other pharmaceutical companies of Bangladesh. Now they are intended to explore the field

of operation and require necessary information regarding this. Recently Mr. K. M. Tarique will take part in Nepal Fair, a week package program of from 1st to 7th January. Other than that a France based company SIDAPHARMA already agreed to import from **Aventis Pharma** of Bangladesh. It is expected they are going to import a handsome quantity. It should be mentioned that **Aventis Pharma** got the Export Trophy in 1999 amongst the operating pharmaceutical firms of Bangladesh. Therefore there is a hope to get back the position if proper strategies are undertaken.

THEME

The Pharmaceutical market is a growing one, i.e. it is in the growth stage. Therefore exploration of the Industry is a must. Specially when not only people but also government, WHO (World Health Organization), UNICEF are more concerned about improving human health by decreasing death rate. Therefore the potentiality of the Pharmaceutical products seem to be huge.

The prospect of Pharma export appears to be promising, because most of the South East Asian countries are largely dependent on imports. Whereas Bangladesh is well developed and growing country of pharmaceutical product **Aventis Pharma** and some of the domestic firms are capable enough to feed the neighboring countries. But in the market **Aventis Pharma** is facing tremendous competition with the domestic firms. Because of:

1. Infant Industry Argument²: Government regulatory obligation to boost up domestic Pharmaceutical products. That's why in the year 1982 Government imposed a new rule to register product for Multinational foreign companies. Other than this the foreign firms were restricted to sell Vitamins and Antacids products.

2. Government Incentives: Government arranged World Bank Matching grant Facilities (MGF) for the exporting companies.

Therefore **Aventis Pharma** is now having high competition with the companies like SQUARE, BEXIMCO, NOVERTIS, ACME, and so on. In such situation **Aventis Pharma** is under the threat until the implementation of GATT (General Agreement on Tariffs and Trade) up to the year 2005.

Since **Aventis Pharma** has the initial skill to export and maintaining good reputation in the export market up to now, it is expected to be successful in the new ventures. The growth is slow but cannot be ignored, because the forecast for the year 2001 is already achieved and even exceeded.

² Infant Industry Argument: Argument in favor of government intervention in trade- a nation should protect fledgling industries for which the nation will ultimately process a comparative advantage.

MAIN ISSUE

What new strategies can Aventis Pharma undertake to expand the export operation in a highly competitive and conservative market?



3 ANALYSIS

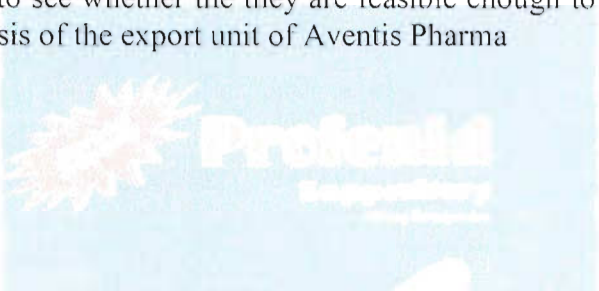
In order to carry out the study on “*Competitive analysis of the Pharmaceutical Companies of Bangladesh, involved in export*” four extensive analysis was done:

1. Data Analysis: This study is a combination of both of primary data (questionnaire) and secondary data (EPB, Drug Administration). These ways of collection of the data which helped to provide the viability of the study.

2. Country Risk Analysis: This study will provide an insight of feasibility for the export business in the remaining countries and choose for future potential countries to do business.

3 SWOT Analysis: This study will provide the internal strengths & weaknesses and External Opportunities & Threats for **Aventis Pharma**.

4. Alternative Analysis: On light of the study some alternatives were chosen and analyzed to see whether they are feasible enough to be implemented to solve the current crisis of the export unit of Aventis Pharma



Data Analysis

This is the main part of the study, as this will help **Aventis Pharma** to understand its competitors. From this analysis **Aventis Pharma** will be able to find out its real competitors. And who to benchmark. For conducting the study

Secondary Data Analysis:

To make a fresh start the secondary sources of data are collected primarily. This helped me to focus on the basic needs for the study. To conduct the study I chose Export Promotion Bureau (EPB) and Drug Administration. Both of the institutes were given forwarding letter³ from my reporting boss Mr. K. M. Tarique

EPB (Export Promotion Bureau): EPB was a great help as a smooth start. I met their Mrs. Sufia Akhter Khatun, who is the Deputy Director of EPB. Having the study I was able to sort out the main competitor i.e. the main Firms involved in Export. They are:

1. SQUARE
2. BEXIMCO Pharmaceuticals Ltd.
3. NOVERTIS
4. ACME Laboratories Ltd.
5. Jayson Pharmaceuticals Ltd.
6. ACI Ltd.
7. Glaxo Wellcome.
8. OPSONIN Chemical Industries Ltd.

The Pharmaceuticals of Bangladesh is still an infant industry. According to EPB analysis Exported Products are classified into two categories, they are:

- A. Primary Commodities.
- B. Manufactured Commodities.⁴

Pharmaceutical product comes under Exported Manufactured Commodities in the sub section of Chemical products among the 10th commodities. In the given statistics it is clear that Chemical products are only 1.49% in the fiscal year 1998-99 of the total manufactured commodity which increased in the fiscal year 1999-2000 to 1.63% whereas pharmaceutical products were only 0.13%, which decreased to 0.10% during the fiscal year 1999-2000. The total exports of Pharmaceutical Product in the fiscal year 1999-2000 were US \$5.59 Million. It is 5.97% among the Chemical Product. But it cannot be ignored that it is the third best exporting Commodity amongst the 10 Chemical Products.

³ Forward Letter: attached as Appendix-B

⁴ Manufactured commodities: EPB List attached as Appendix-C

Export by Destination⁵: according to EPB information the Pharmaceutical products are exported to 32 countries. Among the Importer USA in the top of the list they import 30.37% of the total Pharmaceutical Export. Pakistan in the 2nd position imports 17.17%, Yemen 10.81%, Myanmar 7.45%, Sri Lanka 4.89%, Iran 4.74%, Vietnam 4.28%, Russia 3.05%, Austria 2.57%, Nepal 2.43%, Japan 2.21%, Ukraine 1.87%, Malaysia 1.69% and Djibuti 1.21%. and rest of the countries are not significant buyer as they are importing less than 1%.

Export Price List⁶: EPB provided some offered Export Price List of Square Pharmaceuticals, Beximco Pharmaceuticals Ltd. Acme Laboratories, Jayson Pharmaceuticals and Essential drugs company Ltd.

Drug Administration: Drug administration was a big help in collecting the secondary Information. Drug Administration provided the list of exporter of Pharmaceuticals Products of Bangladesh other than Aventis Pharma for the year 2000, they are:

1. Square Dhaka
2. Beximco Pharmaceuticals Ltd. Dhaka
3. Beximco Infusion Dhaka
4. Novertis Dhaka
5. Acme Laboratories Ltd. Dhaka
6. Jayson Pharmaceuticals Ltd.
7. ACI Ltd.
8. Glaxo Wellcome. Chittagong.
9. Oponin Chemical Industries Ltd.
10. Aristo Pharma Dhaka
11. James Pharmaceuticals Dhaka
12. Opso Saline Ltd. Barisal
13. Global Capso Limited barisal
14. Ganasutra
15. EDCL Dhaka
16. Medined Pharma.

The export information of the chosen eight companies' collected from Drug Administration and with the approval of Manager Export Mr. K. M. Tarique are given below:

Square: Square has submitted their export information to Drug Administration in a nutshell. Square is the in top of the list in Export. Their total export for the year 2000 is US \$875928.16

⁵ Export by destination: Appendix-D

⁶ Export Price List : Appendix-E

<u>Countries</u>	<u>Product</u>	<u>Quantity</u>
Cambodia	Tablet	38194900
Myanmar	Capsule	410250
Nepal	Injection	1747440
Pakistan	Syrup	172300
Russia	Gel/Drop	62790
Sri Lanka	Others	Neg
Ukraine	Others	Neg

BEXIMCO: Beximco is also having huge export, they are very conservative in disclosing their information. The total Export of Beximco in the year 2000 is US \$30397.4 They submitted their data to Drug Administration in the following format:

<u>Country</u>	<u>Product</u>	<u>Quantity</u>	<u>USD</u>
Malaysia	BP Capsule	120	24881.60
Pakistan	Neofloxin (inj)	1500	2925
UNICEF	Koloride	47890	2590.80

NOVERTIS: This company provided full information. They provided the brand name, which was converted, to **Generic** Name for the convenience to comparison. The total export for the year 2000 was **US \$365709.**

<u>Country</u>	<u>Product</u>	<u>USD</u>
Vietnam	Ciprofloxacin 500mg.	22069
	Rifampicin 150mg	125750
	Ethambuto 400mg	47500
	Neproxen 250mg	16286
	Servambutol 400mg	78854
	Rimactazid	75250

ACME: Acme Laboratories had total export of US \$3452192.10 in year 2000. The provided information of Acme Laboratories is:

Nepal- US \$65135.70

<u>Product</u>	<u>Quantity</u>
Nifedipine 10mg/tab	286000 Pieces
Atenolo 50mg	352000 Pieces
Cloxacillin 500mg/Cap	132000 Pieces
Oxyphenonium bromide 5mg/ Tab	176000 Pieces
Ciprofloxacin 0.3% eye drop	184800 Pieces
Doxycycline 100mg/Cap	404000 Pieces

Sri Lanka- US \$9015.00

<u>Product</u>	<u>Quantity</u>
Nalidixic acid 300mg/5ml/Syrup	40000 Voile
Nalidixic acid 500mg/5ml/Tab	344996 Pieces
Loperamide Hydrochlor 2mg/Cap	187500 Pieces
Cloxacillin 500mg/Cap	187500 Pieces
Dreps D Plex	18750 Voile

Pakistan- US \$54003.00

<u>Product</u>	<u>Quantity</u>
Ceftriaxone 250mg IV	7500 Voile
Ceftriaxone 250mg IM	13000 Voile
Ceftriaxone 1gm IV	3400 Voile
Ceftriaxone 1gm IM	200 Voile
Cloxacillin 500mg/lnj	33000 Voile
Cloxacillin 250mg	13000 Voile
Diclofacnac Sodium 25mg&50mg	80000 Voile

Bhutan- US \$1394.28

<u>Product</u>	<u>Quantity</u>
Metformin Hydrochloride500mg& 850mg/Tab	120000 Pieces
Asimox	120000 Pieces

Myanmar-US \$10845.60

<u>Product</u>	<u>Quantity</u>
Nystatin 500000 unit/Tab	2160
Diclofenac Sodium 50mg	288000 Pieces
Diclofenac Sodium 25mg	112000 Pieces
Nifedipine 10mg/Tab	43200 Pieces
Ekesfin 75mg/Tab	360000 Pieces
D Plex Plus	103440 Pieces

JAYSON: Jason also a domestic firm is doing very well in export. Jason did not submit their total export in figure. Their export operation along with the quantity are given bellow:

Yemen

<u>Product</u>	<u>Quantity</u>
Ascorbis Acid 250mg/Tab	1500
Cyanocobalamin 250mg/1ml	20000 Amps
Dexamethasone 5mg	2000000 Tabs
Clorpheniramine maleate 2mg/5ml	1050000 Amp
Diclofenac Sodium 75mg/3ml	2844000 Amp
Hyoscinebutyrbromide 10mg/tab	1150000 Amp

Pakistan

<u>Product</u>	<u>Quantity</u>
Metronidezole 400mg	120000 Tab
Ranitadin 150mg	250000 Tab
Ranitadin 50mg/2ml/Inj	15000 Amp
Cephadrine 250mg	48000 Cap
Cephadrine 500mg	48000 Cap

Nepal

<u>Product</u>	<u>Quantity</u>
Lingnocaine Hydrochloride 1%	2000 Amp
Lingnocaine Hydrochloride 2%	2000 Amp
Lingnocaine Hydrochloride 4ml	30000 Amp
Potassium Chloride 150mg	5000 Amp
Atropine Sulphate 0.6mg	30000 Amp

Sudan

<u>Product</u>	<u>Quantity</u>
Chloramphenicol 0.5% Eye Drop	105000 Bots.

Bhutan

<u>Product</u>	<u>Quantity</u>
Atenolol 50mg	200000 Tab
Ciprofloxacin 500mg	500000 Tab
Salbutamol 4mg	171000 Tab
Pyridoxine Hydrochlor 25mg	360000 Tab
Glibenclamide 5mg	100000 Tab

OPSONIN: The data of Opsonin is not the current one it is of the fiscal year 1998-1999. The total export of that fiscal year was US \$108762

Dubai/UAE- US \$ 108762.00

<u>Product</u>	<u>Quantity</u>
Amoxicillin 250mg/Cap	160000 Cap
Amoxicillin 500mg/Cap	150000 Cap
Diclofenac Sodium 12.5mg	150000 Tab
Cephadrine 500mg	90000 Cap
Metronidazole 400mg	500000 Tab
Ranitidine 150mg	2640000 Tab
Cloxacillin 500mg	135776 Cap

GLAXO: Glaxo has its main plant in Chittagong. The export is very poor because they have subsidiary in almost every country therefore other than go for international business they are more concerned about national sales. The total export was US \$ 618457 in 2000.

Myanmar- US \$ 96000

Product

Salbutamol Sulphet 2.5mg

UNICEF- US \$ 522457

Product

<u>Product</u>	<u>Quantity</u>
Pentamox Suspension 125ml	1375000 Bottle
Parapyrol Suspension 120ml	687500 Bottle

ACI: ACI didn't provide their information for the year 2000. But in the year 1999 the total export was US \$13200.

Sri Lanka- US \$ 13200.00

Product

Chorhexidino Gluconate /oral solution

Quantity

25200 Piece

Limitations of the Secondary Sources: These are all the data collected from the Secondary sources. The secondary source information cannot be considered to be very helpful to conduct the whole study. This only provided the guideline to proceed further. The limitations of studying the sources were:

1. The information were collected from the government offices, were access to the data were not smooth, because of the bureaucratic problems. It was really time consuming process to get approval to go for the statistical information. I had to pass a few tables with my forwarding letter that took more then a week.
2. After getting the approval the person I met was Mrs. Tahera Begum of export section of Drug Administration. To provide the information she took few more days, whereas it was easy for her to provide instantly. Finally she asked for bribe to help me.
3. Even after completing these formal and informal procedures the data were found not to be in well arranged format. As such some of the companies are found not to submit there data for the recent year. Some companies did not submit the details of the information.
4. The data collected were found in various formats. Some didn't provide the total export in figure, some didn't mention the Product name, and some are found in different fiscal year.

Considering these the secondary data can be used only for the verification of the Primary data collected.

Primary Data Analysis:

To conduct the competitive analysis the primary data were the main sources to deal with. This job was done in disguised as an East West University Student who is pursuing a course International operation. This project work was placed as the course requirement of the university. My University was a big help by providing me the forwarding letter⁷ to conduct fieldwork.

To get accurate, relevant, and standardize data a questionnaire⁸ survey was done. The questionnaire comprises of eleven questions, among which nine are close-ended questions and two are open-ended questions. This survey can be considered to be reliable enough because the collected data are provided by the organization itself.

Questionnaire Analysis: first the questionnaire has three basic information:

Name of the Company

Name of the attendant of the Questionnaire

Designation of the attendant

After that the eleven questions came in sequence.

⁷ Forward letter: Appendix-F

⁸ Questionnaire: Appendix-G

Question Number 1: When you have started exporting? (Close-ended question)

SQUARE Pharmaceuticals Limited during early 90s
BEXIMCO Pharmaceuticals Limited during early 90s
NOVERTIS (Bangladesh) Limited during early 90s
JAYSON Pharmaceutical limited during 1995-1996
ACME Laboratories during 1995-1996
OPSONIN chemical Industries Ltd. answered during 1999-2000
GLAXO Wellcome during 1997-1998
ACI Ltd. during 1997-1998 &
Aventis Pharma during 1995-1996.

Analysis result: Jayson, Acme, **Aventis** started during 1995-1996, Glaxo and ACI started during 1997-1998 whereas Novertis, Beximco, Square started in early 90s and Opsonin started during 1999. That means **Aventis** is not new in the market and should export with more effort.

Question Number 2: In which of the countries the export operation is done, Please specify the best selling five products in accordance to their priority. (Close-ended question)

SQUARE Pharmaceuticals Ltd: Export to Pakistan, Myanmar, Sri Lanka, Nepal, Russia, Ukraine, and Kosova.

BEXIMCO Pharmaceuticals Ltd: Export to Pakistan, Myanmar, Vietnam, Kenya, Singapore, and Yemen.

Pakistan:

1. Ciprofloxine
2. Renitidine
3. Multivitamine

Myanmar:

1. Multivitamine
2. Renitidine

Vietnam:

1. Servambutol
2. Caprofilixcine

Kenya:

1. Aluminium magnatium Hidrooxyde,
2. Kitotifen

Singapore:

1. Oximetazolin
2. Salbutamol
3. paracetamol (supposition form)

Yemen:

1. Pracetamol

NOVERTIS (Bangladesh) Ltd.: Export to Hong Kong, Vietnam, and in some other countries. In the Questionnaire they didn't mentioned the other countries were as it was collected from EPB⁹

Hong Kong:

1. Famotidin 20 MG
2. Famotidin 40 MG

Vietnam:

1. Ethambutol-400
2. Ciprofloxacia 250
3. Ciprofloxacia 500
4. Tirlor-10
5. Omeprazole 20

Others:

1. Tirlor-10
2. Ciprofloxacia 250
3. Ciprofloxacia 500
4. Suifac-20

JAYSON Pharmaceutical Limited refused to provide this data. They said they have some restriction.

ACME Laboratories: Export to Pakistan, Myanmar, Sri Lanka, Nepal, Vietnam.

Pakistan:

1. Cephalexin 250mg.
2. Diclofecnac BP 75mg/ml
3. Ciprofloxain USP 250mg
4. Nefidine
5. Zithromycin

⁹ Other countries of NOVERTIS (source EPB): Appendix-H

Myanmar:

1. Cephalexin 250mg.
2. Diclofenac BP 75mg/ml
3. Ciprofloxain USP 250mg
4. Nefidine
5. Zithromycin

Sri Lanka

1. Cloxacillin 500mg.
2. Nelidixic acid
3. Amoxycillin
4. Cloxacillin
5. Multi vitamin

Nepal

1. Cephalexin 250mg.
2. Doxycyclin
3. Amoxycillin
4. Ciprofloxain USP 250mg
5. Multi vitamin

Vietnam

Negligible

Roxit 75



Opsonin Chemical Industries Ltd. kept their export pending. Because they are setting up their plant as required to ISO 9001 approval. Now they are in the process to corresponding to the potential foreign importing countries and doing the product registration part. The countries in which they are registering their products are:

Pakistan

Myanmar

Sri Lanka

Nepal

Philippine

Vietnam

UAE

UAE is their old customer and also now continuing the business, but not in significant amount. From the secondary sources it was known that they had a large transaction to Yemen recently. Here it is to mention that it is not a continues business.

ACI Limited Export to Pakistan, Myanmar, Sri Lanka, Nepal, and Philippine.

Pakistan:

1. Avloref Cap
2. Avlozef Drop

Myanmar:

1. Skinalar Oint
2. Skinalar Cream
3. Aceitrin Tab
4. Avlotrin Tab
5. Xantid Tab

Sri Lanka:

1. Oralon M Rize (Not Clear)

Nepal and Philippine having negligible amount of export.

Glaxo Wellcome exports very little. Their main export plant is in Chittagong. The questionnaire was attended by Manager MIS. He informed only one product exported in a single country.

Myanmar

1. Ventolin Tab

Aventis Pharma Exports to Myanmar, Sri Lanka, Philippine, Mauritius, and Hong Kong

Myanmar

1. Metronidazole 200mg.
2. Metoclopramide Hydrochloride Tab
3. Zopiclone Tab
4. Prochlorperazine mesylate/maleate
5. Metronidazole Suspension

Sri Lanka

1. Chlorpromazine Hydrochloride
2. Metronidazole
3. Prochlorperazine mesylate/maleate

Philippine:

1. Prochlorperazine mesylate/maleate

Hong Kong:

1. Mepyramine Maleate 2%

Analysis Result: All the companies are having their business almost in the same countries. For Aventis, to operate in Myanmar, competitors are Square, Acme, and ACI, to operate in Sri Lanka, competitors are Beximco and Glaxo and to operate in Hong Kong, Novartis is the main competitor. None of the companies are now in

Philippine and Mauritius yet. But the same Products don't compete in the same country. There fore there is no real competitor. In fact India is the main competitor of these Companies.

Question Number 3: Do you have any overseas marketing operation if so where (Please Specify): (Open-ended question)

SQUARE Pharmaceutical has in Pakistan.

BEXIMCO Pharmaceutical has in Myanmar and Pakistan.

NOVERTIS (Bangladesh) Limited didn't answer this question.

JAYSON Pharmaceutical limited said yes. Didn't answered this question for 1995-1996

ACME Laboratories doesn't have any

OPSONIN chemical Industries Ltd. Yet don't have any

GLAXO Wellcome doesn't have any as their operation is expanded to many other countries, they can't compete their other subsidies.

ACI Ltd. don't have any

Aventis Pharma have their overseas marketing operation in Myanmar.

Analysis result: Beximco and Aventis both have their overseas marketing operation in Myanmar. Whereas Beximco and Square have operations in Pakistan.

Question Number 4: Total number of Products being exported. (Close-ended question)

SQUARE Pharmaceutical Limited exports more then 50 products.

BEXIMCO Pharmaceutical limited exports more then 50 products.

NOVERTIS (Bangladesh) Limited exports less then 10 product

JAYSON Pharmaceutical limited refused to answer.

ACME Laboratories exports 50 above.

OPSONIN chemical Industries limited preparing for exports less then 10 products.

GLAXO Wellcome exports less then 10 product.

ACI Ltd. exports less then 10 product.

Aventis Pharma exports 50 above.

Analysis result: ACI Glaxo and Novertis exports 10 or less then 10 products whereas Aventis Pharma, Acme, Beximco, and Square exports more then 50 products. All other exports less then 10 Products.

Question Number 5: What are your expected sales (in Taka) for the year 2000/2001?
(Close-ended question)

BEXIMCO Pharmaceutical Limited expects to sale 6 crore to 10 crore taka.

SQUARE Pharmaceutical Limited expects to sale 6 crore to 10 crore taka.

NOVERTIS (Bangladesh) Limited expects to sale 1crore to 5 crore taka.

JAYSON Pharmaceutical limited refused to answer.

ACME Laboratories expects to sale 1crore to 5 crore taka.

OPSONIN couldn't answer this, as they are now not doing any. From the secondary sources of Drug Administration for the fiscal year 1998-1999 was reported as US \$108762¹⁰

GLAXO Wellcome expects to sale Zero-1crore taka.

ACI Ltd. expect less then 1 crore taka.

Aventis Pharma expects to sale 1crore to 5 crore taka.

Analysis result: The total export is 1-5 crore for the maximum companies. Beximco and Square expects to export 6 to 10 crore taka. Aventis exported upto now 1crore and 11 lack taka.

Question Number 6: Who are considered to be your main competitor? (Close-ended question)

SQUARE Pharmaceutical limited considered Novertis as main competitor

BEXIMCO Pharmaceutical limited considered India to be there main competitor. In country they sometimes consider Square.

NOVERTIS (Bangladesh) Limited only considers Square as their competitors

JAYSON Pharmaceutical limited considers Square, Beximco, Novertis, and Aventis as their competitors.

ACME Laboratories considers Square, Beximco, and Jayson as their competitors.

OPSONIN considers Square, Beximco, Jayson, Acme and Aventis as their competitors.

GLAXO Wellcome considers Square, Beximco, and Aventis as their competitors.

ACI Ltd. considers Square, Beximco, Jayson, Acme and Aventis as their competitors.

Aventis Pharma considers Square, Beximco, Novertis, Acme and Jayson as their competitors. In fact the main competitor can be sought out after analysis of the study.

Analysis result: Square is the market leader. All the companies consider India to be their main competitor. At home in-between the companies there is almost no competition as all are individually working in different countries with different products. Many consider Square as their main competitor.

¹⁰ Reported Export information to D.A by Opsonin. Appendix-I

Question Number 7: How many personnel are working directly in your division/department/unit/ (Please Specify): (Close-ended question)

SQUARE Pharmaceutical Limited has its own department of export where 5-10 personnel are working.

BEXIMCO Pharmaceutical limited has its export department where less than 5 personnel working.

NOVERTIS (Bangladesh) Limited has less than five. In fact they don't have any separate export unit.

JAYSON Pharmaceutical limited has separate export department and has less than five (four) personnel.

ACME Laboratories has separate export department and has 5-10 personnel.

OPSONIN Chemical Industries created separate export department willing to recruit 2/3 personnel.

GLAXO Wellcome has separate export division and has 10-20 personnel.

ACI Ltd. considers has separate export unit and has less than 5 i.e. 3 personnel.

Aventis Pharma has separate export division and has less than 5 personnel.

Analysis result: Jayson has export department of four personnel, Acme has their export department involving 5-10 personnel. Glaxo has an entire export division in Chittagong, which has 10-20 people. ACI export unit has 3 personnel working for export. Square has 5-10 personnel in its Export Department. Beximco export department has 4 personnel working. Whereas Aventis Pharma has only one Export manager for the total export work.

Question Number 8: Potential Countries for Export in future (Please specify). (Open-ended question)

SQUARE Pharmaceutical targeted Philippine, Yemen, Cambodia, Kenya, Nigeria, Vietnam,

BEXIMCO Pharmaceutical targeted Philippine, Cambodia, Southeast Asia, and African countries.

NOVERTIS (Bangladesh) Limited targeted Approximately 60 countries.

JAYSON Pharmaceutical limited did not attend this question.

ACME Laboratories targeted Philippine.

OPSONIN Chemical Industries targeted Pakistan, Myanmar, Sri Lanka, Nepal, Philippine and Vietnam.

GLAXO Wellcome did not attend this question.

ACI Limited answered not applicable.

Aventis Pharma targeted Nepal and France as their next exporting countries.

Analysis result: Novartis targeted 60 new countries for the future operation, i.e. they are going to be a big competitor for the industry. It is a time consuming procedure to get registered therefore it is certain they will enjoy competitive edge and may erase some of the some of the Pharmaceutical companies' name from the export market.

Square, Beximco, Acme and Opsonin targeted Philippine, which is the most potential country for export, because EPB recently had an agreement with the Embassy of Philippine¹¹. Kenya, Nigeria, Yemen, Cambodia, Vietnam, are also the potential most countries.

Question Number 9: The Payment method of Export. (Close-ended question)

- SQUARE Pharmaceutical limited deals only the L/C based export.
- BEXIMCO Pharmaceutical limited deals both the L/C and non-L/C based export.
- NOVERTIS (Bangladesh) Limited deals only the L/C based export.
- JAYSON Pharmaceutical limited deals both the L/C based and non-L/C based export.
- ACME Laboratories deals only the L/C based export.
- OPSONIN Chemical Industries will appreciate to deal only the L/C based export.
- GLAXO Wellcome deals only the L/C based export.
- ACI Limited deals only the L/C based export.
- Aventis Pharma** deals both the L/C based and non-L/C-based export.

Analysis result: Jayson and **Aventis Pharma** found to deal both L/C and non-L/C based export. This is the competitive age over the others, as bank commissions are not required to pay in the non-L/C-based export. But in case of non-L/C based Export Bangladesh Government has certain restriction about the payment method. It is one of the grounds of Export Policy¹² not to export on purchase order other than advance payment method. Beximco also found to export in both LC and non-LC (Advance Payment) based transactions.

Question Number 10: The Shipment mode. (Close-ended question)

- SQUARE Pharmaceutical Limited export through air and sea.
- BEXIMCO Pharmaceutical limited export through air and sea.
- NOVERTIS (Bangladesh) Limited export through air only.
- JAYSON Pharmaceutical limited export through air and sea.
- ACME Laboratories export through air only.
- OPSONIN Chemical Industries will prefer to export through air and sea.
- GLAXO Wellcome exports through road only.
- ACI Limited transects through air and sea.
- Aventis Pharma** transects through air only.

Analysis result: Almost all the companies transect By Air. It should be considered that medicine products are very sensitive which requires good care and certain temperature to be maintained, on the other hand the shelf life is also very limited by the bottle products could be exported throng sea. Because the air freights charge is almost the 10% of the total consignment. Square, Beximco, Jayson and ACI, does

¹¹ Agreement with Philippine provided by EPB. Appendix-K

¹² Export Policy: Literature provided by Standard Chartered Bank. Appendix-

through sea also. Were as Glaxo exports to Myanmar through road. They are supposed to save a good deal of money, and have a better profitability and competitive advantage.

Question Number 11: How do you perform the Clearing and forwarding/Freight-forwarding task. (Close-ended question)

SQUARE Pharmaceutical Limited Perform through agent.
BEXIMCO Pharmaceutical limited Perform through agent.
NOVERTIS (Bangladesh) Limited Perform through agent.
JAYSON Pharmaceutical limited Perform through agent.
ACME Laboratories perform the freight forwarding by them.
OPSONIN Chemical Industries will prefer to do these through agent.
GLAXO Wellcome performs through agent.
ACI Limited Perform through agent.
Aventis Pharma perform through agent.

Analysis result: Almost all the Companies are doing the Clearing and forwarding/Freight-forwarding task by agent. Were as only Acme is doing the Freight Forwarding task by them.. Thus Acme is saving a good percentage of commission that were supposed to be given to the agency.

Limitation of the Study: The main concentration of the study was to collect the primary data through direct interviewing. At the first phase it was found to be very hard and the access was never smooth. I went to the company as a student of East West University even though almost all the companies found to be very conservative in providing the information. Jayson totally refused at first. Beximco also did so in the first time. But those were collected by making random contact and also using personal sources and recommendations. Almost all the companies took long time in providing the information. I had to visit the companies over and over without losing hope.

COUNTRY RISK ANALYSIS RANKINGS :

EUROMONEY provides a full country risk rating based on nine individual variables. These nine includes economic data 25%, political risk 25%, debt indicator 10%, debt in default or rescheduled 10%, credit rating 10%, access to bank finance 5%, access to short term finance 5%, access to capital market 5%, and discount on forfeiting 5%. The computed total score is then scaled over 10 lettered categories (AAA to N/R).

The political risk assessment is a single indicator created on a 0-10 scale (before weighting) derived from country experts, brokers and banking officers. It is specially derived as risk of non payment or non servicing of payment for good and services, loan, trade related finance, and deviants, and non repatriation of capital. Political risk is reported along with the full country risk index.

Their report also includes a corruption Perception Index, with data supplied by transparency International. *Euromoney* provide qualitative assessments for each of the countries it covers.

Methodology: country risk:

Euromoney has assigned its own sovereign rating on the basis of each country, s overall score. These ratings are:

- ❖ ααα (total score 90.01- 100),
- ❖ αα (80.01-90),
- ❖ α (70.01-80)
- ❖ βββ (60.01-70)
- ❖ ββ (50.01 -60).
- ❖ β (40.01-50),
- ❖ χχχ(30.01-40)
- ❖ χχ (20.01-30)
- ❖ χ(10.01-20) and
- ❖ Countries, which score below 10.01, are not rated (N/R).

The overall score is established using nine weighted categories, which are calculated as follows:

The highest score in each category receives the full mark for the weighting, the lowest receives zero. In between figures are calculated according to the formula.

Final score =

Weighting / (maximum score – minimum score) X (maximum score – minimum score)

The ranking shows the final scores after weighting.

The categories for ranking are:

Economic data (25% weighting): Take from *Euromoney's* Global Economic Projections. Each country scores the average of evaluation for 1997 and 1998.

Political risk (25%): *Euromoney* asked risk analysis, risk insurance brokers and bank Credit Officers, to give each country a points between 10 and zero. A score of 10 indicates no risk of non-payment. Zero indicates that there is no chance of payments being made. Countries were scored in comparison both with each other and with previous years. Country risk was defined as the risk of non-payment, of non-Servicing of Payment for the goods or services, loans trade-related finance and dividends, and the non-repatriation of capital. This category does not reflect the creditworthiness of individual counterparts in any countries.

Debt indicators (10%): Scores were calculated using the following ratios from the Wood Bank World Debt Tables 1997: debt service to exports (A); current account balance to GNP (B); external debt to GNP (C). Scores are calculated by the formula: $C \times (A \times 2) - (B \times 10)$ The score the better.

Debt in default or reschedule (10%): A score between 10 and zero based on the amount of debt in default over the past three years. Ten signifies non-payments; zero. In all default or rescheduled.

Crdit rating (10%): The average of sovereign rating from Mood's, Standard & Poor's and IBCA

Access to bank finance (5%): Calculated from disbursement of private. Long-term, non guaranteed loans as percentage of GNP.

Access to short-term finance (5%): Scores are calculated from taking into account membership of OECD consensus groups (Source: ECGD) and coverage available from the US Exim Bank and NCM UK.

Access to capital markets (5%): reflects *Euromone's* analysis of how easily each country might tap the market now, based largely on bonds issues and syndicated loans. A score of five means no problem whatsoever; four no problems on 95% of occasions; three usually no problem two possible (depending on conditions); one, just possible in certain circumstances: zero impossible.

Discount on forfeiting, (5%): Reflects the average maximum tenor available and the forfeiting spread over risk less country such as the US. based on the average maximum tenor minus spread Countries for which forfeiting is not available score zero. Data were supplied In by Deutsche Morgan General Trade Finance, ING Forfeiting, London Forfeiting Company, SBV Finianz, Standard Bank and West Merchant Capital Markets.

Methodology: economic projections

Euromoney received replies from 32 economists at leading financial and economic institutions they gave each country economic performance for 1997 and 1998 a score out of 100 after making comparisons between countries and years. The world's fastest growing, best-performing economy in an ideal year would score 100; the worst economy in a disastrous year would score zero. Respondents were asked to consider sustained economic growth, monetary stability, current-account/budget deficit or surplus unemployment and structural imbalances. Economist also gave their forecast for real GNP growth for calendar years 1997 and 1998. They scores in ranking are the average of those forecasts

The ranking represents an average of economic performance scores for 1997 and 1998. Countries, which received one or no votes, were excluded.

Here the Exporting Countries and the Potential Countries mentioned by these 9 companies are ranked (Country risk Rating)¹³ according to the *Euromoney* Company.

Country Risk Rating		
Rank March 1997	Countries	<i>Euromoney</i> Rating
82	Pakistan	b
118	Myanmar	ccc
79	Sri Lanka	b
99	Nepal	ccc
54	Philippine	bbb
49	Mauritius	a
27	Hong Kong	aa
73	Vietnam	bb
91	Russia	b
137	Ukraine	cc
14	France	aaa
96	Kenya	b
3	Singapore	aaa
130	Yemen	ccc
116	Cambodia	cc
144	Nigeria	ccc

Here in the chart: a stands for (α), b stands for (β) and c stands for (χ)

Analysis Result: From the study we can see that the countries where Aventis has its export operation are in average rating.

¹³ Country risk Rating (*Euromoney*)- Appendix-L

Myanmar: having a poor rating that is 'ccc' and a rank of 188 serial. So this country is a bit risky to deal with. Even though as for a continuity concern of business its risk are not that significant. But for non LC export this country is not to be relied as their credit rating and access to bank finance is 0.00 and potential risk is 7.63.

Sri Lanka: Having an average rate of 'b' and a rank of 79. They can be relied though their credit rating access to bank finance is not positive.

Philippine: Having good enough rating of 'bbb' and a rank of 54. Their economic performance is 16.53 were as credit rating is 3.33 and access to bank finance is 1.50.

Mauritius: Having good rating of 'a' and a rank of 49. Their economic performance is 23.55 were as credit rating is 4.67 and access to bank finance is 1.12.

Hong Kong: Having very good rating of 'aa' and a rank of 27. Their economic performance is 20.38 were as credit rating is 6.89 and access to bank finance is 5.00.

The potential countries for the future operation of Aventis are Nepal and France their evaluations are:

Nepal: having a poor rating that is 'ccc' and a rank of 99 serial. Their economic performance is 4.61, political risk is 7.26, debt indicator 9.04, debt in default or reschedule is 10.00, were as credit rating is 0.00, access to bank finance is 0.00, access to short term finance is 3.17, access to capital market is 0.00, and discount on forfating is 2.18. So this country is a bit risky to deal with only LC export can be a less risky transaction.

France: having an excellent rating that is 'aaa' and a rank of 3 in serial. Their economic performance is 19.42, political risk is 23.53, debt indicator 10.00, debt in default or reschedule is 10.00, were as credit rating is 10.00, access to bank finance is 5.00, access to short term finance is 5.00, access to capital market is 5.00, and discount on forfating is 5.00. So this country is a almost risk less and very potential to deal with. There is a big expectation from this Country. This will give Aventis Pharma a competitive edge over the others.

Limitation of the Study: As these are secondary data it was less difficult to work with these data are collected forma a handbook of Country and political risk analysis and Internet. The main limitation was the current data were not found. Therefore I had to work with old data which hopefully will give an over all insight in to the country risk.

SWOT Analysis

Strengths:

- ❖ **Be Under the Umbrella of a Leading Brand:** Aventis Pharma is a subsidiary of the world Leader brand name AVENTIS. This increases the rating of the company. This shows the financial solvency, credibility, reliability, and quality. This opportunity will add more values to the company to operate in more extended environment that they could never achieve as Rhone Poulenc Rorer, Fisons or Hoechst.
- ❖ **Asset of the company:** The Managing Director is the main asset of the Aventis Pharma of Bangladesh. He is a man of excellence and dignity. He is a highly qualified man who is successfully motivating and managing the subordinates.
- ❖ **The directors of the Company:** The divisional heads are the directors. They are the chosen qualified most personnel having foreign degrees.
- ❖ **Multinational Company:** Aventis Pharma Bangladesh is a subsidiary of the France based Company. It is a global leader and a Global Brand.
- ❖ **Huge Resources:** Aventis Pharma Bangladesh as a part of the large Multinational will obviously enjoy the huge resources. They are therefore can go for costly venture. Spend more to get better profit.
- ❖ **Excellent Principle:** Aventis Pharma Bangladesh has a set of excellent principle, by which the company is abide by. The principles are highly ethical and have moral thoughts.
- ❖ **Aventis Values:** Aventis values are the utmost satisfaction for the customers first. “Aventis challenge is Life” every where they mention this as they firmly believe this.
- ❖ **Mission:** The mission of the company is very challenging and is in the on going process of achieving through its non-compromising vision.
- ❖ **Excellent Organizational Hierarchy:** The organogram of Aventis Pharma is Horizontal, which means less bureaucratic criticality. Therefore making decision and implementing those on time is possible.
- ❖ **High Quality:** Aventis Pharma maintains a very standard Quality of production, which is maintained as per the corporate requirement. They follow the GMP. The externals of corporate visit and monitor the plant so that quality is not decreasing.
- ❖ **Highly Value the Employee:** Aventis Pharma highly values the employee engaged to assure they are not having any inconvenience such satisfaction are increases the efficiency in turn productivity.

- ❖ **Export Trophy:** Aventis Pharma was awarded Export Trophy for the best exporter in Pharmaceutical Companies in Bangladesh in the year 1999. This shows that Aventis is efficient enough to become the market leader.
- ❖ **Having Less Risky Export Ventures:** Other than Myanmar the rest of the exporting countries are less risky to transact with. Even with Myanmar it is a long business relation which is also a positive indicator of lower risk.
- ❖ **Overseas Marketing Operation:** Aventis Pharma is having overseas marketing operation to Myanmar very few companies are able to do that. This is the competitive edge that Aventis has over the others.
- ❖ **Product Registration:** Aventis already registered more than 50 products in the foreign market and in the process of further expansion.
- ❖ **Competitiveness:** Aventis Export unit is very efficient and competitive they consider all others to be their competitors that's why this project work is done to find out the real position of the firm and how to improve more.
- ❖ **High Potential Countries:** Aventis already started working with potential countries for further expansion. In the process SIDAPHARMA a France based company was found. This is a highly potential country to export. This is because their Country Risk Rating (*Euromoney*) is very good. And certainly this is a competitive edge over the others, as this deal was only able to be settled to be a subsidiary of the multinational through which the offer came.
- ❖ **Payment Method:** Aventis does both LC and non-LC transaction. The non-LC transaction helps Aventis to save the commission that would be to pay the bank for LC business.

Weaknesses:

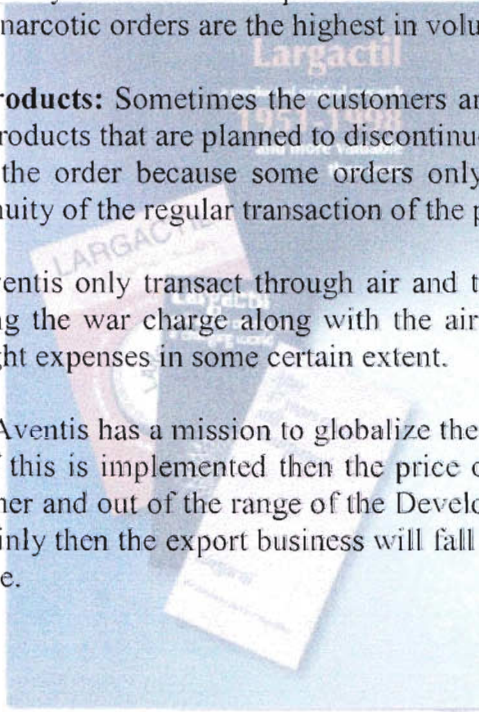
- ❖ **Small Unit run by a Single Individual:** Aventis is having a small business unit run by a single individual were as Square, Beximco, Novartis, Acme, Jayson, ACI all are having organized department run by at more then onc personnel.
- ❖ **Unfortunate Frequent Change in the Management:** The unfortunate frequent change of the Export Manager can be considered to be a weakness of the Export Unit. This instability caused business loss, customer loss, and loss of previous data and information. This is why the Export Unit is not in the market position where it was suppose to be. Though it was not the fault of any one but it was problem for the company.
- ❖ **Late Start:** When Beximco, square, Novartis companies like this started their operation in early 90s. Aventis started in 1995-1996. This means this unit is still an infant in the Pharmaceutical Export Industry. The pioneer will obviously enjoy the competitive age over the others.
- ❖ **Few Exporting Countries;** Now Aventis is exporting mainly in three countries Myanmar, Sri Lanka, Hong Kong. Philippine and Mauritius are some how discontinued. This year only one transaction was done with Philippine and non-transaction with Mauritius. Were as Square, Beximco, Novartis are dealing at least 7 countries.
- ❖ **Ignoring the potential Countries:** From the study it was very clear that the best exporting country is Pakistan. 17.75 of the total Pharmaceutical Export is done to Pakistan. All Square, Beximco, Acme, ACI has their export operation in Pakistan. But eventually Aventis ignored Pakistan.
- ❖ **Lower Transaction Unit:** Aventis is having random transaction with Myanmar but the unit of the transactions is very low. This in turns increasing the expenses of the export Unit.
- ❖ **Poor Export Revenue:** In competitive market when Square, Beximco is earning Export revenue of taka 6-10 crore, Aventis is only earning direct Export revenue of taka 1-5 crore only.
- ❖ **Future Export Plan:** Almost all the companies having vast planning and preparation for future Export. Novartis targeted 60 more countries to start operation, Beximco, Square, Opsonin, Acme, all targeted at lest 5 countries to start new venture were as Aventis only considering two new countries for further operation.
- ❖ **Shipment Mode:** Aventis is doing business by air only, this is very costly. Almost 10% of the total consignment value is provided as freight charge. Others are dealing though Air, Sea and road also. The bottle products can be shipped through sea.

Opportunities:

- ❖ **Growing Market:** The pharmaceutical business is a growing market and very potential as the life expectancy of the people is increasing. Government of all the countries, International institutions like WHO World health organizations, UNICEF, NGO's started working with decreasing death rate by increasing people's health.
- ❖ **Expansion of Export:** As being the Aventis now the company is concentrating the Export and trying to put new Products to new countries. Some Asian countries like Nepal, Bhutan, Philippine, Mauritius, few African countries, some Russian Countries are largely dependent on medicine imports.
- ❖ **Nepal Export Fair:** Nepal organized an export fair where the Export unit of Aventis is going to take part. This probably would bring new opportunities for Aventis in further expiation of the international market.
- ❖ **New Venture with SIDAPHARMA:** SIDAPHARMA a France based company showed their interest to import from Aventis. This would be great opportunity for Aventis, provided they would be importing in large amount.
- ❖ **New offer of Saudi Arabia:** Recently Aventis received a written notice from EPB. EPB mentioned Saudi Arabia is interested to import various items including medicine from Bangladesh as for the preparation of Holly Hazz. This is a great opportunity as the volume is expected to be very high and there is a chance to build up a relation for continuity concern.
- ❖ **New Interest of Yemen:** Recently Yemen Corresponded with EPB and showed their interest to Import medicine from Bangladesh this will also explore the opportunity of the export of Aventis Pharma.
- ❖ **Interest of USA:** USA the highest importer showed their interest to import a large consignment from Bangladesh. If business with USA is confirmed then there is a great opportunity to earn handsome export revenue.
- ❖ **Supports of EPB:** Export Promotion Bureau of Bangladesh is very much concern of the export of promotion of Pharmaceutical products. They are working hard on the matter and keeping in touch with the Pharmaceutical companies.

Threats:

- ❖ **Strong Competitors:** The competitor of Aventis is India who is in the competition with their lower priced products. Whereas Aventis is striving with their high quality product.
- ❖ **Registration Complexity:** The registration criticality is a great threat to Aventis. This is a very time consuming procedure and lot of other formalities is involved here. For this sometimes LCs' are amended again and again with new extended dates. This may cause break in the normal flow of business. And customers may become dissatisfied.
- ❖ **Narcotic Product:** The exports of narcotic products are even critical. Every time they are exported they should be taken permission from the narcotic department. It is also found the narcotic orders are the highest in volume and amount.
- ❖ **Discontinued Products:** Sometimes the customers are ordering the discontinued products or the products that are planned to discontinue. In such situation it is hard to bounce back the order because some orders only the discontinued products which as a continuity of the regular transaction of the past years.
- ❖ **Air Freight:** Aventis only transact through air and this is very costly. Recently they are imposing the war charge along with the airfreight. This will obviously increase the freight expenses in some certain extent.
- ❖ **Global Brand:** Aventis has a mission to globalize the product brand. This is a big threat because if this is implemented then the price of the products will become significantly higher and out of the range of the Developing countries. (third world countries). Certainly then the export business will fall and loss all the markets that are price sensitive.

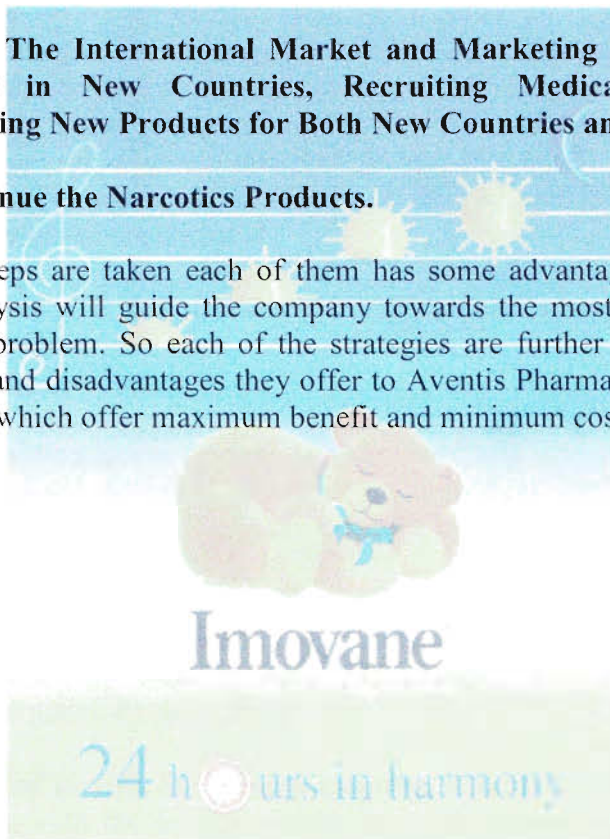


Alternatives:

Based upon the Data analysis (Primary & Secondary), Country Risk Analysis, and SWOT Analysis. The following Alternatives can be placed for suitability analysis.

1. **Do Nothing.**
2. **Expand The International Market Through Registering in New Countries**
3. **Expand The International Marketing Through Registering New Products and Recruiting Medical representatives in the existing market.**
4. **Expand The International Market and Marketing Through Registering to Operate in New Countries, Recruiting Medical representatives and Registering New Products for Both New Countries and for the Existing.**
5. **Discontinue the Narcotics Products.**

Whatever steps are taken each of them has some advantages and disadvantages. A careful analysis will guide the company towards the most effective solution of the company's problem. So each of the strategies are further analyzed based upon the advantages and disadvantages they offer to Aventis Pharma. The best alternative will be that one, which offer maximum benefit and minimum costs for Aventis Pharma.



Alternative # 1: Do Nothing

One of the earliest alternatives Aventis Pharma has in front is to do nothing. Here Aventis Pharma can take no action and steps and let thing run the way it is. Weather it is the right or not depends upon the further analysis, comparing with the pros and cons with the other alternatives. And see which one is more feasible.

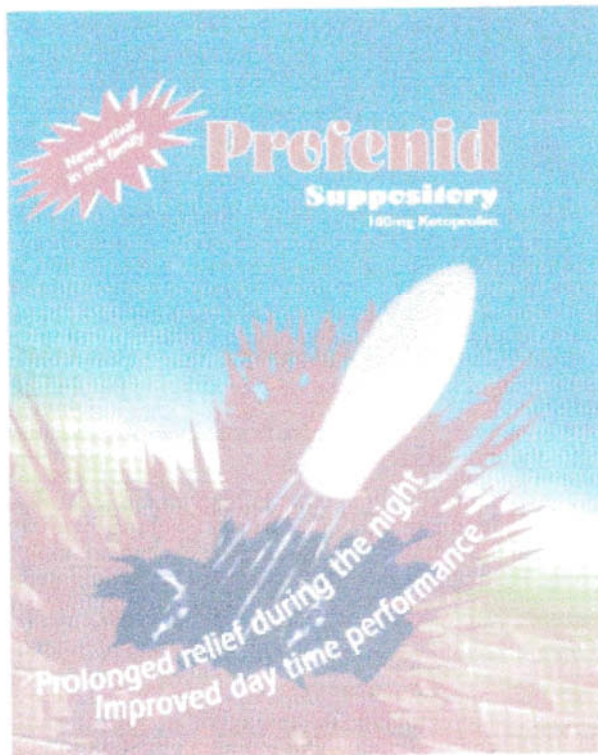
Advantages:

- ❖ **No additional cost is involved:** if things goes on as it is then Aventis Pharma will be able to save additional expenses. To go for the other strategies there are some cost involved. By taking no action Aventis Pharma can save a significant amount and invest it to some other potential department.
- ❖ **No Time and effort is required:** implementation of new strategies and take new steps requires a lot of time. Aventis Pharma's major functional units will be involved, individuals working in this unit will be occupied for information collection, organize and interpret information, findings feasibility studies all this will require huge time, which can be utilized to improve some improvement of other Potential departments.
- ❖ **No change is required:** New strategy calls for change. Whatever change is made, whatever improvement is made nothing goes extensively with the existing system.
- ❖ **No training arrangement is required:** Training is required by most of the companies to convert the strategic objectives into reality. This needs time, effort, money which company can save by choosing alternative #1.
- ❖ **No need to hire additional human resource:** If nothing is done then there won't be any need for additional management to convert the new strategy. This will require more salary and other benefits. This cost can be avoided by taking the alternative #1 do nothing.
- ❖ **No Need to visit the foreign country:** If nothing is done then there will be no need to visit the foreign country to make necessary arrangements for the new international business.

Disadvantages:

- ❖ **Export unit may become loss-making sector in future years:** If no steps are taken in such a growing industry. The Export Unit may lose its efficiency and become a loss-making sector. From the primary data we can see that Aventis Pharma export unit is becoming incompetitive as the other companies are not static.

- ❖ **Strong probability to decrease in Export revenue:** Revenue is the bread for the company. Based upon the revenue, it operates. If no further steps are taken to boost up the export unit there is a chance in decreasing the revenue.
- ❖ **Decrease in market share due to other active companies:** As the rivals are not sitting idle they may capture the market of Aventis Pharma. Now a lot of other companies are offering product to the same market of Aventis Pharma, If no steps are taken Aventis Pharma will remain were they are now mean while the other companies would be able to capture a larger portion of the market.
- ❖ **Threat of substitute product from the rival:** Now Aventis Pharma is not having any pressure of rivalry from the domestic firm, as they are not offering the same product in the same market. If Aventis Pharma do nothing then in future then other domestic companies may outperform Aventis Pharma by snatching some of its market.



Alternative # 2: Expand The International Market Through Registering in New Countries.

Whether it is the right strategy or not depends upon the further analysis of this alternative, comparing with the pros and cons with the other alternatives. And see which one is more feasible.

Advantages:

- ❖ **Export unit may resist from become loss-making sector in future years:** If alternative #2 is taken, then in such a growing industry it will be easy to expand by registering new countries. From the primary and secondary data it is found that Aventis is trying to go for potential countries in smaller aspect when the others are in speedy growth. If Aventis start expanding in greater extent then only they may overcome the fear of making loss in future years.
- ❖ **Increase Export revenue:** Revenue is the bread for the company as said earlier. If Aventis choose the 2nd. Alternative then there is a great chance to increase export revenue.
- ❖ **Increase market share:** Aventis Pharma choose the alternative 2 then they will be able to increase market share. And will be able to outperform the domestic companies even the rival India.
- ❖ **Minimize the threat of substitute product from the rival:** Now Aventis Pharma is not having any pressure of rivalry from the domestic firm, as they are not offering the same product to the same market. If Aventis Pharma starts expanding market then they will certainly enjoy competitive edge over the others. The future threat of substitute product from the rivals will be minimized. This is because they will be having operation in many countries if they are defeated in one country they may be able to explore in another country.

Disadvantages:

- ❖ **Additional cost is required:** Implementation of a new strategy will obviously involve additional cost. To get registered to export in a country requires a significant fee to be paid to the newly registered country embassy.
- ❖ **Additional Time and effort is required:** To be register to a country to export it goes through a time consuming procedure. Much labor and effort is required to do documentary work.
- ❖ **Need to hire additional human resource:** If this alternative is chosen then there will be require to engage new people to take these extra loads. This will increase the cost of the company.
- ❖ **Foreign country visit will be required:** To implement this strategy will require foreign visit to at the begining. This is a expense of the company.

Alternative #3: Expand The International Marketing Through Registering New Products and Recruiting Medical representatives to the Existing countries.

The third alternative is whether a right strategy or not depends upon the further analysis of this alternative, comparing with the pros and cons with the other alternatives. And see which one is more feasible.

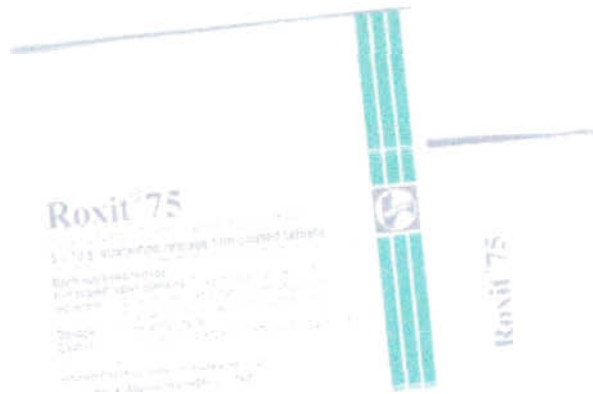
Advantages:

- ❖ **Export unit may resist from become loss-making sector in future years:** If alternative #3 is taken, then in such a growing industry it will be easier to expand international marketing by registering new products and recruit new medical representatives. From the primary and secondary data it is found that Beximco, square, and Jayson is already in the overseas marketing. Aventis is also in Myanmar. If they can expand this by recruiting more in the existing countries as required then the potentiality is very high same for the new product registration in the existing countries
- ❖ **Increase Export revenue:** To increase the Export revenue this is the better alternative, as the revenue increases depending on the marketing strengths and product Variety.
- ❖ **Increase market share:** If Aventis Pharma choose the alternative 3 then they will be able to increase market share. Because effective marketing execute the market share.
- ❖ **Minimize the threat of substitute product from the rival:** If Aventis Pharma has large Variety of product then there will be few chances to be threatened by the substitute product, specially when the sales force are working physically with it.
- ❖ **Can dominate Market:** If Aventis recruit sales force and register new product they will be able to outperform the rivals easily.

Disadvantages:

- ❖ **Additional cost is required:** Implementation of a new strategy will obviously involve additional cost. To register new product and recruit more sales force a lot of cost will be increased.
- ❖ **Additional Time and effort is required:** To be register new product from Drug Administration and recruit sales force is a lengthy time consuming procedure. Much labor and effort is required.
- ❖ **Need to hire additional human resource:** If this alternative is chosen then there will be needed new management to take these extra loads. This will increase the cost of the company.

- ❖ **Foreign country visit will be required:** If this strategy is implemented then it will require a foreign visit to recruit the sales force.
- ❖ **Monitoring will be required:** If the new product registration is in the procedure then it requires repetitive follow-up. And for the sales force performance monitoring will be required.



Alternative #4: Expand The International Market and Marketing Through Registering to Operate in New Countries, Recruiting Medical representatives and Registering New Products for Both New Countries and for the Existing.

The fourth alternative is whether a right strategy or not depends upon the further analysis of this alternative, comparing with the pros and cons with the other alternatives. And see which one is more feasible.

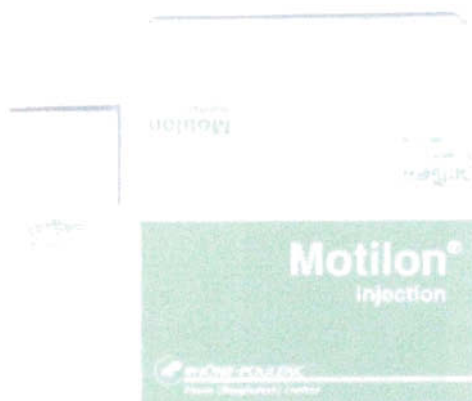
Advantages:

- ❖ **Export will become worthy in future years:** If alternative #4 is taken, then in Aventis will be able to grow fast, effectively competitively outperforming the rivals. Expanding the new market expansion of the marketing by registering new products and recruit new medical representatives for both new countries and the existing one will eventually boost up the export. Aventis is now in Myanmar if they can recruit the sales force in the new countries from the very beginning and for the potential existing countries the export are to be greater.
- ❖ **Increase Export revenue:** To increase the Export revenue this is the best alternative, as the revenue increases depending on the marketing strengths product Variety, as well as the attending new markets will increase the revenue for large extent than now.
- ❖ **Increase market share:** If Aventis Pharma choose the alternative 4 then they will be able to increase market share. When the best possible steps. If (alternative #4) is adopted then it is certain to be successful to capture the larger share of the market.
- ❖ **Capture even the rivals market:** If Aventis Pharma have large Variety of product both in new and existing market and sales force working for the promotion physically in both new and old potential countries then they will capture the market of others.
- ❖ **Can be a dominating market leader:** If Aventis recruit sales force and register new product they will be able to outperform the rivals easily and in turn will become the market leader.
- ❖ **Capital will not be tied up:** if Aventis Pharma take this strategy the investment will come up very shortly and the capital will not be tied up.

Disadvantages:

- ❖ **Additional cost is required:** Implementation of a new strategy will obviously involve additional cost. To register new product to recruit more sales forces and go for new markets a lot of cost will incur.

- ❖ **Additional Time and effort is required:** To be register new product from Drug Administration and recruit sales force and to be in the new international market is a lengthy time consuming procedure. Much labor and effort is required.
- ❖ **Need to hire additional human resource:** If this alternative is chosen then there will be needed to engage new people to take these extra loads. Recruitment of new sales force will increase the cost of the company.
- ❖ **Foreign country visit will be required:** If this strategy is implemented then it will require a foreign visit to recruit the sales force.
- ❖ **Monitoring will be required:** If the new product registration is in the procedure then it requires repetitive follow-up. And for the sales force performance monitoring will be required.



Alternative #5: Discontinue The Narcotics Products.

The fifth alternative is whether a right strategy or not depends upon the further analysis of this alternative, comparing with the pros and cons with the other alternatives. And see which one is more feasible.

Advantages:

- ❖ **No additional cost is involved:** If narcotic products are discontinued then Aventis Pharma will be able to have smooth operation. As this requires permission for every consignment.
- ❖ **No Time and effort is required:** implementation of these strategies and take new steps will save time. Aventis Pharma's major functional units will be involved, individuals working in this unit will be occupied these activities can be reduced.
- ❖ **No change is required:** To implement this strategy will not take any changes.
- ❖ **No LC Amendment is Required:** If narcotic products are discontinued then there will not be any requirement for LC date rescheduling.

Disadvantages:

- ❖ **Export unit may get loss:** If narcotic products are discontinued then a significant amount of Export may be lost. As it is found as a great sold products.
- ❖ **Strong probability to decrease in Export revenue:** If a significant amount of Export is lost the revenue will eventually decrease.
- ❖ **Loss of valued customer:** by implementing this alternative there is fear of losing valued customer who import mainly the narcotic products.
- ❖ **Threat of substitute product from the rival:** If the customer goes to others for one product then they may start to import other substitute product from the new party for convenience.

Part - 3

RECOMMENDATION

Recommendation

Aventis Pharma is suppose to select and implement the alternative which will help the company to boost up its export and get the competitive edge over the others. By analyzing and comparing with the prose and corns of these five alternatives mentioned as earlier. I would like to recommend *Alternative #4: Expand The International Market and Marketing Through Registering to Operate in New Countries, Recruiting Medical representatives and Registering New Products for Both New Countries and for the Existing*. The justifications of my recommendation are:

Alternative #1 Do Nothing, offers several benefits. By doing nothing cost, effort and time can be saved. Additional recruitment, training arrangement, foreign visit can be avoided. But

Efficiency will keep on decreasing. And there is a threat of thrown out of the market.

Alternative # 2: Expand The International Market Through Registering in New Countries. Which is not very worthy enough to get the lead of the market the advantages mentioned in the section are fewer then the chosen alternative, which includes these advantages also.

Alternative #3: Expand The International Marketing Through Registering New Products and Recruiting Medical representatives. This alternative is much better then alternative #2. This fills up the lacks of the previous alternatives.

Alternative #5: Discontinue The Narcotics Products. This alternative will not solve the purpose of the study. This is to consider in the process of Export even though it is found not to be supportable.

The recommended alternative is:

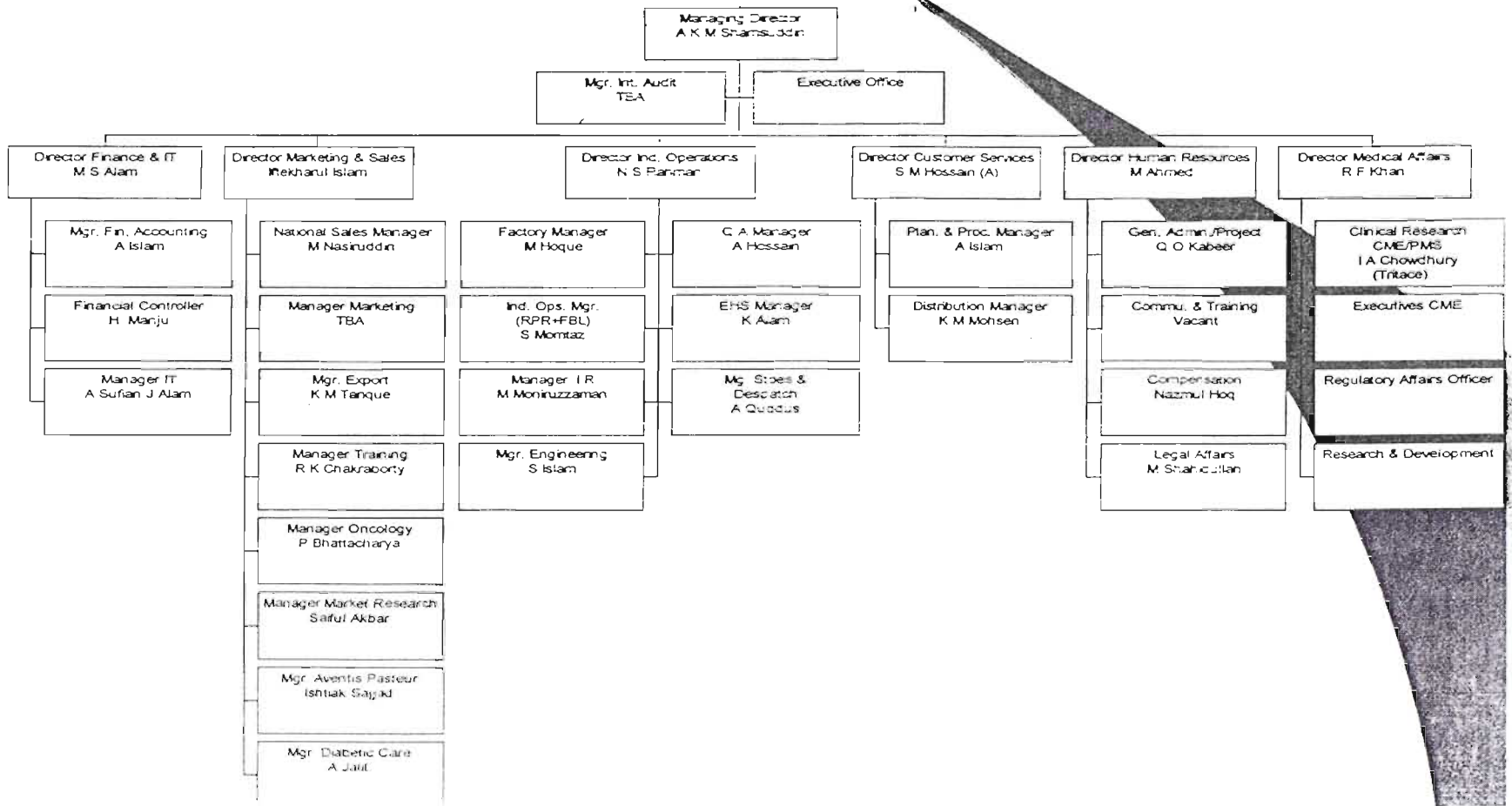
Alternative #4: Expand The International Market and Marketing Through Registering to Operate in New Countries, Recruiting Medical representatives and Registering New Products for Both New Countries and for the Existing. This alternative includes huge cost associated with it but the investments will retrieve in a short time if the implementation is efficiently done. It is certain that alternative #4 offers more benefits compared to disadvantages. This Alternative solves the purpose of the study to be initiated that is to expand the export of Aventis Pharma. For achieving this first to measure:

- ❖ Where are they standing today?
- ❖ Where are they intending to go?
- ❖ How do they get there?

To know that this project is initiated: ***“Competitive analysis of the Pharmaceutical companies of Bangladesh, involved in export”***.

Part - 4

ATTACHMENTS OF APPENDIX



APPENDIX-A

Ref. RPRB/KMT

17 Oct 2001

Director
Export Promotion Bureau
122-124 Motijheel Commercial Area
Dhaka-1000

Dear sir

**REQUEST TO PROVIDE NECESSARY SUPPORT TO MR. MD. ABDULLAH- AL MASUD
BBA INTERN STUDENT**

Producer of this letter is Mr. Abdullah-Al Masud. He is a BBA student of East West University, Dhaka. His area of concentration is international business. Mr Masud is now doing internship program with our company . His assignment is to study pharmaceutical export opportunities from Bangladesh.

We would highly appreciate if you kindly extend your cooperation in obtaining relevant information which, he might require from you to do his project work.

As we all are striving to boost our exports and EPB being in the forefront to support and patronage exports, your organization would be the right place to provide us with the inputs that would help to find ways to achieve our mutual objectives.

Thank you for cooperation

Yours faithfully



K.M Tarique
Manager Export

APPENDIX-C

MANUFACTURED COMMODITIES

(Value in Million)

Commodities	1999-2000		1998-1999		% Share of total Export		% of Annual Change	
	Taka	Dollar	Taka	Dollar	1999-00	1998-99	In Taka	In Dollar
1	2	3	4	5	6	7	8	9
Chemical Products	4685.79	93.53	3082.31	79.25	1.63	1.49	(+)23.24	(+)30.29
1 Glycerin	-	-	1.57	0.03	-	Neg	--	--
2 Cement	20.32	0.41	17.44	0.36	0.01	Neg	(+)16.51	(+)13.89
3 Pharmaceuticals	279.87	5.59	332.91	6.94	0.10	0.13	(-)15.93	(-)19.45
4 Chemi. Fertilizer	2999.76	59.88	2815.06	58.67	1.04	1.10	(+)6.56	(+)2.06
5 Cosmetics	1.12	0.02	3.95	0.08	Neg	Neg	(-)71.65	(-)75.00
6 P.V.C Bags	1252.51	25.00	548.16	11.42	0.43	0.22	(+)128.49	(+)118.91
7 Soap Toilet	11.25	0.22	7.47	0.16	Neg	Neg	(+)50.60	(+)37.50
8 Ceramic Sanitary	-	-	1.47	0.03	-	Neg	--	--
9 Synthetic Ropes	120.71	2.41	74.29	1.55	0.04	0.03	(+)62.48	(+)55.48
10 Others	0.25	Neg	-	-	Neg	-	++	++

*Source : Export statistics 1999-2000 Produced and Published by Export Promotion Bureau.
(Page 27-28)*

APPENDIX-D

TABLE NO : 34
PHARMACEUTICALS

: 30.04

(Value in thousand)

Countries	1999-2000			1998-99		
	Taka	Dollar	% of total	Taka	Dollar	% of total
	85314	1703	30.37	47765	996	14.35
an	48265	963	17.17	62163	1296	18.67
	30360	606	10.81	34553	720	10.38
har	20930	418	7.45	8736	182	2.62
ka	13719	274	4.89	32085	669	9.64
	13338	266	4.74	15465	322	4.65
m	12029	240	4.28	16359	341	4.91
t	8548	171	3.05	3848	80	1.16
a	7213	144	2.57	18894	394	5.68
	6833	136	2.43	5199	108	1.56
	6206	124	2.21	3717	78	1.12
he	5282	105	1.87	7629	159	2.29
sia	4762	95	1.69	8859	185	2.66
	3415	68	1.21	1792	37	0.54
ines	1960	39	0.70	4137	86	1.24
Africa	1815	36	0.064	-	-	-
la	1685	34	0.61	-	-	-
Kong	1409	28	0.50	4185	87	1.26
	1300	26	0.46	543	11	0.16
or	1213	24	0.43	-	-	-
o	1058	21	0.37	5838	122	1.75
n	1055	21	0.37	160	3	0.05
	1004	20	0.36	1792	37	0.54
Arabia	809	16	0.29	1490	31	0.45
y	731	15	0.27	-	-	-
	640	13	0.23	-	-	-
	30	1	0.02	-	-	-
any	2	Neg	Neg	9928	207	2.98

	Taka	Dollar	% of total	Taka	Dollar	% of total
Jordan	1	Neg	Neg	-	-	-
Thailand	-	-	-	16648	347	5.00
Australia	-	-	-	7827	163	2.35
Swaziland	-	-	-	4666	97	1.40
France	-	-	-	3112	65	0.93
Tanzania	-	-	-	2713	57	0.81
Singapore	-	-	-	993	21	0.30
Morocco	-	-	-	685	14	0.21
Korea Rep.	-	-	-	368	8	0.11
Denmark	-	-	-	305	6	0.09
Bahrain	-	-	-	167	3	0.05
Ireland	-	-	-	154	3	0.05
Norway	-	-	-	98	2	0.03
NewZealand	-	-	-	33	1	0.01
Total :	280926	5607	100.00	332906	6938	100.00

APPENDIX-E



ESSENTIAL DRUGS COMPANY LIMITED.

100% Share Owned by the Government of Bangladesh)

PLOT NO. 395-377
TEJGAON I/A, DHAKA-1208
TEL. PABX : 9130489-90, 9130036
TEL. 8111854, 8111853, 8113463
G.P.O. BOX NO. 2447
CABLE, EDCL, DHAKA
FAX : 880-2-8119697
e-mail: edcl@btb.net

Ref : EDCL /PLAN /2001/1212

Date : 19-06-2001

Export Promotion Bureau
122,124, Motijheel C/A
Dhaka - 1000

Attn. : Mr. A. K. M. Nizamul Alam, Director (Com. 1)

Sub.: Participation in the meeting regarding Export of Pharmaceuticals Products

Dear Sirs,

With reference to your letter # EPB/GOODS/SHIP/3(5)/94/842 dt. 6/6/2001 on the above subject and subsequent to your letter # EPB/CDD/SEC- II/3(5)/94/782, dt. 03/06/2001, we regret to inform you that we have received your above letter on 18/6/2001 which was issued by you on 6/6/2001. Due to delay receiving of your letter we were not able to participate in the meeting held at your office on 11/6/2001, though you have informed us over telephone, it was also in late hour.

Please note that the products required by the Philippines Govt. are not in our product line. However, we are enclosing herewith our Product List along with FOB price in US\$ and pack size, for your further action.

Please do not hesitate to contact us for further clarification, if any.

Thinking you.

Mahbub
19-6-01
(Mahbubul Haque Haidery)
Deputy Manager (Mtkg. & Planning)
For : Managing Director

Encl. : As above

SPECIAL LIST OF PRODUCTS

We have licences for manufacturing the following products, these drugs may be produced and supplied upon request.

Date : 14/06/2001

Sl. No.	Name of the Products	Unit	Pack Size	Trade price Per Pack in US \$	Commission @ 5% on Trade Price in US \$	Rate Per Pack incl. Commission in US \$	Minimum Order Qty. (Unit)	Time required
A. CAPSULES:								
1	(a) Rifampicin 300 mg. + Isoniazid 150mg. Capsules	Pc	10's x 50 Strips	32.66	1.63	34.29	2.0 Lac	45 Days.
	(b) Rifampicin 150 mg. + Isoniazid 100mg. Capsules	Pc	10's x 50 Strips	17.76	0.89	18.65	2.0 Lac	45 Days.
B. TABLETS :								
2	Antacid Tablet (Mag. Trisilicate 500mg. + Al. Hydroxide dried Gel. 250mg.)	Pc.	1000's Tin	4.48	0.22	4.70	2.0 Lac	90 Days.
3	(a) Albendazole Tablets 200mg.	Pc.	1000's Tin	17.76	0.83	18.65	2.0 Lac	90 Days.
	(b) Albendazole Tablets 400mg.	Pc.	10's x 50 Strips	17.76	0.89	18.65	2.0 Lac	90 Days.
	(c) Albendazole Tablets 400mg.		1000's Tin	33.92	1.63	35.51	2.0 Lac	90 Days.
4	Diethyl Carbamazine Tablets 50 mg.	Pc	4000's Tin	7.10	0.36	7.46	2.0 Lac	90 Days.
5	Ergometrine Tablets 0.20mg.	Pc	200's Bottle	0.78	0.04	0.82	2.5 Lac	30 Days.
6	Ethambutol Tab. 400 mg	Pc.	1000's Tin	17.45	0.87	18.32	2.0 Lac	30 Days.
7	Folic Acid Tab. 5 mg	Pc.	10's x 50 Strips	1.31	0.07	1.38	2.5 Lac	90 Days.
8	Methyl Ergometrine Tablets 0.125 mg	Pc	10's x 50 Strips	2.86	0.14	3.00	2.5 Lac	90 Days.
9	Halazone Tablets 15mg.	Pc	10's x 120 Strip	4.26	0.21	4.47	5.0 Lac	90 Days.
10	(a) Isoniazid + Thiacetazone Tablets 100+50mg.	Pc	10's x 50 Strips	2.13	0.11	2.24	2.0 Lac	90 Days.
	(b) Isoniazid + Thiacetazone 100+50mg.	Pc	1000's Tin	3.09	0.15	3.24	2.0 Lac	30 Days.
11	(a) Mebendazole Tablets 500mg.	Pc	1000's Tin	16.52	0.83	17.35	2.0 Lac	30 Days.
	(b) Mebendazole Tablets 500mg.	Pc	10's x 50 Strips	9.03	0.45	9.48	2.0 Lac	90 Days.
12	Pyrazinamide Tablets 500mg.	Pc	1000's Tin	30.42	1.52	31.94	2.0 Lac	30 Days.
13	Sulfadoxine 500mg.+Pyrimethamine Tablets 25mg.	Pc	1000's Tin	35.52	1.78	37.30	2.0 Lac	30 Days.
14	Sulfadoxine 500mg.+Pyrimethamine Tablets 25mg.	Pc	10's x 50 Strips	13.69	0.93	19.62	2.0 Lac	30 Days.
C. LIQUID :								
15	(a) Chloroquine Phosphate Syrup (50mg/5ml) 100ml.	Bottle	30's Carton	7.60	0.38	7.98	0.05 Lac.	30 Days.
	(b) Chloroquine Phosphate Syrup (50mg/5ml) 450 ml.	Bottle	10's Carton	9.34	0.47	9.81	0.01 Lac.	30 Days.


Sl. No.	Name of the Products	Unit	Pack Size	Trade price Per Pack in US \$	Commission @ 5% on Trade Price in US \$	Rate Per Pack incl. Commission in US \$	Minimum Order Qty. (Unit)	Time required
16	Salbutamol Syrup (2mg/5ml) 450ml.	Bottle	10's Carton	6.47	0.32	6.79	0.01 Lac.	30 Days.
17	Chlorhexidine Gul. with Cetrinide Sol. (1.5%w/v+3%w/v) 5 Lit. (Domestic)	Jerrycan	4's Carton	16.68	0.83	17.51	0.001 Lac.	30 Days.
D.	OPHTHALMIC DROP/OINTMENT							
18	Neomycin Eye Ointment 0.5%, 5gm.	Tube	100's Box	13.45	0.67	14.12	0.004 Lac.	90 Days.


Packing cost has not been taken into consideration because export required specialized packing of different types of medicines which can only be finalized after having specific packing instruction.

The price are ex-factory in US dollar. Freight and Insurance charge will be added on actual basis.

Commission @ 5% has been included with the trade price.

Price are subject to confirmation before acceptance of order.


 (SANKAR RANJAN SHAHA)
 Finance Director-cum- Company Secretary
 Essential Drugs Company Limited


 MD. HARUN-AL-RASHID
 Managing Director
 Essential Drugs Co. Ltd., Dhaka.
 Bogra Plant & Khulna Project

ESSENTIAL DRUGS COMPANY LTD.

(100% Share Owned by the Government of Bangladesh)

PLOT NO. 395-397

TEJGAON VA, DHAKA-1208

TEL PABX : 9130489-90

TEL. 8111854, 8111853, 8113463

G.P.O. BOX NO. 2447

CABLE : EDCL

TELEX : 671105 EDCL BJ

FAX : 880-2-8119697

E. mail : EDCL@btib.net

PRICE LIST FOR EXPORT ONLY

Date : 14/06/2001

Sl. No.	Name of the Products	Unit	Pack Size	Trade Price Per Pack in US \$	Commission @ 5% on Trade Price in US \$	Rate Per Pack incl. Commission in US \$
A. CAPSULES:						
1	Ampicillin Capsules 250mg.	Pc	10's x 50 Strips	15.44	0.77	16.21
2	a) Amoxycillin Capsules 250mg.	Pc	10's x 50 Blisters	16.21	0.81	17.02
	b) Amoxycillin Capsules 250mg.	Pc	500's Tin	15.44	0.77	16.21
3	a) Cloxacillin Capsules 500mg.	Pc	10's x 50 Strips	26.64	1.33	27.97
	b) Cloxacillin Capsules 500mg.	Pc	500's Tin	25.25	1.26	26.51
4	Cephalexin Capsules 250mg.	Pc	10's x 50 Strips	34.13	1.71	35.84
5	Cephadrine Capsules 250mg.	Pc	10's x 50 Strips	42.16	2.11	44.27
6	Cephadrine Capsules 500mg.	Pc	10's x 50 Strips	86.63	4.33	90.96
7	Doxycycline Capsules 100mg.	Pc	10's x 50 Strips	10.50	0.53	11.03
8	Indomethacin Capsules 25mg.	Pc	10's x 50 Strips	3.32	0.17	3.49
9	Rifampicin Capsules 150mg.	Pc	10's x 50 Strips	16.91	0.85	17.76
	Rifampicin Capsules 450mg.	Pc	10's x 50 Strips	46.64	2.33	48.97
11	a) Tetracycline Capsules 250mg.	Pc	10's x 50 Blisters	5.95	0.30	6.25
	b) Tetracycline Capsules 250mg.	Pc	1000's Tin	8.65	0.43	9.08
B. TABLETS :						
12	(a) Antacid Tablets (Alu. Hydroxide 250mg + Mag. Hydroxide 400mg.)	Pc	10's x 100 Strips	5.71	0.29	6.00
	(b) Antacid Tablets (Alu. Hydroxide 250mg + Mag. Hydroxide 400mg.)	Pc	1000's Tin	4.02	0.20	4.22
13	Chlorpheniramine Maleate Tablets 4 mg.	Pc	1000's Tin	1.08	0.05	1.13
14	a) Co-trimoxazole Tablets (Sulphamethoxazole 400mg. + Trimethoprim 80mg.)	Pc	10's x 50 Blisters	7.18	0.36	7.54
	b) Co-trimoxazole Tablets (Sulphamethoxazole 400mg. + Trimethoprim 80mg.)	Pc	1000's Tin	12.82	0.64	13.46
15	Chloroquine Phosphate Tablets 250mg.	Pc	1000's Tin	12.51	0.63	13.14
16	Diazepam Tablets 5mg.	Pc	1000's Tin	1.16	0.06	1.22
17	Ephedrine Hydrochloride Tablets 30 mg.	Pc	1000's Tin	3.55	0.18	3.73
18	Ethambutol Tablets 400mg.	Pc	10's x 50 Strips	9.03	0.45	9.48
19	Ferrous Fumarate+ Folic Acid Tablets (200mg.+0.20mg.)	Pc	2500's Tin	4.63	0.23	4.86
20	Furosemide Tablets 40mg.	Pc	2000's Tin	8.03	0.40	8.43
21	Folic Acid Tablets 5mg.	Pc	1000's Tin	1.54	0.08	1.62
22	Griseofulvin Tablets 500mg.	Pc	1000's Tin	47.10	2.35	49.45
23	Hyoscine Butyl Bromide Tablets 10 mg.	Pc	1000's Tin	20.54	1.03	21.57
24	Isoniazid Tablets 100mg.	Pc	1000's Tin	2.16	0.11	2.27
25	Isoniazid Tablets 300mg.	Pc	10's x 50 Strips	3.01	0.15	3.16
26	Isoniazid + Thiacetazone Tablets 300mg. + 150mg.	Pc	1000's Tin	7.10	0.36	7.46

Sl. No.	Name of the Products	Unit	Pack Size	Trade Price Per Pack in US \$	Commission @ 5% on Trade Price in US \$	Rate Per Pack incl. Commission in US \$
27	Levamisole Tablets 40mg.	Pc	1000's Tin	3.40	0.17	3.57
28	a) Metronidazole Tablets 400mg.	Pc	10's x 50 Blisters	4.94	0.25	5.19
	b) Metronidazole Tablets 400mg.	Pc	1000's Tin	8.65	0.43	9.08
29	Mebendazole Tablets 100mg.	Pc	1000's Tin	4.40	0.22	4.70
30	Nalidixic Acid Tablets 500mg.	Pc	10's x 50 Strips	20.15	1.01	21.16
31	a) Penicillin-V Tablets 250mg.	Pc	10's x 50 Strips	8.26	0.41	8.67
	b) Penicillin-V Tablets 250mg.	Pc	1000's Tin	14.98	0.75	15.73
32	(a) Paracetamol Tablets 500mg.	Pc	10's x 50 Strips	2.70	0.14	2.84
	(b) Paracetamol Tablets 500mg.	Pc	2000's Tin	8.52	0.43	8.95
33	Propranolol Tablets 40mg.	Pc	1000's Tin	2.63	0.13	2.76
34	Pyrazinamide Tablets 500mg.	Pc	10's x 50 Strips	15.98	0.80	16.78
35	Pyridoxine Tablets 20mg.	Pc	1000's Tin	1.85	0.09	1.94
36	Phenobarbitone Tablets 30mg.	Pc	1000's Tin	2.63	0.13	2.76
37	Riboflavin (Vit. B2) Tablets 5mg.	Pc	1000's Tin	0.94	0.05	0.99
38	Salbutamol Tablets 2mg.	Pc	200's Bottle.	0.31	0.02	0.33
39	Salbutamol Tablets 4mg.	Pc	200's Bottle.	0.45	0.02	0.45
40	Vitamin B1 Tablets 100mg.	Pc	1000's Tin	6.18	0.31	6.49
41	Vitamin B-Complex Tablets	Pc	1000's Tin	1.65	0.09	1.94
C.	<u>DRY SYRUP :</u>					
42	Ampicillin Dry Syrup (125mg/5ml.) 100ml.	Bottle	30's Carton	13.32	0.67	13.99
43	Amoxycillin Dry Syrup (125mg/5ml.) 100ml.	Bottle	30's Carton	13.43	0.67	14.10
44	Cephalexin Dry Syrup (125mg/5ml.) 100ml.	Bottle	30's Carton	20.78	1.04	21.82
45	Cloxacillin Dry Syrup (125mg/5ml.) 100ml.	Bottle	30's Carton	11.72	0.59	12.31
46	Erythromycin Dry Syrup (125 mg/ 5ml.)100ml.	Bottle	30's Carton	18.38	0.92	19.30
47	Penicillin-V Dry Syrup (125mg/5ml.) 50ml.	Bottle	50's Carton	9.15	0.46	9.61
D.	<u>INJECTION :</u>					
48	Atropine Sulphate Inj. 0.60mg/ 1ml.	Ampoule	100's Box	3.23	0.16	3.39
49	Diclofenac Sodium Inj. 75mg/ 3ml.	Ampoule	100's Box	10.04	0.50	10.54
50	Dexamethasone Inj. 4mg/ 1ml.	Ampoule	100's Box	8.88	0.44	9.32
51	Diazepam Injection 10mg/ 2ml.	Ampoule	100's Box	3.55	0.18	3.73
52	Frusenide Injection 20mg/ 2ml.	Ampoule	100's Box	3.47	0.17	3.64
53	Gentamycin Injection 80mg/2ml.	Ampoule	100's Box	6.32	0.32	6.64
54	Hyoscine Butyl Bromide Inj. 20mg/ 1ml.	Ampoule	100's Box	8.71	0.44	9.15
55	Lignocaine HCL Injection 1% 20mg/ 2ml.	Ampoule	100's Box	3.04	0.18	3.82
56	Metronidazole Injection(IV) 500mg/100ml.	Bottle	20's Box	12.05	0.60	12.65
57	Methyl Ergometrine Injection 0.20mg/1ml.	Ampoule	100's Box	3.24	0.16	3.40
58	Pethidine Injection 100mg/ 2ml.	Ampoule	100's Box	9.91	0.50	10.41
59	Water for Injection 5ml.	Ampoule	100's Box	3.47	0.17	3.64
60	Ciprofloxacin Infusion(IV)200 mg/100ml	Bottle	20's Box	17.85	0.89	18.74
E.	<u>O. R. S. :</u>					
61	Oral Rehydration Salts (for 1/2 Ltr. Solution)	Packet	200's Carton	6.87	0.29	6.16
F.	<u>LIQUID :</u>					
62	Metronidazole Suspension (200mg/5ml) 60ml.	Bottle	50's Carton	11.99	0.60	12.59
63	Cotrimoxazole Suspension (Sulphamethoxazole + Trimethoprim)(200mg+40mg/5ml) 100ml.	Bottle	30's Carton	9.03	0.49	10.32
64	(a) Chlorpheniramine Maleate Syrup (2mg/5ml) 450ml.	Bottle	10's Carton	5.59	0.28	5.87


Sl. No.	Name of the Products	Unit	Pack Size	Trade Price	Commission	Rate Per
				Per Pack	@ 5% on	Pack Incl.
				in US \$	Trade Price	Commission
					in US \$	in US \$
	(b) Chlorpheniramine Maleate Syrup (2mg/5ml) 100ml.	Bottle	30's Carton	4.42	0.22	4.64
65	Chloroquine Phosphate Syrup (50mg/5ml) 60ml.	Bottle	50's Carton	8.49	0.42	8.91
66	Levamisole Syrup (40mg/5ml) 450ml.	Bottle	10's Carton	8.34	0.42	8.76
67	Mebendazole Suspension (100mg/5ml) 30 ml.	Bottle	50's Carton	6.60	0.33	6.93
68	Paracetamol Syrup (120mg/5ml) 450ml.	Bottle	10's Carton	7.97	0.40	8.37
69	Paracetamol Syrup (120mg/5ml) 60ml.	Bottle	50's Carton	7.10	0.35	7.45
70	Salbutamol Syrup (2mg/5ml) 100ml.	Bottle	30's Carton	5.42	0.27	5.69
71	Nalidixic Acid Suspension (300mg/5ml) 100ml.	Bottle	30's Carton	18.79	0.94	19.73
72	Benzyl Benzoate Application (25% w/v) 100ml.	Bottle	30's Carton	5.84	0.29	6.13
73	Benzyl Benzoate Application (25% w/v) 450ml.	Bottle	10's Carton	7.46	0.37	7.83
74	(a) Chlorhexidine Glu. with Cetrimide Sol.(7.5%w/v+15%w/v) 5 Lit.(Hosp. Conc.)	Jerrycan	4's Carton	54.84	2.74	57.58
G.	<u>OPTHALMIC DROP/OINTMENT :</u>					
75	Chloramphenicol Eye Ointment 1%, 5gm.	Tube	100's Box	12.97	0.65	13.62
76	Tetracycline Eye Ointment 1%, 5gm	Tube	100's Box	11.84	0.59	12.43
77	Chloramphenicol Eye/Ear Drop 0.5%, 10ml.	Bottle	100's Carton	22.65	1.13	23.78
H.	<u>SKIN OINTMENT :</u>					
78	Compound Benzoic Acid Ointment (Benzoic Acid 6%+ Salicylic Acid 3%), 1Kg. Jar	Jar	12's Carton	36.43	1.82	38.25

Packing cost has not been taken into consideration because export required specialized packing of different types of medicines which can only be finalized after having specific packing instruction.

The price are ex-factory in US dollar. Freight and Insurance charge will be added on actual basis.

Commission @ 5% has been included with the trade price.

Price are subject to confirmation before acceptance of order.



(SANKAR RANJAN SHAHA)

Finance Director-cum- Company Secretary
Essential Drugs Company Limited



MD. HARUN-AL-RASHID
Managing Director
Essential Drugs Co. Ltd., Dhaka.
Bogra Plant & Khulna Project

JAYSON PHARMACEUTICALS LTD.



Manufacturer of
DRUGS & MEDICINES

PHONES : 9560464, 9560481, 9561643
FAX : 880 - 2 - 9560491, 9562482
TELEGRAM : JAYSON DHAKA

HEAD OFFICE :
28, PURANA PALTAN
P.O. BOX - 3478
DHAKA-1000, BANGLADESH

OUR REFERENCE MA-40/ 2403

DATE : 24.06.2001

The Director (Com.-1)
Export Promotion Bureau
122-124 Motijheel C/A.
Dhaka-1000.

Sub : Supply of our Exportable Items' Empty Carton, Product List, Product Monograph and Literature of Some Items for Promotion of Export of Pharma. Product in Philippines.

Ref. : No. EPB/CDD/SEC-II/3(5)/94/781-83 dated 03.06.2001.

Dear Sir,

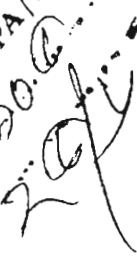
With reference to the above, we are sending herewith some of our Exportable Items' Empty Cartons of various countries, Product Monograph, Product List and Literature of some Items for export purpose in **Philippines** for your necessary action as per attached list.

Please acknowledge its receipt.

Thanking you,

Yours faithfully,
For JAYSON PHARMACEUTICALS LTD.


D.N. MITRA
Director Marketing

DIR (COM-1)/PA/BPB
DY. NO. 200
BT


Encl. : As Above

Nl/ru


25/06/01




Factory : 231, Tejgaon Industrial Area, Dhaka-1208, Bangladesh. Phones : 603591, 604709, 885375, Fax : 60208..

**List of Empty Carton of Exportable Items of Various Countries and some
Promotional Items**

SL. NO.	GENERIC NAME	BRAND NAME	PACK SIZE	QNTY.
YEMEN				
01	Ascorbic Acid (Vit.-C)	Ascuson Inj.-500mg/5mL	10's	02 pcs.
02	=do=	Ascuson Inj. -500mg/5mL	10x10's	02 pcs.
03	Cyanocobalamin (Vit.B ₁₂)	Cynomine Inj.-250mcg/1mL	10's	02pcs.
04	=do=	Cynomine Inj.-100mcg/1mL	10x10's	02pcs.
05	Glibenclamide	Dicon Tablet-5mg	10x10's	02pcs.
06	Nalidixic Acid	Dixon Susp.-300mg/5mL	50mL	02pcs.
07	Chlorpheniramine Maleate	Histacin Inj.-10mg/1mL	10's	02pcs.
08	=do=	Histacin Inj.-20mg/2mL	10x10's	02pcs.
09	=do=	Histacin Tablet-4mg	50x10's	02pcs.
10	Lignocaine HCl	Jasocaine Inj.-2%	50mL	02pcs.
11	=do=	Jasocaine Inj.-2%	10's	02pcs.
12	=do=	Jasocaine Inj.-2%	10x10's	02pcs.
13	=do=	Jasocaine Inj.-A 2%	50mL	02pcs.
14	Choroquine Phos.	Jasochlor Tablet-250mg	10x10's	02pcs.
15	Primaquine Phos.	Jasoprim Tablet-15mg	2x10's	02pcs.
16	=do=	Jasoprim Tablet-15mg	5x2x10's	02pcs.
17	=do=	Jasoprim Tablet-15mg	10x5x2x10s	02pcs.
18	Quinine Sulphate	Jasoquin Inj-300mg/5mL	10's	02pcs.
19	=do=	Jasoquin Tablet-300mg	10x10's	02pcs.
20	Co- trimoxazole	Jasotrim Tablet-480mg	2x10's	02pcs.
21	=do=	Jasotrim Tablet-480mg	5x2x10's	02pcs.
22	=do=	Jasotrim Tablet-480mg	10x5x2x10's	02pcs.
23	Multivitamin	Jasovit Drops	15mL	02pcs.
24	Antacid	Jpdrox Tablet	20x10's	02pcs.
25	Diclofenac Sodium	Megafen Inj.-75mg/3mL	4's	02pcs.
26	=do=	Megafen Inj.-75mg/3mL	5x4's	02pcs.
27	Metoclopramide HCl	Meclid Inj.-10mg/2mL	10's	02pcs.
28	=do=	Meclid Tablet-10mg	10x10's	02pcs.
29	Metronidazole	Metason Tablet-400mg	2x10's	02pcs.
30	=do=	Metason Tablet-400mg	5x2x10's	02pcs.
31	=do=	Metason Tablet-400mg	10x5x2x10's	02pcs.
32	Vitamin B ₁ +B ₂ +B ₆	Nervin Inj.-100+10+100mg/2mL	10x10's	02pcs.



Contd.....P/2

=2=

SL. NO.	GENERIC NAME	BRAND NAME	PACK SIZE	QNTY.
YEMEN				
33	Chloramphenicol	Optichlor Eye Drops-0.5%	10mL	02 pcs.
34	Sulphacetamide Sodium	Optimide Eye Drops -20%	10mL	02pcs.
35	Mebendazole	Panamox Tablet-100mg	20x6's	02pcs.
36	Promethazine HCl	Phenerex Inj.-50mg/2mL	10x10's	02pcs.
37	Pyridoxine HCl(Vit.B ₆)	Pyrol Tablet-25mg	10x10's	02pcs.
38	Ranitidine HCl	Ranison Inj.-50mg/2mL	10x10's	02pcs.
39	=do=	Ranison Inj. -50mg/2mL	10's	02pcs.
40	=do=	Ranison Table-150mg	5x2x10's	02pcs.
41	=do=	Ranison Tablet-150mg	2x10's	02pcs.
42	Silver Sulphadiazine	Silcream -1%	25g	02pcs.
43	Hyoscine Butylbromide	Spasmoson Inj.-20mg/1mL	10's	02pcs.
44	=do=	Spasmoson Inj. -20mg/1mL	10x10's	02pcs.
45	=do=	Spasmoson Tablet-10mg	2x10's	02pcs.
46	=do=	Spasmoson Tablet-10mg	5x2x10's	02pcs.
47	=do=	Spasmoson Tablet-10mg	10x5x2x 10s	02pcs.
48	Sulfadoxine + Pyrimethamine	Sulfamin Tablet-525mg	300's	02pcs.
49	=do=	Sulfamin Tablet-525mg	500's	02pcs.
50	=do=	Sulfamin Tablet-525mg	250's	02pcs.
51	Paracetamol	Zerin Tablet-500mg(Blister)	10x50's	02pcs.
52	=do=	Zerin Tablet-500mg (Strip)	50x10's	02pcs.
SUDAN				
53	Chloramphenicol	Optichlor Eye Drops	10mL	02pcs.
SINGAPORE, NEPAL, BHUTAN, MYANMAR				
54	Amoxycillin	Amoxon Cap.-250mg	1000'S	02pcs.
55	Ascorbic Acid	Ascason Inj.-500mg/5mL	10's	02pcs.
56	Atropine Sulphate	Atropine Jayson Inj.-0.6mg/1mL	10's	02pcs.
57	Calcium Gluconate	Calcium Jayson Inj.-10% 10mL	10's	02pcs.
58	=do=	Calcium Jayson Inj.-10% 5mL	10x10's	02pcs.
59	Glibenclamide	Dicon Tablet-5mg	10x10's	02pcs.
60	Nalidixic Acid	Dixicon Susp.-300mg/5mL	50mL	02pcs.
61	Ferrous Fumarate+ Folic Acid	Femicap Cap.-200mg+200mcg	10x10's	02pcs.
62	=do=	Femitab Tablet	10x10's	02pcs.



Contd.....P/3

SL. NO.	GENERIC NAME	BRAND NAME	PACK SIZE	QNTY.
63	Lignocaine HCl	Jasocaine Inj.-1%	50mL vial	02pcs.
64	=do=	Jasocaine Inj.-2%	50mL vial	02pcs.
65	Lignocaine HCl	Jasocaine Inj.-2%	10's	02pcs.
66	=do=	Jasocaine Inj.-2%	50mL vial	02pcs.
67	=do=	Jasocaine Inj.- Jelly	30g	02pcs.
68	Chloroquine Phos.	Jasochlor Inj.-40mg/5mL	10's	02 pcs.
69	Primaquine Phos.	Jasoprim Tablet-15mg	11x10's	02pcs.
70	Tetracycline HCl	Jmycin Cap.-250mg	100x10s	02pcs.
71	Potassium Chloride	K+T Inj.-150mg/mL	10's	02pcs.
72	Metoclopramide	Meclid Inj.-10mg/2mL	10's	02pcs.
73	Metronidazole	Metason Susp.-200mg/5mL	60mL	02pcs.
74	Chloramphenicol	Optichlor Eye Drops-0.5%	10mL	02pcs.
75	Mebendazole	Panamox Susp.-100mg/5mL	30mL	02pcs.
76	Ranitidine HCl	Ranison Inj.-50mg/2mL	10's	02pcs.
77	Diazepam	Sedulin Tablet-5mg	100x10s	02pcs.
78	Silver Sulphadiazine	Silcream-1%	25g	02pcs.
79	Hyoscine Butylbromide	Spasmoson Inj.-20mg/1mL	10's	02pcs.
80	Sulfadoxine + Pyrimethamine	Sulfamin Tablet -525mg	5x6's	02pcs.
81	Thiamine HCl (Vit.-B ₁)	Thiason Inj.-100mg/1mL	10's	02pcs.
82	Bupivacaine HCl	Ultracaine Inj.-0.5%	30mLvial	02pcs.
83	Cephadrine	Ultrasef Drops-100mg/mL	15mL	02pcs.
84	Paracetamol	Zerin Tablet-500mg	10x50's	02pcs.
85	Naproxen Sodium	Naprosen Tablet-275mg	10x10's	02pcs.
86	Chlorpheniramine Maleate	Histacin Tablet-4mg	50x10's	02pcs.
87	Amoxicillin	Amoxon Cap.-250mg	10x10's	02pcs.
88	Chloroquine Phos.	Jasochlor Tablet-250mg	10x10's	02pcs.
89	Folic Acid	Folison Tablet-5mg	100x10s	02pcs.
RUSSIA				
90	Amoxicillin	Amoxon Cap.250mg	10x10's	02pcs.
91	=do=	Amoxon Dry Syp.-125mg/5mL	100mL	02pcs.
92	Ampicillin	Ampirex Cap.-250mg	10x10's	02pcs.
93	=do=	Ampirex Dry Syp.- 125mg/5mL	100mL	02pcs.
94	Aluminium Hyd.+ Megnesium Hyd.	Alocid Susp.	200mL	02pcs.
95	=do=	Alocid Tablet	20x10's	02pcs.
96	Ranitidine HCl	Ranison Inj.-50mg/2mL	10's	02pcs.
97	=do=	Ranison Tablet-150mg	10x10's	02pcs.



=4=

SL. NO.	GENERIC NAME	BRAND NAME	PACK SIZE	QNTY.
UKRAINE				
98	Calcium Gluconate	Calcium Jayson Inj.-10% 5mL	10's	02pcs.
99	=do=	Calcium Jayson Inj.-10% 10mL	10's	02pcs.
Pakistan				
✓ 100	Glibenclamide	Dicon Tablet-5mg	6x10's	02pcs.
101	Metronidazole	Metason Susp.-200mg/5mL	60mL	02pcs.
102	=do=	Metason Tablet-400mg	10x10's	02pcs.
103	Mebendazole	Panamox Susp.100mg/5mL	30mL	02pcs.
104	=do=	Panamox Tablet	10x6's	02pcs.
105	Ranitidine HCl	Ranison Inj.-50mg/2mL	5's	02pcs.
106	=do=	Ranison Tablet-150mg	10x10's	02pcs.
107	Silver Sulphadiazine	Silcream-1%	25g	02pcs.
108	Cephradine	Ultrasef Cap.-250mg	5x4's	02pcs.
109	=do=	Ultrasef Cap. -500mg	5x4's	02pcs.
110	=do=	Ultrasef Susp. -125mg/5ml	100mL	02pcs.
Others Promotional Items				
01	Product Monograph			05 pcs.
02	Exportable Product List			10 Pcs.
03	Literature (31 Items -02 pcs. Each Item)			62 pcs.





CORPORATE HEADQUARTERS

SQUARE CENTRE

48, Mohakhali Commercial Area, Dhaka-1212, Bangladesh.
Tel : (880)-2-8827729 (10 Lines) Fax : (880)-2-8828608, 8828609
E-mail : square@bangla.net Web : http :// www.square-bd.com



SPL/EXP/269/2001

June 14, 2001

Mr. A K M Nizamul Alam
Director (Com. 1)
Export Promotion Bureau
122-124, Motijheel C/A
Dhaka - 1000

Fax # 9568000
Total 03 pages

Dear Sir

This refers to the meeting of Bangladesh Pharmaceutical Manufacturers at EPB on 11th June, regarding the prospect of exporting our pharmaceutical products to the Philippines.

We had discussed about the price structure of the Indian products currently marketed in the Philippines.

We came to a decision in that meeting that EPB would request the Honorable High Commissioner of Bangladesh at the Philippines to purchase the available Indian products and would send those to EPB.

In this context, we would like to mention the following, the information on which would help us evaluate the price structure of Pharmaceutical products.

1. Import duty structure and the import duty represents what percentage of the CIF value of the product.
2. Does the import duty is fixed for all product categories or it varies according to the product group?
3. Any other Government duties that are applicable for pharmaceutical products. For example, in Bangladesh we have 15% VAT on the products Trade price (TP).
4. Government (or Ministry of Health) approved Retailer's commission, which is added by the retailers (Chemist shops, Drug stores, etc.) in the final product price. For example, in Bangladesh, the approved rate is 16% on the Trade price.

To elaborate this, we would like to site an example for any products imported to Bangladesh and for products manufactured in Bangladesh.

SQUARE

For imported products :

MRP calculation from C & F price of 7.5% duty and 15% VAT

Item	Markup for item with 5% duty and 15% VAT	Markup for duty free item	Markup for item with 5% duty and without VAT
1. C & F (A)	100.00	100.00	100.00
2. Insurance @ 2% of A	2.00	2.00	2.00
Subtotal (B)	102.00	102.00	102.00
3. Landing charge @ 1% of B	1.02	1.02	1.02
Ad Val (C)	103.02	103.02	103.02
4. Duty of C (5%)	5.15	-	5.15
Duty Paid Value (D)	108.17	103.02	108.17
5. VAT @ 15% of D	16.23	-	-
6. Import Licence Fee @ 2.5% of C	2.58	2.58	2.58
7. Infrastructure Development Surcharge @ 2.5% of C	2.58	2.58	2.58
8. Bank Charge @ 2.5% of A	2.50	2.50	2.50
9. Clearing charge @ 4% of A	4.00	4.00	4.00
Landed Cost (E)	136.05	114.67	119.82
10. Importers Margin @ 10% on E	13.60	11.47	11.98
Subtotal (F)	149.65	126.14	131.80
11. Distributor's Commission @ 7.5% on F	11.22	9.46	9.89
Sub Total (G)	160.88	135.60	141.69
12. Retailer's Commission @ 12.5% on G	20.11	16.95	17.71
13. Maximum Retail Price (MRP)	180.99	152.55	159.40

SQUARE

For products locally manufactured :

If the trade price (TP) of a product is Tk. 100.00 (one hundred) only, this Tk. 100.00 comes to the company's account. The company pays 15% VAT on the TP at the source of the product and adds this to the product price, while selling to the retailers or wholesalers. So, the buying price of the chemist shops/retailers is Tk. 115.00.

The chemists have an approved profit margin of 16% on the TP, which he adds to the buying price to sell to the patients. So, the final selling price comes to Tk. 131.00.

TP = Tk. 100.00

VAT = 15% on TP = Tk. 15.00

Buying price of the chemist = Tk. 115.00

Chemists' profit margin = 16% on TP = Tk. 16.00

Final price to the patient or consumer = Tk. 131.00

So, the manufacturer pays the VAT initially at the source. Then they collect the money from the chemists while selling to the chemists. The chemists in turn collect back the VAT from the consumer, while the consumer buys the product. Ultimately, the consumers pay the VAT.

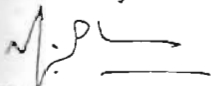
We believe that the arrangement for the above information from the High Commission of Bangladesh in the Philippines would enable us to calculate our products final prices to the patients of the Philippines and we may formulate the pricing policy to make our products competitive at the Philippines market.

Looking forward to your kind cooperation in developing successful business contacts for exporting our products in the Philippines.

Please note that along a hard copy of this letter, I will also share a copy of a publication in SCRIP, a world-renowned journal on Pharmaceutical Market Information, to be delivered to you by hand.

Best regards.

Sincerely



Md. Mizanur Rahman

Manager, International Sales

International Marketing Department



The **ACME** Laboratories Ltd.
MANUFACTURERS OF ETHICAL DRUGS & MEDICINES

ISO 9001:94, ANSI/ASQC Q9001-94
CERTIFIED COMPANY

Page 1 of 2

Date: 13.06.2001

Attn.: Mrs. Sofia Akhtar Khatun
Deputy Director

A.K.M. Nizamul Alam
Director (Com. I)
Export Promotion Bureau
122/124, Motijheel C/A
Dhaka-1000, Bangladesh

Subject: Supply of information on pharmaceutical products.

Dear Sir,

In reference to your FAX No. EPB/ODD/SEC-II/3(5)/94/861 dated 03.06.2001, the information for promotion of export of pharmaceutical products are as below:

1. Yes, the labelling of our pharmaceutical products are at per with India.
2. No, the prices of our pharmaceutical products are not higher than the Indian pharmaceutical products.
3. Yes, our companies could print the Generic name more prominently than Brand name on the packets of the medicines.
4. Yes, quality of our packing could be improved from the present standard.

This is to inform you that amongst the mentioned drug we have only the following drugs in production.

1. Co-trimoxazole (Tab. Politrin DS) 800 mg SMZ + 160 mg TMP tablet.
2. Glibenclamide (Tab. Gluconil) 5 mg tablet.
3. Nifedipine 10 mg

We also produce the following drugs but in different strength (Nifedipine 10 mg and Glibenclamide 5 mg).

Information regarding your queries on the FOB & C&F Prices of our products, we are sending you FOB Price and working on the C & F Price which will soon inform you separately.

We are pleased to send the samples to you for your consideration and recommendation to the Department of Health in Manila.

Office:
122/124, Motijheel, Dhaka-1000,
Bangladesh.
Phone: 880-2-8113188
E-mail: acmefact@bangla.net

Marketing Office:
46, Satmasjid Road, Dhaka-1000,
Dhaka, Bangladesh
Phone: 9122510-2; Fax: 880-2-9121153
E-mail: acmeexport@bangla.net

Plant:
Dharmrai, Dhaka, Bangladesh
Phone: 9352901-02, 06222-88035, 88042,
88047; Fax: 880-2-9340146
E-mail: acmefact@bangla.net



The **ACME** Laboratories Ltd.
MANUFACTURERS OF ETHICAL DRUGS & MEDICINES

ISO 9001:94, ANSI/ASQC Q9001:94
CERTIFIED COMPANY

Page 2 of 2

For your reference we are also forwarding herewith a list of our various products with Generic names & FOB price so that, if you kindly consider, may send the same to Bangladoot, Manila for exploring market of the product for future export from Bangladesh.

Best regards,

A.S.M. Mustafizur Rahman
Asst. Sales Manager
The ACME Laboratories Ltd.
Dhanmondi, Dhaka

Tab. Politrim DS - 01 BOX
Tab. Mifin - 01 BOX
Tab. Glucosil - 01 BOX
Price list - 01 set

Received
14/8/01

Office:
Sadda Road, Dhanmondi
Dhaka, Bangladesh.
Phone: 880-2-8113188

Marketing Office:
46, Satmasjid Road, Dhanmondi
Dhaka-1209, Bangladesh.
Phone: 9122510-2; Fax: 880-2-9121153

Plant:
Dhamrai, Dhaka, Bangladesh.
Phone: 9352901-02, 06222-86035, 88042,
88047; Fax: 880-2-9340146

BEXIMCO PHARMACEUTICALS LTD.

MEMBER OF THE BEXIMCO GROUP

17 DHANMANDI R/A ROAD NO. 2 DHAKA 1205 BANGLADESH

PHONE: + 880-2-8619151/55, FAX: + 880-2-8613888, + 880-2- 8613470 TELEX : 675848 BXIM BJ

E-mail: bpl@bangla.net; INTERNET: <http://www.beximcorp.com/>

June 14, 2001

Mr. AKM Nizamul Alam
Director (Commodity I)
Export Promotion Bureau
24 Motijheel C/A
Dhaka 1000

Submission of Drug Samples and Prices

Dear Sir

This has the reference to your mail dated June 03, 2001 about the supply of information regarding pharmaceutical products to the Embassy of Bangladesh in Manila, Philippines. Please find herewith both the C&F Manila prices and FOB prices for Contrimoxazole 800mg SMZ + 160mg TMP tablet (Magatrim DS Tablet) and Salbutamol Inhaler (Azmasol Inhaler).

Generic Name	Brand Name	Commercial Pack size	Price (C&F Manila)	Price (FOB)
Contrimoxazole 800mg SMZ + 160mg TMP tablet	Megatrim DS Tablet	10X10 's	US \$2.75	US \$2.25
Salbutamol Inhaler	Azmasol Inhaler	1's	US \$1.70	US \$1.50

We are also sending five (5) commercial boxes of each product (See Enclosure) as samples for your perusal.

Please be informed that ^{this} our Salbutamol Inhaler has already been registered in Bureau of Food & Drugs (BFAD), Philippines. The BFAD Registration No. of our Salbutamol Inhaler is DR- XY26674.

If you have any query, please feel free to contact with us. We always consider it an honor working with you.

Thanks and best Regards

BEXIMCO PHARMACEUTICALS LTD.

Rizvi ul Kabir
RIZVI UL KABIR)
Product Manager

Imtiaz Ahmad
(IMTIAZ AHMAD)
Officer, International Marketing

Enclosure: Azmasol Inhaler (5 box)
Magatrim DS Tablet (5 box)



MANUFACTURER OF QUALITY MEDICINES

the government has decided to go ahead with a
essential generic products from India, in an
down the cost of basic medicines.

Industry Secretary Manuel Roxas said that around
finished drugs would be brought in initially, for
ment-run hospitals in the Metro Manila area. He
said that the government was looking at importing
materials for local formulation to help bring down
costs. Continuing concerns about generic quality,
but the imports would be tested to ensure
with local standards. Names of specific Indian
are not released, and the government is still
exact volume requirements.

the Department of Trade and Industry will co-
overall trade, while the Department of Health will
regulate and distribution. The Philippine International
will import the products once it receives formal
approval from the Bureau of Food and Drugs.

are generally welcomed by consumer groups,
who are seeking better medicines access for the
poor. The Chamber of Filipino Drug
Manufacturers (CFDM) is pushing for imports to be
of generic materials, on the basis that smaller
companies will not be able to compete with state-supported
multinational products, although they may offer
lower priced raw materials. It also argued that the
imports will have only a limited impact on multinationals,
who are portrayed as the main culprits behind
high local prices. The chamber's 48 member
companies hold around 30% of the market.

Legislative changes are in hand to formally recognise and
certify parallel traders and to allow parallel drug imports,
which under the 1997 Counterfeit Drugs Law have been
considered unregistered and illegal counterfeits.

Around 80% of pharmaceuticals sold in the Philippines are
locally formulated, and toll manufacturing costs are now
coming under scrutiny in the heated domestic debate about
drug pricing. The Manila Bulletin reports that the DTI is
conducting a comparative study of such costs to determine
whether these are significantly higher than elsewhere in
Asia. Interphil Laboratories is a major player in the local
contract manufacturing sector.

... improve competition/quality

The effect of the dominant market position of some
companies in the pharmaceutical sector has also been
highlighted in a study on the likely effect of increased
competition on drug prices.

The study, by the University of the Philippines, noted that
around 80% of companies distribute products through
Zuellig Pharma, while Mercury Drug holds around 60% of
the retail market. Parallel imports may well find it hard to
penetrate these sectors and thus have their price
advantages eroded, the Manila Bulletin reports the study as
saying. One suggested way to control costs more tightly
would be for the government to use its own network of
medical facilities to carry out distribution activities.

Meanwhile, the Pharmaceutical and Healthcare Association
of the Philippines (PHAP), which represents research-based
multinationals, has again called for improved generic quality.
Government, industry and doctors should work together to
ensure high generic standards and overcome negative
perceptions, while counterfeit and unregistered parallel
imports should be strictly controlled, PHAP president
Ed Feist suggested.

... world news in brief

■ TCMs take larger share of Chinese oral antidiabetics:

The share of the Chinese oral antidiabetic market held by
traditional Chinese medicines (TCMs) increased from 17%
in 1995 to 26.3% in 1998, according to a survey of major
cities by the South Medical Economic Research Institute.
Western synthetic drugs accounted for the remainder, led
by glibenclamide with a share of 24.2%, down from 54.5%
in 1995. The leading TCM product in the category in 1998
was Guangzhou Traditional Medicine Factory's Xiao Ke
Wan, with a 15.7% share, Pro Re Nata's PRN Profile quotes
the survey as showing.

■ WIPO to simplify global patent system:

The World Intellectual Property Organisation (WIPO) is
working on a new patent law treaty aimed at cutting the
cost and complications of patent protection and making the
system more user-friendly. Member countries agreed most
of the treaty's provisions last year and it is expected to be
adopted during the next three weeks, the UK Financial
Times newspaper reports. It will come into effect after ten
WIPO members ratify it. The new treaty will allow applicants
to make an initial filing without using a patent agent and to
file applications in any language, even if a translation is
required later. WIPO members are expected to discuss
more substantive issues later this year, including reconciling
the US's "first-to-invent" system of patent priority and the
"first-to-file" approach used in the rest of the world.

Pharmaceutical
Scrip Reports
Biotechnology
Mergers and Acquisitions:
Price ceiling

Visit our website at:
www.pjbpubs.com/scrip

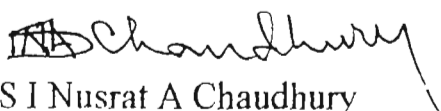
November 14, 2001

To Whom It May Concern

This is to certify that Mr. Abdullah-Al-Masud (ID # 1997-2-10-034) and Hussain Md. Abdur Razzaque (ID # 1997-1-10-035) are students of East West University. In the Fall 2001 semester, they are taking the course *International Operation, (ITB-460)* which requires writing of a formal report on a specific topic or specific organization. For this purpose, they are required to gather relevant information about the chosen organization.

It is worth mentioning that the gathered information will only be used for pure academic purposes and will be kept classified. It will be highly appreciated if you help them get relevant information about your esteemed organization.

Thank you.


S I Nusrat A Chaudhury

APPENDIX-G

Questionnaire for Pharmaceuticals

- Name of the Company: *Square Pharmaceuticals Ltd*
- Name of the attendant of the Questionnaire: *Mr. Abdur Rahim*
- Designation of the attendant: *Senior Officer H.R.*

Please provide the appropriate answer to the following questions:

[Please put a tick mark (✓) in the box that is appropriate to you]:

1. When you have started exporting?

- Early 90s 1995 – 1996
 1997-1998 1999-2001

2. In which of the Countries the export operation is done, Please specify the best selling five products in accordance to their priority.

Countries	Product 1	Product 2	Product 3	Product 4	Product 5
Pakistan	<i>Ceftrom</i>	<i>Zimax</i>	<i>Flugal</i>	<i>Neotack</i>	<i>Secto</i>
Myanmar	<i>Neotack</i>	<i>Clifenal</i>	<i>Cetrom</i>	<i>Multivit Plus</i>	<i>5-50 Taste</i>
Sri Lanka	<i>Secto</i>	<i>Zimax</i>	<i>Ceftrom</i>	<i>Neotack</i>	<i>Ceporin</i>
Nepal	<i>Neotack</i>	<i>Doxacil</i>	<i>Amlogol</i>	<i>Flugal</i>	<i>Clifenal</i>
Indonesia					
Philippine					
Thailand					
Mauritius					
Hong Kong					
Australia					
Vietnam					
South Africa					
Russia	<i>Zimax</i>	<i>Ceftrom</i>	<i>Clifenal</i>	-	-
Ukraine	<i>Flugal</i>	<i>Zimax</i>	-	-	-
USA					
Others Specify	<i>Clifenal</i>	<i>Ceftrom</i>	<i>Secto</i>	<i>Leonef</i>	<i>Cetrom</i>

Questionnaire for Pharmaceuticals

- Name of the Company: *Beximco Pharmaceutical Ltd.*
- Name of the attendant of the Questionnaire: *Ismiaz Ahmed*
- Designation of the attendant: *Officer International marketing.*

Please provide the appropriate answer to the following questions:

[Please put a tick mark (✓) in the box that is appropriate to you]:

1. When you have started exporting?

- Early 90s 1995 – 1996
 1997-1998 1999-2001

2. In which of the Countries the export operation is done, Please specify the best selling five products in accordance to their priority.

Countries	Product 1	Product 2	Product 3	Product 4	Product 5
Pakistan	<i>Ciprofloxime</i>	<i>Ranitidin</i>	<i>Multivitamin</i>		
Myanmar	<i>Multivitamin</i>	<i>Ranitidin</i>			
Sri Lanka					
Nepal					
Indonesia					
Philippine					
Thailand					
Mauritius					
Hong Kong					
Australia					
Vietnam	<i>Salbutamol</i>	<i>Ciprofloxin</i>			
South Africa					
Russia					
Ukraine					
USA					
Others Specify					

Kenya : Aluminium Magnesium Hydroxide , Ketoprofen

Singapore : Cimetidine , Salbutamol , Paracetamol (Supposition)

Yemen : Paracetamol.

3. Do you have any overseas marketing operation if so where (Please Specify):

Pakistan, Myanmar

4. Total numbers of products being exported.

- Less than 10 10-20
 20-30 50 above

5. What are your expected sales (in Taka) for the year 2000/2001?

- 1 Crore-5 Crore 6Crore-10 Crore 11 Crore and above

6. Who are considered to be your main competitors?

- Square Pharmaceuticals Beximco Pharma GlaxoWellcome
 Aventis Pharma Novartis Acme Laboratories
 ACI Ltd. Jayson Opsonin Chemical s

7. How many personnel are working directly in your division/department/unit? (Please Specify):

- Less than 5 (*1*) 5-10 10-20
 20 above

8. Potential countries for export in future (Please Specify):

Southeast Asia, Phillipine, Cambodia, African Countries.

9. The payment method of export (Please Specify):

- L/C Based Non L/C Based
(Advance Payment)

10. The shipment mode (Please Specify):

- Sea Air Road

11. How do you perform the Clearing and forwarding/Freight-forwarding task?

- By Agency By yourself

Questionnaire for Pharmaceuticals

- Name of the Company: *Novartis (Bangladesh) Limited*
- Name of the attendant of the Questionnaire: *Mohammed Sazzadul Mowla*
- Designation of the attendant: *Senior officer*

Please provide the appropriate answer to the following questions:

[Please put a tick mark (✓) in the box that is appropriate to you]:

1. When you have started exporting?

- Early 90s 1995 – 1996
 1997-1998 1999-2001

2. In which of the Countries the export operation is done, Please specify the best selling five products in accordance to their priority.

Countries	Product 1	Product 2	Product 3	Product 4	Product 5
Pakistan					
Bhutan					
Sri Lanka					
Nepal					
Indonesia					
Philippine					
Thailand					
Mauritius					
Hong Kong	<i>Servipec-20</i>	<i>Servipec-40</i>			
Australia					
Vietnam	<i>Servambutol-400</i>	<i>Serviflox-250</i>	<i>Serviflox-500</i>	<i>Tirlox-10</i>	<i>Probitor-20</i>
South Africa					
Russia					
Ukraine					
USA					
Others Specify	<i>Tirlox-10</i>	<i>Serviflox-250</i>	<i>Serviflox-500</i>	<i>Sulfac-20</i>	

3. Do you have any overseas marketing operation if so where (Please Specify):

4. Total numbers of products being exported.

- Less than 10 10-20
 20-30 50 above

5. What are your expected sales (in Taka) for the year 2000/2001?

- 1 Crore-5 Crore 6Crore-10 Crore 11 Crore and above

6. Who are considered to be your main competitors?

- Square Pharmaceuticals Beximco Pharma GlaxoWellcome
 Aventis Pharma Novartis a Acme Laboratories
 ACI Ltd. Jayson Opsonin Chemical s

7. How many personnel are working directly in your division/department/unit? (Please Specify):

- Less than 5 5-10 10-20
 20 above

8. Potential countries for export in future (Please Specify):

60 (approx)

9. The payment method of export (Please Specify):

- L/C Based Non L/C Based

10. The shipment mode (Please Specify):

- Sea Air Road

11. How do you perform the Clearing and forwarding/Freight-forwarding task?

- By Agency By yourself

Questionnaire for Pharmaceuticals

- Name of the Company: *The ACME Laboratories Ltd.*
- Name of the attendant of the Questionnaire: *Asif Ali Siddiqui*
- Designation of the attendant: *Officer, Export*

Please provide the appropriate answer to the following questions:

[Please put a tick mark (✓) in the box that is appropriate to you]:

1. When you have started exporting?

Early 90s 1995 – 1996

1997-1998 1999-2001

2. In which of the Countries the export operation is done, Please specify the best selling five products in accordance to their priority.

Countries	Product 1	Product 2	Product 3	Product 4	Product 5
Pakistan	<i>A Cephalexin 250 mg</i>	<i>Diclofenac or 75 mg/ml</i>	<i>Ciprofloxacin usp 250mg</i>	<i>Nefedine</i>	<i>A Zithromycin</i>
Myanmar	<i>Cephalexin</i>	<i>Clotrimazole</i>	<i>Diclofenac sodium</i>	<i>Albendazole</i>	<i>Ciprofloxacin</i>
Sri Lanka	<i>Cloxacillin 500</i>	<i>Nalidixic acid</i>	<i>Amoxycillin</i>	<i>Cloxacillin</i>	<i>Mul Vitamins</i>
Nepal	<i>Cephalexin</i>	<i>DOXYCYCLINE HCl</i>	<i>Diclofenac</i>	<i>Ciprofloxacin</i>	<i>Multivitamins</i>
Indonesia					
Philippine					
Thailand					
Mauritius					
Hong Kong					
Australia					
Vietnam	✓				
South Africa					
Russia					
Ukraine					
USA					
Others Specify					

3. Do you have any overseas marketing operation if so where (Please Specify): *N/A*

4. Total numbers of products being exported.

- Less than 10 10-20
 20-30 50 above

5. What are your expected sales (in Taka) for the year 2000/2001?

- 1 Crore-5 Crore 6Crore-10 Crore 11 Crore and above

6. Who are considered to be your main competitors?

- Square Pharmaceuticals Beximco Pharma GlaxoWellcome
 Aventis Pharma Novartis a Acme Laboratories
 ACI Ltd. Jayson Opsonin Chemical s

7. How many personnel are working directly in your division/department/unit? (Please Specify):

- Less than 5 5-10 10-20
 20 above

8. Potential countries for export in future (Please Specify):

Philippine

9. The payment method of export (Please Specify):

- L/C Based Non L/C Based

10. The shipment mode (Please Specify):

- Sea Air Road

11. How do you perform the Clearing and forwarding/Freight-forwarding task?

- By Agency By yourself

By Agency

Questionnaire for Pharmaceuticals

- Name of the Company: *Jayson Pharmaceuticals Ltd.*
- Name of the attendant of the Questionnaire: *Mr. Niaz Moin Rony*
- Designation of the attendant: *Manager Sourcing*

Please provide the appropriate answer to the following questions:

[Please put a tick mark (✓) in the box that is appropriate to you]:

1. When you have started exporting?

- Early 90s 1995 – 1996
 1997-1998 1999-2001

2. In which of the Countries the export operation is done, Please specify the best selling five products in accordance to their priority.

Countries	Product 1	Product 2	Product 3	Product 4	Product 5
Pakistan					
Myanmar					
Sri Lanka					
Nepal					
Indonesia					
Philippine					
Thailand					
Mauritius					
Hong Kong					
Australia					
Vietnam					
South Africa					
Russia					
Ukraine					
USA					
Others Specify					

3. Do you have any overseas marketing operation if so where (Please Specify):

Yes

4. Total numbers of products being exported.

- Less than 10 10-20
 20-30 50 above

5. What are your expected sales (in Taka) for the year 2000/2001?

- 1 Crore-5 Crore 6Crore-10 Crore 11 Crore and above

6. Who are considered to be your main competitors?

- Square Pharmaceuticals Beximco Pharma GlaxoWellcome
 Aventis Pharma Novartis Acme Laboratories
 ACI Ltd. Jayson Opsonin Chemical s

7. How many personnel are working directly in your division/~~department~~/unit? (Please Specify):

- Less than 5 (*4*) 5-10 10-20
 20 above

8. Potential countries for export in future (Please Specify):

India/Bangladesh

9. The payment method of export (Please Specify):

- L/C Based Non L/C Based

10. The shipment mode (Please Specify):

- Sea Air Road

11. How do you perform the Clearing and forwarding/Freight-forwarding task?

- By Agency By yourself

Questionnaire for Pharmaceuticals

- Name of the Company: *OPSONIN Chemical Industries Ltd.*
- Name of the attendant of the Questionnaire: *Mr. Shahadat Hossain*
- Designation of the attendant: *Manager Export.*

Please provide the appropriate answer to the following questions:

[Please put a tick mark (✓) in the box that is appropriate to you]:

1. When you have started exporting?

- Early 90s 1995 – 1996
 1997-1998 1999-2001

2. In which of the Countries the export operation is done, Please specify the best selling five products in accordance to their priority.

Countries	Product 1	Product 2	Product 3	Product 4	Product 5
✓ Pakistan					
✓ Myanmar					
✓ Sri Lanka					
✓ Nepal					
Indonesia					
✓ Philippine					
Thailand					
Mauritius					
Hong Kong					
Australia					
✓ Vietnam					
South Africa					
Russia					
Ukraine					
USA					
Others Specify					
✓ UAE					
✓ UAE					

3. Do you have any overseas marketing operation if so where (Please Specify):

N/A

4. Total numbers of products being exported.

- Less than 10 10-20
 20-30 50 above

5. What are your expected sales (in Taka) for the year 2000/2001?

- 1 Crore-5 Crore 6Crore-10 Crore 11 Crore and above

N/A

6. Who are considered to be your main competitors?

- Square Pharmaceuticals Beximco Pharma GlaxoWellcome
 Aventis Pharma Novartis a Acme Laboratories
 ACI Ltd. Jayson Opsonin Chemical s

7. How many personnel are working directly in your division/department/unit? (Please Specify):

- Less than 5 5-10 10-20
 20 above

8. Potential countries for export in future (Please Specify):

N/A

9. The payment method of export (Please Specify):

- L/C Based Non L/C Based

10. The shipment mode (Please Specify):

- Sea Air Road

11. How do you perform the Clearing and forwarding/Freight-forwarding task?

- By Agency By yourself

Questionnaire for Pharmaceuticals

- Name of the Company: *GLAXO WELLCOME BANGLADESH*
- Name of the attendant of the Questionnaire: *AN-NURUL MAJID*
- Designation of the attendant: *MANAGER, MIS*

Please provide the appropriate answer to the following questions:

[Please put a tick mark (✓) in the box that is appropriate to you]:

1. When you have started exporting?

- Early 90s 1995 – 1996
 1997-1998 1999-2001

2. In which of the Countries the export operation is done, Please specify the best selling five products in accordance to their priority.

Countries	Product 1	Product 2	Product 3	Product 4	Product 5
Pakistan					
Myanmar	<i>VENTOLIN TAB</i>				
Sri Lanka					
Nepal					
Indonesia					
Philippine					
Thailand					
Mauritius					
Hong Kong					
Australia					
Vietnam					
South Africa					
Russia					
Ukraine					
USA					
Others Specify					

3. Do you have any overseas marketing operation if so where (Please Specify):

N/A

4. Total numbers of products being exported.

- Less than 10 10-20
 20-30 50 above

5. What are your expected sales (in Taka) for the year 2000/2001?

- 1 Crore-5 Crore 6Crore-10 Crore 11 Crore and above

6. Who are considered to be your main competitors?

- Square Pharmaceuticals Beximco Pharma GlaxoWellcome
 Aventis Pharma Novartis Acme Laboratories
 ACI Ltd. Jayson Oponin Chemical s

7. How many personnel are working directly in your division/department/unit? (Please Specify):

- Less than 5 5-10 10-20
 20 above

8. Potential countries for export in future (Please Specify):

9. The payment method of export (Please Specify):

- L/C Based Non L/C Based

10. The shipment mode (Please Specify):

- Sea Air Road

11. How do you perform the Clearing and forwarding/Freight-forwarding task?

- By Agency By yourself

Questionnaire for Pharmaceuticals

- Name of the Company: *AEI Limited*
- Name of the attendant of the Questionnaire: *Md. Nazrul Islam*
- Designation of the attendant: *Export Executive*

Please provide the appropriate answer to the following questions:

[Please put a tick mark (✓) in the box that is appropriate to you]:

1. When you have started exporting?

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Early 90s | <input type="checkbox"/> 1995 – 1996 |
| <input checked="" type="checkbox"/> 1997-1998 | <input type="checkbox"/> 1999-2001 |

2. In which of the Countries the export operation is done, Please specify the best selling five products in accordance to their priority.

Countries	Product 1	Product 2	Product 3	Product 4	Product 5
Pakistan ✓	<i>Avloref Cap.</i>	<i>Avloref Drop.</i>			
Myanmar ✓	<i>Spinalar oint</i> <i>Skinalar Cream</i>	<i>Acetamin Tab.</i> <i>Avlorefin Tab.</i>	<i>Xantid Tab</i>		
Sri Lanka ✓	<i>Oxalor M. Ring</i>				
Nepal ✓					
Indonesia					
Philippine ✓					
Thailand					
Mauritius					
Hong Kong					
Australia					
Vietnam					
South Africa					
Russia					
Ukraine					
USA					
Others Specify					

3. Do you have any overseas marketing operation if so where (Please Specify):

N/A

4. Total numbers of products being exported.

- Less than 10 10-20
 20-30 50 above

5. What are your expected sales (in Taka) for the year 2000/2001?

- 1 Crore-5 Crore 6Crore-10 Crore 11 Crore and above

N/A less than 1 Crore

6. Who are considered to be your main competitors?

- Square Pharmaceuticals Beximco Pharma GlaxoWellcome
 Aventis Pharma Novartis a Acme Laboratories
 ACI Ltd. Jayson Opsonin Chemical s

7. How many personnel are working directly in your division/department/unit? (Please Specify):

- Less than 5 5-10 10-20
 20 above

8. Potential countries for export in future (Please Specify):

N/A

9. The payment method of export (Please Specify):

- L/C Based Non L/C Based

10. The shipment mode (Please Specify):

- Sea Air Road

11. How do you perform the Clearing and forwarding/Freight-forwarding task?

- By Agency By yourself

Questionnaire for Pharmaceuticals

- Name of the Company: ^{Aventis Pharma} Rhone-Poulenc-Rorer BD. Ltd.
- Name of the attendant of the Questionnaire: ^{Fisons (BD) Ltd.} ^{Hoechst Marion Roussel Ltd.} K. M. Tarique
- Designation of the attendant: ^{Manager Export}

Please provide the appropriate answer to the following questions:

[Please put a tick mark (✓) in the box that is appropriate to you]:

1. When you have started exporting?

- Early 90s 1995 – 1996
 1997-1998 1999-2001

2. In which of the Countries the export operation is done, Please specify the best selling five products in accordance to their priority.

Countries	Product 1	Product 2	Product 3	Product 4	Product 5
✓ Pakistan	Flagyl tabs	Mofilon	lorovane	Stemetil tabs	Flagyl Suspension
✓ Myanmar	↓				
✓ Sri Lanka	Flagyl Largoxyl	Flagyl	Stemetil		
Nepal					
Indonesia					
✓ Philippine	Stemetil inj	x	x	x	x
Thailand					
✓ Mauritius					
✓ Hong Kong	Antalgin cream	x	✓	x	x
Australia					
Vietnam					
South Africa					
Russia					
Ukraine					
USA					
Others Specify					

3. Do you have any overseas marketing operation if so where (Please Specify):

Myanmar

4. Total numbers of products being exported.

- Less than 10 10-20
 20-30 50 above

5. What are your expected sales (in Taka) for the year 2000/2001?

- 1 Crore-5 Crore 6Crore-10 Crore 11 Crore and above

6. Who are considered to be your main competitors?

- Square Pharmaceuticals Beximco Pharma GlaxoWellcome
 Aventis Pharma Novartis a Acme Laboratories
 ACI Ltd. Jayson Opsonin Chemical s

7. How many personnel are working directly in your division/department/unit? (Please Specify):

- Less than 5 5-10 10-20
 20 above

8. Potential countries for export in future (Please Specify):

Nepal , France South Africa

9. The payment method of export (Please Specify):

- L/C Based Non L/C Based

10. The shipment mode (Please Specify):

- Sea Air Road

11. How do you perform the Clearing and forwarding/Freight-forwarding task?

- By Agency By yourself

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NOVARTIS EXPORTS FROM BANGLADESH

Country	Products
VIETNAM	Rimactazide 150, Servipec 20mg and Servipec 40mg Servambutol
HONGKONG	Servipec
ECUADOR	Servipec
SRILANKA	Servipec
SINGAPORE	Servipec and Serviflox 500g
MOROCCO	Servipec 20mg + 40mg; 500 boxes (Novartis Inter company sales to Morocco'98)

- Note: 1. Novartis got an order from Vietnam of Anti-TB products Tk 38 million for supply in different phases.
2. Export trading house for Novartis: BADAL & Co.
Kakrail, Dhaka
Phone: 9338281
017 525285
Concerned person: Mr Farouqe Chowdhury
3. The above information have been collected by the Assttant Manager, Sales Training.

APPENDIX-I

OPSONIN

Chemical Industries Ltd.

30 New Eskaton Road, Dhaka-100

Bangladesh.

Tel: PABX: 9332262, 418815/6/9, 40512, 405179

FAX:880-2-8311905

E-mail:ocil@bttb.net

<http://www.opsonin.com>

total export for the fiscal year 1998-1999.

Qatar/UAE- US \$ 108762.00

<u>Product</u>	<u>Quantity</u>
Amoxicillin 250mg/Cap	160000 Cap
Amoxicillin 500mg/Cap	150000 Cap
Ibuprofen Sodium 12.5mg	150000 Tab
Amphetamine 500mg	90000 Cap
Fluconazole 400mg	500000 Tab
Metformin 150mg	2640000 Tab
Amoxicillin 500mg	135776 Cap

Source: Export Division of Drug Administration.

- (ii) arrangement has been made for receipt of title to goods like Bill of Lading, Airway Bill etc. by the AD on shipment of the underlying goods,
- (iii) The EXP Form is signed either by the exporter or one holding valid, legal power of attorney from the exporter and the terms of the power of attorney are such that both the exporter and the attorney may be held responsible jointly and severally for repatriation of export proceeds.
- (iv) Bonafides of the buyers/consignees abroad and their credentials etc. Where necessary, ADs should make discreet enquiries in this regard through their correspondents abroad etc., greater care should be taken particularly in cases of shipments against Trust Receipts and shipments on CAD or DA basis. Where ADs doubt the bonafides and standing of the buyers/consignees abroad or where owing to common interest or otherwise they suspect collusion with the intent of delaying or avoiding repatriation of export proceeds ADs should report such cases promptly to Bangladesh Bank. Similarly, ADs should report to Bangladesh Bank cases where it comes to their knowledge that the exporters are directly or indirectly connected with or have any financial or other interest in the buyer/ consignee abroad. Where felt necessary, discreet enquiry about the bonafides and credentials of the charter party should also be made in case the shipment is to be against a charter party Bill of Lading so as to avoid loss of cargo /foreign exchange.
- (c) For delay in repatriation or non-realisation of export proceeds, the exporter as well as the AD and its officials certifying the export forms render themselves liable to punitive action under the FER Act. Therefore, in their own interest both exporters and the ADs should be alert and active in ensuring timely repatriation of export proceeds.

8. In exercise of the powers vested in the Bangladesh Bank under Section 20(3) of the FER Act, all carriers whether common or private (Railway, Shipping or Airline companies) and their agents are directed as under:

- (i) That in respect of export of goods from Bangladesh (excepting export from Type A industrial units located in the EPZs) to foreign countries by land route or by sea, the Railway Receipts, Bills of Lading and any other documents of title to cargo should be drawn only to the order of an AD designated for this purpose by the respective exporters and delivered to the authorized representatives of the ADs concerned and to none else. However, in case of export of goods, full payment for which value has been received by the exporter in advance through the AD, the Bill of Lading and other documents may be endorsed by the AD in favour of foreign importers and the same may be sent directly to the

Making out and
delivery of
shipping
documents

importers abroad by the AD. There may be cases where goods shipped from Bangladesh to the neighboring countries by land route or even by cargo vessels reach the beneficiary earlier than the relative Bill of Lading, Truck receipts etc. This causes inconveniences and involves payment of demurrage at the port of destination due to delay in receipt of shipping documents. To overcome this problem, Shipping Companies may, at the request of the negotiating bank in Bangladesh, issue Telegraphic Delivery Orders on their agents in the relevant center directing them to deliver the goods to the order of the AD bank's correspondents in the buyers' country. A copy of the telegram/telex message, duly authenticated by the Shipping Company /Agent, should be passed on to the relevant AD who would send his own tested cable/telex instructions to his overseas correspondent asking the latter to hand over the Delivery Order to the consignee and stating the amount to be realized from the consignee before the Delivery Order is released. The usual shipping documents namely, invoice, bill of lading etc. may be despatched to the correspondent bank as usual.

- (ii) In respect of export of goods from Bangladesh (excepting exports from Type A industrial units located in the EPZs) to foreign countries by air, the Airway bills and any other documents of title to cargo should be drawn to the order of a bank in the country of import nominated by the AD designated for this purpose by the respective exporters and delivered to the authorized representative of the AD. However, in case of export of goods, full payment for which has been received by the exporter in advance through the AD, the AD may allow the Carrier Company to draw the documents to its own (AD's) order and then endorse the documents including the Airway Bill in favour of the foreign importers. The same may be sent directly to the importers abroad by the AD. The above directions shall not apply to exports exempted from repatriation of export proceeds and listed in para 2 of this chapter. Export of fresh fish, vegetables, fruits, poultry and other goods of perishable nature is also exempt from this direction. The documents of title to cargo like Bill of Lading, Airway Bill in respect of goods shipped from the fully foreign-owned enterprises (Type A industries) in the EPZs may also be drawn in favour of the consignee /I.C opening bank.

9. The ADs to whose order the relative Railway Receipts, Bills of Lading etc. are drawn shall endorse the same to the order of their foreign correspondents but in no case they shall make any blank endorsement or endorse it to the order of the consignee unless they have obtained specific or general approval of the Bangladesh Bank therefor. However, in the cases of export from Type A industrial units located in EPZ, Bill of Lading/Airway Bill /other documents of title to cargo drawn to the order of the AD may be blank endorsed or

Endorsement of shipping documents by the ADs

APPENDIX-K

১৬/১৮ - ১৮৩৬
 " ১৮ - ১৯৩৬
 " ১৯ - ২০৩৬
 " ২০ - ২১৩৬
 ২.৭৪/১৮৩৬

<p>০১৯ নং আদেশ/আদেশের পরিপ্রেক্ষিতে প্রদত্ত আদেশের কার্যাবলি</p>	<p>০২ নং আদেশ/আদেশের পরিপ্রেক্ষিতে প্রদত্ত আদেশের কার্যাবলি</p>	<p>০৩ নং আদেশ/আদেশের পরিপ্রেক্ষিতে প্রদত্ত আদেশের কার্যাবলি</p>	<p>০৪ নং আদেশ/আদেশের পরিপ্রেক্ষিতে প্রদত্ত আদেশের কার্যাবলি</p>
<p>০১</p>	<p>০২</p>	<p>০৩</p>	<p>০৪</p>
<p>(১) বিদ্যমান ই-অফিস পুনর্গঠিত করা হয়েছে। (২) বিদ্যমান ই-অফিস পুনর্গঠিত করা হয়েছে। (৩) বিদ্যমান ই-অফিস পুনর্গঠিত করা হয়েছে।</p>	<p>(১) বিদ্যমান ই-অফিস পুনর্গঠিত করা হয়েছে। (২) বিদ্যমান ই-অফিস পুনর্গঠিত করা হয়েছে। (৩) বিদ্যমান ই-অফিস পুনর্গঠিত করা হয়েছে।</p>	<p>(১) বিদ্যমান ই-অফিস পুনর্গঠিত করা হয়েছে। (২) বিদ্যমান ই-অফিস পুনর্গঠিত করা হয়েছে। (৩) বিদ্যমান ই-অফিস পুনর্গঠিত করা হয়েছে।</p>	<p>১৬৪ নং আদেশ/আদেশের পরিপ্রেক্ষিতে প্রদত্ত আদেশের কার্যাবলি। ১৬৫ নং আদেশ/আদেশের পরিপ্রেক্ষিতে প্রদত্ত আদেশের কার্যাবলি। ১৬৬ নং আদেশ/আদেশের পরিপ্রেক্ষিতে প্রদত্ত আদেশের কার্যাবলি।</p>

০৪ নং আদেশ/আদেশের পরিপ্রেক্ষিতে প্রদত্ত আদেশের কার্যাবলি।

০৪

গত ১১-০৬-২০০১ইং তারিখে অনুষ্ঠিত কার্যসিউটি ক্যাল
গ্রোডাক্ট রপ্তানী বিষয়ক সভার কার্যবিবরণী।

গত ১১-০৬-২০০১ইং তারিখ বেলা ১১'০০ ঘটিকায় রপ্তানী উন্নয়ন ব্যুরোর
কনফারেন্সরূপে কার্যসিউটি ক্যাল গ্রোডাক্ট রপ্তানী সম্পর্কিত এক সভা অনুষ্ঠিত হয়। উক্ত সভায়
সভাপতিত্ব করেন রপ্তানী উন্নয়ন ব্যুরোর মহা-পরিচালক জনাব মোঃ আবু জাকর। সভায় উপস্থিত
কর্মকর্তা/ব্যক্তিবর্গের নামের তালিকা পতাকা 'ক'তে রয়েছে।

০২। সভাপতি মহোদয় উপস্থিত সকলকে যুগ্মত জ্ঞানিয়ে সভার সার্বপ্রথম শুরু করেন। তিনি
এ সভা আয়োজনের প্রেক্ষাপট বর্ণনা করতঃ এ বিষয়ে বিস্তারিত আলোচনাত করার জন্য ব্যুরোর
পরিচালক (পণ্য-১) জনাব এ,কে,এম, মিল্লাহুল আলমকে অনুরোধ জানান। জনাব আলম সভাকে
অবহিত করেন যে, বাংলাদেশ হতে বহুপূর্ব থেকে ঔষধ সামগ্রী বিদেশে রপ্তানী হয়ে আসছে। এ পণ্যের
রপ্তানী রপ্তানী ব্যাপারে রপ্তানী উন্নয়ন ব্যুরোর প্রচেষ্টা অব্যাহত রয়েছে। ইতোমধ্যে বাংলাদেশ, ম্যানিলা
থেকে ইতি-বাচক সাড়া পাওয়া গিয়েছে। রাফ্টদূত ম্যানিলা সে দেশের স্বাস্থ্য মন্ত্রণালয়ের সংগে
আলোচনা করেছেন। আমাদের দেশের প্রকৃত ঔষধ রপ্তানীকারকের সংগে সভা করে বিস্তারিত তথ্য
এবং ঔষধের নমুনা প্রেরণের জন্য অত্র ব্যুরোতে পত্র প্রেরণ করেছেন। ফিলিপাইন মার্কেটে বাংলাদেশের
ঔষধ সামগ্রী রপ্তানীর যথেষ্ট সম্ভাবনা রয়েছে। ব্যুরোর পক্ষ থেকে ঔষধ সামগ্রী রপ্তানীর জন্য
সর্বাঙ্গিক সহযোগিতা প্রদানের আশ্বাস দেন। ইতোমধ্যে আমাদের ঔষধ সামগ্রী মালদ্বীপ, বাহরাইন,
মায়ানমার, রাশিয়া, সিংগাপুর, ইয়েমেন, ইউক্রেইন, শ্রীলংকা ও পাকিস্তানে রপ্তানী করা হয়েছে। তিনি
সভাকে আরও অবহিত করেন যে, বাংলাদেশের জন্য ভারত অত্যন্ত সম্ভাবনাময় মার্কেট। কাজেই ভারতীয়
মার্কেটকে বিশেষ করে টার্গেট করতে হবে।

০৩। ম্যানিলায় কর্মরত মান্যবর রাফ্টদূত এর চিঠির বিষয়বস্তু বিস্তারিত ভাবে আলোচনা
করা হয় :

প্রথমতঃ বাংলাদেশের ঔষধের লেবেলিং ভারতের সমকক্ষ কিনা তা আলোচনা হয়।
উপস্থিত রপ্তানীকারকগণ ফিলিপাইনের লেবেলিং চাহিদা requirement জানতে চান। কারণ
ঔষধে মূল/সক্রিয় ইনগ্ৰিডিয়েন্ট ছাড়াও অন্যান্য excipient থাকে। কাজেই ভারত থেকে ফিলিপাইনে
আমদানীকৃত কিছু ঔষধের নমুনা দূতাবাস থেকে ইপিবিতে পাঠানো হলে তদনুযায়ী বাংলাদেশী
রপ্তানীকারকগণ লেবেলিং তৈরী করে দিতে পারবেন। ইতোপূর্বে কম দামের অর্থাৎ জনগণের এম্বু কমতার
মধ্যে ২০ (কুড়ি) টি ঔষধ ভারত থেকে ফিলিপাইনে আমদানী অনুমতি প্রদান সংক্রান্ত একটি সংবাদ
পত্রিকায় ছাপা হয়েছিল। ঐ কুড়িটি ঔষধের নাম ও নমুনা প্রেরণের অনুরোধ করা যেতে পারে।

দ্বিতীয়তঃ বাংলাদেশী ঔষধের মূল্য ভারতের সমান কিনা তাও আলোচনা হয়।
তখন সবাই মত প্রকাশ করেন যে, মূল্য বিভিন্ন দেশে বিভিন্ন রকম হয় আবার একেক ঔষধের একেক
রকম মূল্য হয়। It varies from country to country product to product
কারণ মূল্য নির্ধারণে জ্যাট, খুচরা বিক্রয়তা, ফেমিস্ট/কার্যসিউটি এর কমিশন ইত্যাদি হিসাব করা হয়।
কাজেই সে দেশের ডিউটি স্ট্রাকচার জানা দরকার। সরকারী অনুদান পেলে বেশী রেজিস্ট্রেশন দি দিয়ে
রপ্তানীকারকগণ বিদেশে রেজিস্ট্রেশন করতে পারবে। রাশিয়াতে রেজিস্ট্রেশন পেতে চার বছর সময়
লেগেছে। ভারতে এ খাতে সরকারী অনুদান কি পরিমাণ দেয়া হয় তা জানানোর জন্য বাংলাদেশ
নয়া দিল্লী ও কলকাতায় অনুরোধ পত্র প্রেরণের জন্য পরামর্শ দেয়া হয়। তাছাড়া ফিলিপাইনের
মার্কেটিং চ্যাম্বেল, ঔষধ আমদানীর আইন-কানুন জানানোর জন্য অনুরোধ করা হয়।

০৫। সভাপতি মহোদয় রপুনীকারকদের বিকট ভারত কি ভাবে ঔষধ রপুনী করছে এবং এ পণ্য রপুনীর ক্ষেত্রে প্রতিবেশী মার্কেট ভারতের অবস্থান কেমন তা জানতে চান। স্কটল্যান্ড কার্মাসিউটিক্যালস লিঃ এর প্রতিনিধি সভাকে অবহিত করেন যে, আনুষ্ঠানিক বাজারে আমাদের ঔষধ সামগ্রীর যথেষ্ট চাহিদা রয়েছে। অনেক ক্ষেত্রে ভারতীয় ঔষধ সামগ্রীর চেয়ে আমাদের প্রোডাক্টের গুণগতমান ভাল এবং মূল্যও কম। ভারতীয় কাঁচামাল আমদানীর মাধ্যমে যে প্রোডাক্ট উৎপাদন করা হয় তার মূল্য অপেক্ষাকৃত বেশী হওয়ায় সে ক্ষেত্রে প্রতিযোগিতায় টিকে থাকতে কষ্ট হয়। কাঁচামাল ভারত ছাড়া অন্য যে কোন দেশ থেকে আমদানী করে finished product তৈরী করে ভারতের চেয়ে কম দামে বিদেশে রপুনী করা সম্ভব। একজন রপুনীকারক সভাকে অবহিত করেন যে সরকার যদি এ পণ্যের রপুনীর ব্যাপারে incentives প্রদান করে তা হলে প্রতিবেশী যে কোন দেশের সংগে মূল্য প্রতিযোগিতায় আমরা টিকে থাকতে পারব।

০৫। সভাপতি মহোদয় সভাকে অবহিত করেন যে রপুনীর জন্য কাঁচামাল আমদানী করলে যদি উৎপাদন খরচ কম হয়, আর যদি সে পণ্য আমদানী বিষিদু পণ্য হয় তবে সে ক্ষেত্রে কাঁচামাল আমদানীর ব্যাপারে ইপিবি সর্বাঙ্গিক সহায়তা প্রদান করবে। জেনসন কার্মাসিউটিক্যালস এর পরিচালক (বিপনন) সভাকে অবহিত করেন যে, সরকার তথা সরকারী সংস্থাগুলো যদি সক্রিয়ভাবে কাজ করে তা হলে ঔষধের রপুনী বৃদ্ধি করা যেতে পারে। কার্মাসিউটিক্যালস সামগ্রী রপুনী বৃদ্ধির লক্ষ্যে ইপিবি'র এ ধরনের সভা আহ্বান করার জন্য ব্যুরোর ডিজি মহোদয়কে ধন্যবাদ জানান।

০৬। রপুনী ক্ষেত্রে কোন সমস্যা/বাধা থাকলে তা সরাসরি ইপিবি'কে অবহিত করলে তা সমাধানের ব্যাপারে সর্বাঙ্গিক সহায়তা প্রদান করা হবে বলে সভাপতি মহোদয় সভাকে অবহিত করেন। বিস্তারিত আলোচনানুে সভায় নিম্নলিখিত সিদ্ধান্ত গৃহীত হয় :

- (১) Product Registration ফরম এর কপি পাঠানোর জন্য দু'তাবাসকে অনুরোধ পত্র প্রেরণ করা হবে ;
- (২) ম্যানিলা থেকে যে এটি ঔষধের নাম পাওয়া গেছে সেগুলো মোড়কসহ সম্পূর্ণ প্যাকেট ঔষধ প্রস্তুতকারকগণ বর্তমান সপ্তাহে ইপিবি'র পরিচালক (পণ্য-১) এর বরাবরে পাঠাবে যা ইপিবি বাংলাদেশ ম্যানিলায় প্রেরণ করবে ;
- (৩) ফিলিপাইনে আমদানী শুল্ক কাঠামো এবং ঔষধের CIF মূল্যে আমদানী শুল্ক কত ভাগ, ঔষধের সকল পণ্য গ্রুপের জন্য আমদানী শুল্ক একই হারে নির্ধারিত কিনা, বাংলাদেশের ভ্যাটের মত সেদেশে অন্য কোন রকম শুল্ক আছে কিনা, সেদেশের স্বাস্থ্য মন্ত্রণালয় কর্তৃক অনুমোদিত খুচরা বিদেশীদের কমিশন কত ইত্যাদি বিষয় জানানোর জন্য বাংলাদেশ ম্যানিলাকে অনুরোধ করা হবে।

অন্তঃপর সভাপতি মহোদয় উপস্থিত সকলকে ধন্যবাদ জানিয়ে সভার সমাপ্তি ঘোষণা করেন।

স্বাক্ষরিত/ঃ

(মোঃ আবু জাফর)
মহা-পরিচালক

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11213 '1871' 1871' 1871' 1871'	111
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11221 '1871' 1871' 1871' 1871'	119
11222 '1871' 1871' 1871' 1871'	120
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11224 '1871' 1871' 1871' 1871'	122

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To : EPB, Dhaka
From : Bangiadoot, Manila
No. : Export-1/2001
Date : 30 May 2001

১৬০৬
২০/৫
২০/৫

FAX MESSAGE

১৬০৬
২০/৫
২০/৫

(257-2)

১৬/৫/০১

১৬/৫/০১

FOR VICE CHAIRMAN FROM AMBASSADOR
REPEATED TO : DIRECTOR GENERAL (SEA), MOFA,

Please refer to our earlier communications regarding marketing of our pharmaceutical products in the Philippines. Today, I have handed over the samples of our pharmaceutical products along with the literatures of three Bangladeshi companies namely, Square Pharmaceuticals, ACME laboratories and BEXIMCO Pharmaceuticals to the Secretary (Minister), Department of Health of the Philippines. The Department of Health will examine the quality and other technical aspects of our products and will report to the Department of Trade. The Secretary (Minister) of Trade with whom I met earlier, assured me that they will consider importing our pharmaceutical products provided the Ministry of Health approve our products. Secretary, Department of Health has pointed out the following:

- Whether our companies could print the Generic name more prominently than Brand name on the packet of the medicine.
- Whether quality of our packing could be improved from the present standard.
- Whether the price of our products are comparable to that of India.

We are very hopeful about marketing of our pharmaceutical products in Philippines for the first time. Currently the Philippines Government decided to import the following seven drugs. Gradually they will increase the number. At this stage they are facing pressure from the pharmaceutical companies and also from the politicians to reduce the high cost of medicine.

- Cotrimoxazole (Bactrim) 800 mg SMZ+160 mg TMP tablet
- Co-Amoxiclav (Augmentin 375 mg tablet
- Co-Amoxiclav (Augmentin 625 mg tablet
- Glibenclamide (Daonil) 2.5 mg tablet
- Glibenclamide (Daonil) 5 mg tablet
- Nifedipine (Adalat Retard) 20 mg capsule
- Salbutamol (Ventolin/Ventolin) 100 mcg/dose X 200 doses metered inhaler

I should be grateful, if you could kindly send us samples of the above mentioned pharmaceutical products with Generic & Brand name and the FOB and C&F Manila price urgently to enable me to handover the same to the Secretary (Minister), Department of Health for necessary examination.

Looking forward for your immediate response.

With warmest regards

(Mohammed Farooq)
Ambassador

H.E. Ambassador
Embassy of Bangladesh
Manila, Philippines.

Subject: Certificates of Analysis of the medicines
of Square Pharmaceuticals Ltd.

Sir,


I am sending herewith a fax message received from Square Pharmaceuticals Ltd. in EPB yesterday. Samples of some manufacturers/exporters are being sent through the Fair Division of the Bureau which will soon reach you. It may be noted that all the manufacturers of Pharmaceutical products do not produce those 7 products whose list was sent to EPB.

In this connection a paper cutting on "Philippines looks to Indian imports" published on 19th May, 2000 in the PJB Publications Ltd 2000 is also faxed herewith with a request to send the names/list of the twenty medicines and their samples so that Bangladeshi manufacturers/exporters can try in this regard.

Regards,

Yours faithfully,

Enclose: Three pages


(A.K.M. Nizamul Alam)
Director (Com.1)



SQUARE PHARMACEUTICALS LTD.

CORPORATE HEADQUARTERS

SQUARE CENTRE

48, Mohakhali Commercial Area, Dhaka-1212, Bangladesh.

Tel : (880)-2-8827729 (10 Lines) Fax : (880)-2-8828608, 8828609

E-mail : square@bangla.net Web : http://www.square-bd.com



SPL/EXP/278/2001
June 20, 2001

চেলের শাখা
ডায়েরী নং... 4505
তারিখ... 20/6

স্বাক্ষরিত ককন
স্বাক্ষরিত ককন
স্বাক্ষরিত ককন
স্বাক্ষরিত ককন
স্বাক্ষরিত ককন

DIR (Com) →
M. Anwarul Haque
to B'doot Manila

Mr. A K M Nizamul Alam
Director (Com. 1)
Export Promotion Bureau,
122-124, Motijheel C/A
Dhaka - 1000

৯/১১/১
২০/৬

Fax # 9568 00
Total 02 pages

P. Send copy to B'doot Manila tomorrow 20/6/01

Dear Sir

This refers to the meeting of Bangladesh Pharmaceutical Manufacturers at EBP on 11th June, regarding the prospect of exporting our pharmaceutical products to the Philippines.

As per your instructions to send the samples of few of our products, we would like to inform you that we are sending samples of our following products. The respective Certificates of Analysis (COA) are also attached.

Product Name	Batch No	Quantity
Cotrim Tablet	104085	03 Boxes. (Myanmar Packs)
Cotrim DS Tablet	105160	02 Boxes. (Local Packs)
Loracef 500 Capsule	011046	03 Boxes. (Local Packs)
Loracef 250 Capsule	007574	03 Boxes. (Local Packs)
Cef-3 Suspension	105598	03 Phials. (Sri-Lankan Packs)
Moxaclav Tablet	103430	03 Boxes. (Local Packs)
Ceftron 1 gm IV Inj. With water for Inj. 10ml	104106 009052	03 Boxes. (Russia Packs)
Ceftron 1 gm IM Inj. With Lidocaine Inj. 3.5 ml	009146 009049	03 Boxes. (Russia Packs)
Ceftron 500 IV Inj. With water for Inj. 5ml	010254 009051	03 Boxes. (Russia Packs)
Ceftron 500 IM Inj. With Lidocaine Inj. 2 ml	009115 009050	03 Boxes. (Russia Packs)

[Handwritten signature]

<u>Product Name</u>	<u>Batch No</u>	<u>Quantity</u>
100 Inhaler	102065	03 Phials. (Local Packs)
Capsule	009154	03 Boxes (Ukraine Packs)
Capsule	009139	03 Boxes (Ukraine Packs)
Caps.	010089	03 Boxes (Russia Packs)
Zinc Cap.	106156	03 Phials (Russia Packs)
Dibenol 5 Tablet	104491	03 Boxes (Sri-Lanka Packs)
Ceftron 250 Inj.	009114	03 Boxes (Russia Packs)
With Lidocaine Inj 2ml	009050	
Ceftron 250 IV Inj.	009113	03 Boxes (Russia Packs)
With water for Inj.	009051	

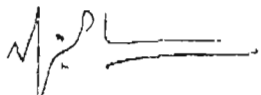
We like to mention here that we tried to provide samples of our export packs, which are currently being marketed by our agents in different countries. The texts of corresponding countries are also incorporated in these packaging materials. This gives an idea that we can customize the text of packaging materials as per the regulations of the respective country and according to buyer's need.

We look forward to start a successful business tie-up with potential buyer (s) in the Philippines to start marketing of our products to add revenue to our National Export Earnings.

Please acknowledge the receipt of the samples and the COA of the products.

Best regards.

Sincerely



Md. Mizanur Rahman
 Manager, International Sales
 International Marketing Department

Philippine government has decided to go ahead with a plan to import essential generic products from India, in an effort to drive down the cost of basic medicines.

Trade and Industry Secretary Manuel Roxas said that around 100 generic finished drugs would be brought in initially, for use in government-run hospitals in the Metro Manila area. He confirmed that the government was looking at importing raw materials for local formulation to help bring down costs. Addressing continuing concerns about generic quality, he stressed that the imports would be tested to ensure compliance with local standards. Names of specific Indian products were not released, and the government is still determining its exact volume requirements.

Under the plan, the Department of Trade and Industry will coordinate the overall trade, while the Department of Health will handle testing and distribution. The Philippine International Trading Corp will import the products once it receives formal authorization from the Bureau of Food and Drugs.

The move was generally welcomed by consumer groups, who have been seeking better medicines access for the poor, but opposed by the Chamber of Filipino Drug Manufacturers. The group is pushing for imports to be based on raw materials, on the basis that smaller manufacturers will not be able to compete with state-supported imports of finished products, although they may offer competitively priced raw materials. It also argued that the move would have only a limited impact on multinationals, who have been portrayed as the main culprits behind inflated high local prices. The chamber's 48 member companies hold around 30% of the market.

Legislative changes are in hand to formally recognise and certify parallel traders and to allow parallel drug imports, which under the 1997 Counterfeit Drugs Law have been considered unregistered and illegal counterfeits.

Around 80% of pharmaceuticals sold in the Philippines are locally formulated, and toll manufacturing costs are now coming under scrutiny in the heated domestic debate about drug pricing. The Manila Bulletin reports that the DTI is conducting a comparative study of such costs to determine whether these are significantly higher than elsewhere in Asia. Interphil Laboratories is a major player in the local contract manufacturing sector.

... improve competition/quality

The effect of the dominant market position of some companies in the pharmaceutical sector has also been highlighted in a study on the likely effect of increased competition on drug prices.

The study, by the University of the Philippines, noted that around 80% of companies distribute products through Zuellig Pharma, while Mercury Drug holds around 60% of the retail market. Parallel imports may well find it hard to penetrate these sectors and thus have their price advantages eroded, the Manila Bulletin reports the study as saying. One suggested way to control costs more tightly would be for the government to use its own network of medical facilities to carry out distribution activities.

Meanwhile, the Pharmaceutical and Healthcare Association of the Philippines (PHAP), which represents research-based multinationals, has again called for improved generic quality. Government, industry and doctors should work together to ensure high generic standards and overcome negative perceptions, while counterfeit and unregistered parallel imports should be strictly controlled, PHAP president Ed Feist suggested.

The image shows the cover of a publication. At the top right, it says 'SCRIIP Reports'. The main title is 'Pharmaceutical and Biotechnology Mergers and Acquisitions: A glass ceiling'. Below the title, there is a large, abstract, textured graphic. At the bottom, there is a dark oval containing the text 'Visit our website at: www.pjbpubs.com/crprep'. At the very bottom, there is a small line of text: 'Published by PJB Publications Ltd 2000'.

... world news in brief

■ TCMs take larger share of Chinese oral antidiabetics:

The share of the Chinese oral antidiabetic market held by traditional Chinese medicines (TCMs) increased from 17% in 1995 to 26.3% in 1998, according to a survey of major cities by the South Medical Economic Research Institute. Western synthetic drugs accounted for the remainder, led by glibenclamide with a share of 24.2%, down from 54.5% in 1995. The leading TCM product in the category in 1998 was Guangzhou Traditional Medicine Factory's Xiao Ke Wan, with a 15.7% share, Pro Re Nata's PRN Profile quotes the survey as showing.

✓ ■ WIPO to simplify global patent system:

The World Intellectual Property Organisation (WIPO) is working on a new patent law treaty aimed at cutting the cost and complications of patent protection and making the system more user-friendly. Member countries agreed most of the treaty's provisions last year and it is expected to be adopted during the next three weeks, the UK Financial Times newspaper reports. It will come into effect after ten WIPO members ratify it. The new treaty will allow applicants to make an initial filing without using a patent agent and to file applications in any language, even if a translation is required later. WIPO members are expected to discuss more substantive issues later this year, including reconciling the US's "first-to-invent" system of patent priority and the "first-to-file" approach used in the rest of the world.

APPENDIX-L

Regional breakdown

Table with columns: Region, Country, Market Cap (Billion USD), Enterprise Value (Billion USD), and Market Value (Billion USD). It lists countries across Latin America, Asia-Pacific, Africa, and Central/Eastern Europe.

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- ❖ **Freight Forwarding:** Aventis is doing the freight forwarding through agent this is costly. Acme is doing the freight-forwarding task by their own. Thus they are able to save a significant amount which Aventis won't be able to.

