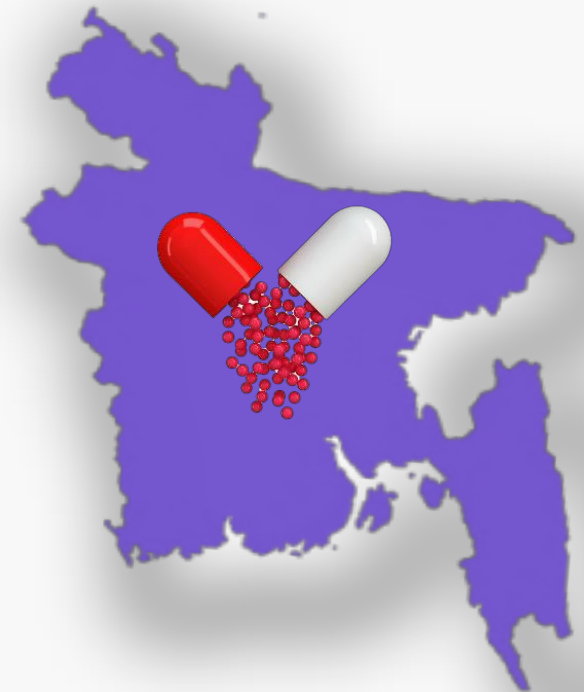


## Growth of Bangladesh Pharmaceutical Industry

**Rabbur Reza**

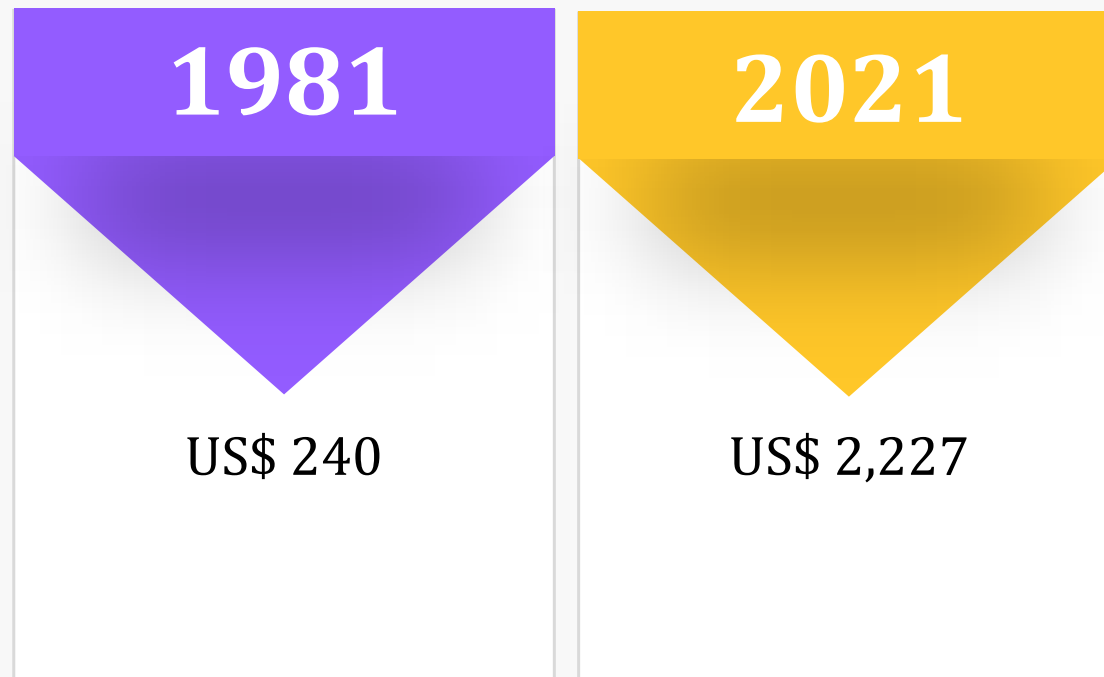
Chief Operating Officer, Beximco Pharmaceuticals Ltd.  
Bangladesh





**Bangladesh**  
An emerging economy in South Asia

## Bangladesh: Per capita Income – 1981 vs. 2021





## Bangladesh: Major Growth Pillars

- Self sufficient in staple food production
- Apparel export
- Remittance

## Remarkable Achievements in Healthcare

- Life expectancy: 72.8 yrs
- Infant Mortality 26/1000
- Maternal Mortality 1.65/1000



UN Award for MDG

Bangladesh is considered a role model for its healthcare success

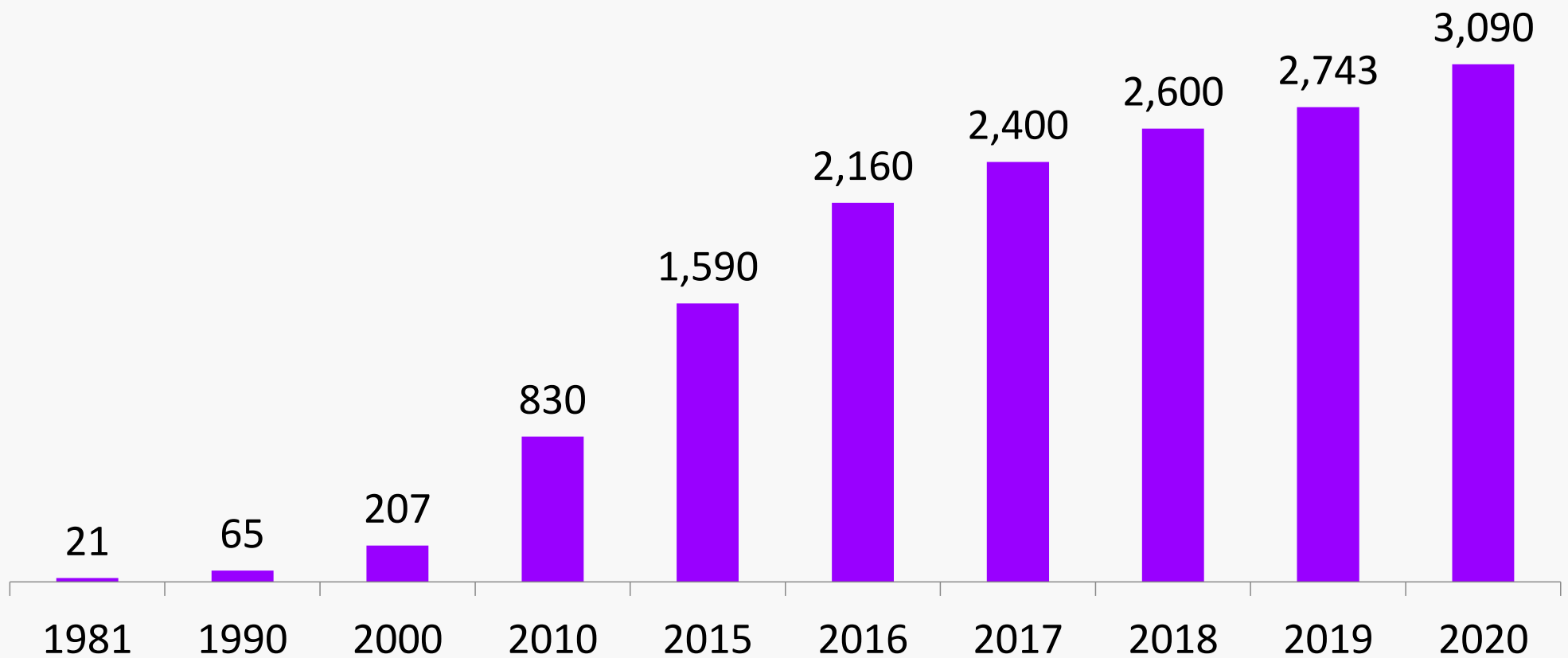
Pharma Industry has played an important part for these achievements in healthcare indicators



## **Bangladesh Pharma Industry: A success story**

*Overview, Current trends, Growth drivers and future opportunities*

## Bangladesh Pharmaceutical Market





## Bangladesh pharma industry: A success story

- Bangladesh pharma industry has made commendable progress over the last 15 to 20 years
- In the early 1980s the industry was predominantly import dependent and MNCs accounted for 75-80% of total market.
- Today, Bangladesh is nearly self sufficient in pharmaceuticals; c.98% of its demand met by local production.
- In the early 90s, the country started exporting pharmaceuticals. Now Bangladeshi medicines are exported to more than 100 countries.

**It has successfully transformed itself from an import dependent to an export-oriented sector.**



## WTO DGs about Bangladesh Pharma

Pascal Lamy and Roberto Azevedo visited two leading pharma facilities and both were highly impressed seeing the world-class pharmaceutical manufacturing facilities.

*"I believe Bangladesh has the potential to become Singapore in South Asia. The country has world class pharma facilities which investors from US and EU must visit"* – Pascal Lamy, ex-DG, WTO (Bangladesh visit in March 2012)

*"Can't be any better .....among the best pharma facilities I've ever seen"* - WTO Ex-DG Roberto Azevedo (in Bangladesh, June 2014)





## Bangladesh Pharma Industry Snapshots

- There are about 250 registered pharma companies; 150 are active
- Branded generics market; around 30,000 brands available
- Total pharma market : >US\$ 3.0 billion (2020); double digit growth maintained over the years
- All the top 10 pharma companies are local; they occupy ~70% market share
- Export to more than 100 countries including USA, Europe and Australia.



## Bangladesh Pharma Industry: Policy support

- Favorable provisions in the National Drug Policies and other policy supports (API Policy, Export Policy) from Govt. gave the industry strong foundation
- Export subsidies – 10% on finished formulations and 20% on API export
- Recognized as the export thrust sector
- TRIPS flexibilities also contributed largely to its expansion

## Bangladesh Pharma Industry: Contribution to Economic Growth

- One of the fastest growing manufacturing sectors
- Pharma growth higher than the overall GDP growth
- The sector is a leading contributor to national exchequer; contribution to GDP 1.85% (BBS\*)
- The largest provider of the white-collar jobs Approx. 2% of manufacturing employment - >180,000 directly employed (BBS 2017), creating an overall 600,000 employment (BBS 2017)



\*BBS: Bangladesh Bureau of Statistics

# Bangladesh Pharmaceutical Industry : A success story



- Proven capabilities with diverse dosage delivery systems (Inhalers, sterile ophthalmics, lyophilized injectables, insulin and other biosimilars, oncology, controlled release formulations etc.)
- Huge investment made in new facility and capacity expansion/up-gradation (>US\$ 1.0 billion in the last 5 years)
- A number of large scale vaccine facilities are being created in response to Covid-19 pandemic

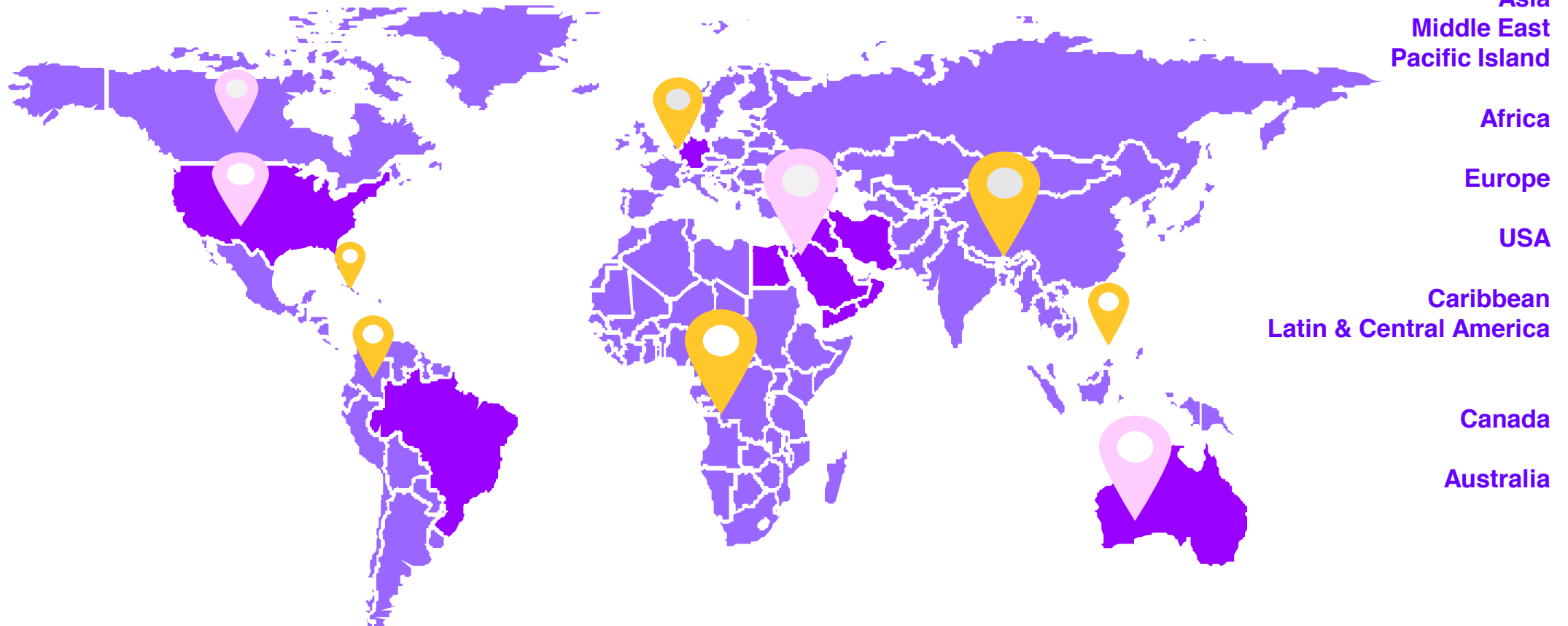
## Bangladesh Pharmaceutical Industry : A success story

- Since 2000, increasing number of companies benchmarked their manufacturing facilities to international standards.
- Pharma declared as the “Product of the Year” (2018) by the Government.
- The industry has secured all major global approvals



## Global Footprint

- 150+ countries in all continents – export is growing at a fast pace
- Bangladesh has been a source of low-cost generics for many LDCs.





## Competitive Price: Medicine price in Bangladesh is currently among the lowest in the world

Generic Product	Price in Bangladesh	Brand Product	Price in US
Sofosbuvir	\$6	Sovaldi®	\$1000
Sofosbuvir + Ledipasvir	\$12	Harvoni®	\$1130
Rosuvastatin	\$0.25	Crestor	\$7.25
Sitagliptin	\$0.25	Januvia	\$11.25

*price when launched*



*More than 99% cheaper*

## Recent Developments

- Entry into large regulated markets
- Overseas manufacturing through JV etc.
- Major global awards and accolades
- Policy Guidelines: National drug Policy, Clinical Trials Guidelines, Biosimilar Guidelines, CETP guidelines for API etc.
- Major initiative in API backward integration  
→ API Park is now ready



## Bangladesh pharma industry: Challenges for future growth

- High dependency on import of APIs
- Faster entry into large international markets – emerging and developed countries
- Limited capabilities in IP/legal/regulatory/clinical trials
- R&D focus and investment in basic research and biosimilars/vaccines
- LDC graduation and TRIPS waiver (2024/2033) – post LDC challenges



# Opportunities

A person wearing a white lab coat and a white hairnet is seen from the side, looking down at a piece of equipment in a laboratory. The background is a clean, modern pharmaceutical facility with various machines and pipes.

## Bangladesh pharma industry: Growth drivers

- Rising per capita income
- Increasing health awareness and better access to healthcare
- Changing disease profile and increasing medical coverage
- Growing number of modern healthcare facilities
- More and more investment in this sector
- Support from Govt. and favorable policy initiatives
- TRIPS waiver till 2033



## Bangladesh pharma advantages

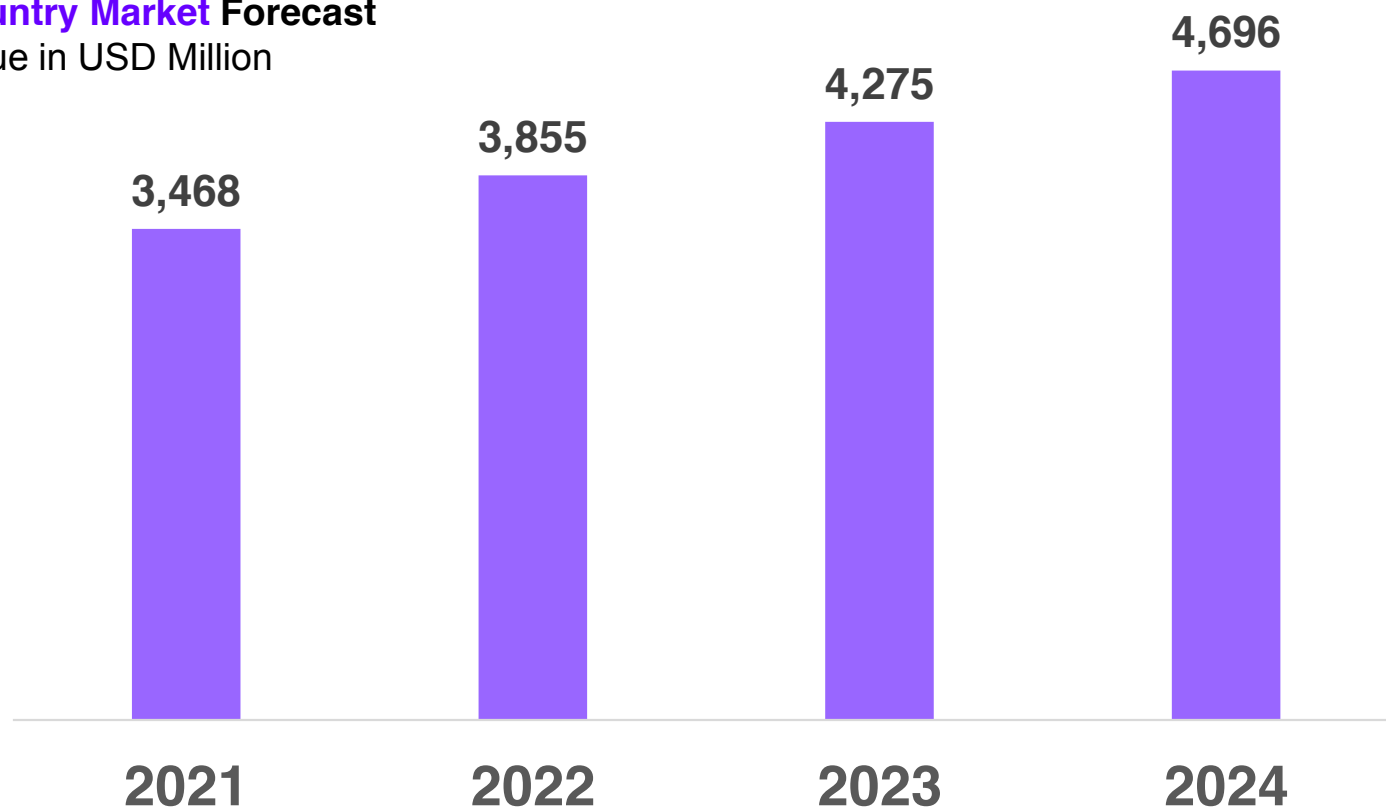
- World class facilities certified by major global regulatory authorities
- Highly competitive white-collar professionals; 4 to 6 times cheaper than India and China
- Proven capabilities with diverse dosage delivery systems
- Growing capabilities in bio-similiars, vaccines, oncology drugs etc.
- Successful track record of partnerships with global MNCs
- Medicine price lowest in the world
- WTO/TRIPS waiver for pharmaceuticals extended till 2033



## Bangladesh Pharmaceutical Industry

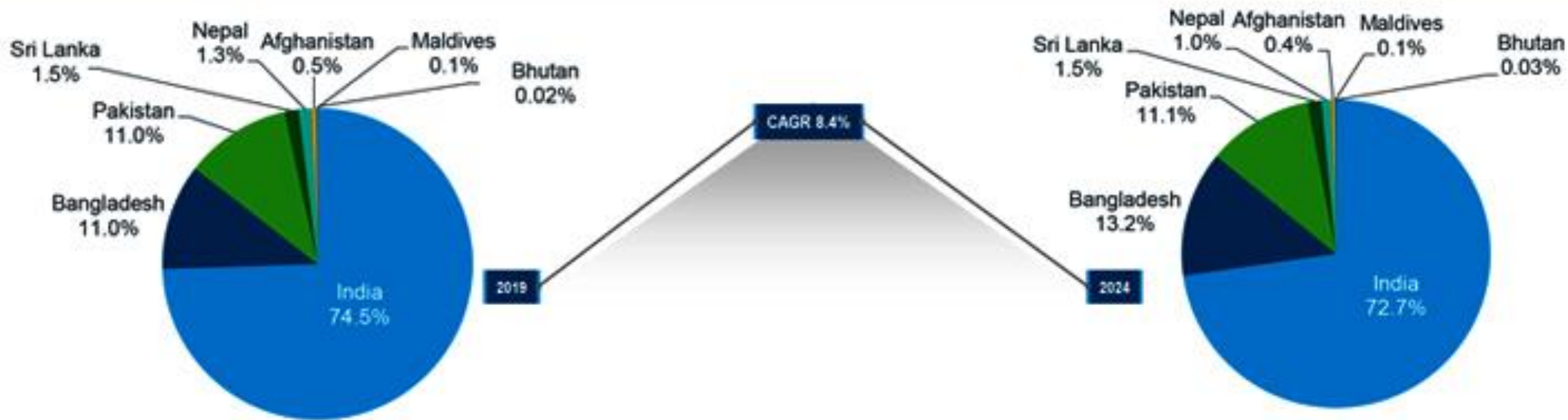
Pharma market is projected to reach c. US\$ 5 billion by 2024

**Country Market Forecast**  
Value in USD Million



# Indian Subcontinent Pharma Market Forecast to 2024

Market Share (US\$) based on September 2020 Forecast



CAGR (%) is based on LCE value  
Market Prognosis Global 2020-2024



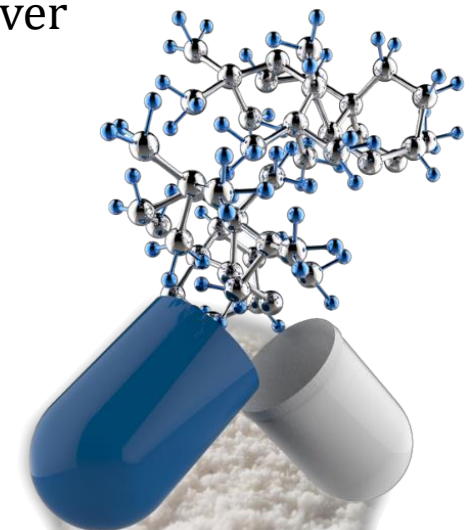
### Opportunities in Global Generics

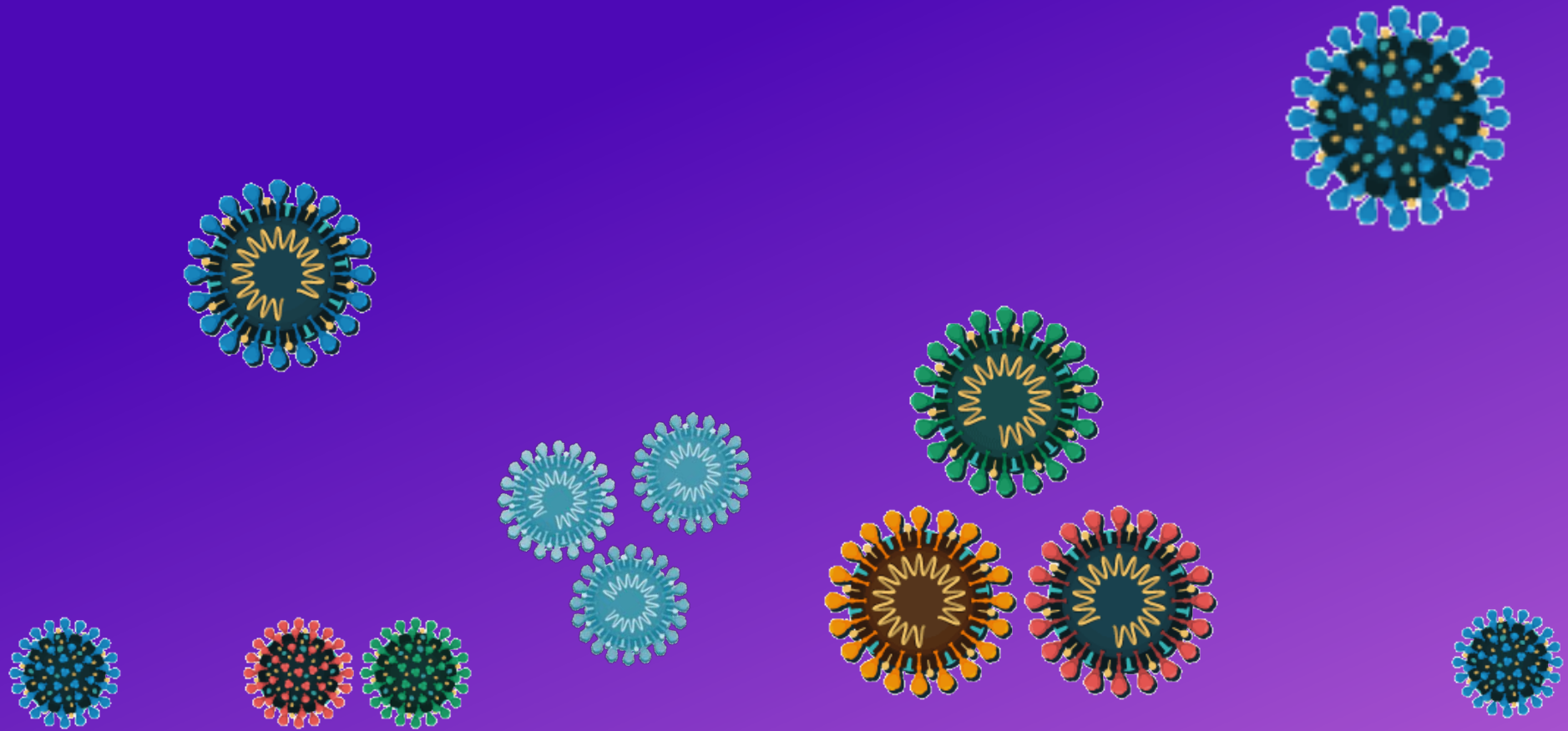
- Global generics market – currently US\$ 400 billion and expected to reach US\$ 600 billion by 2025
- Originator drugs worth US\$ 166 billion going off-patent within next 5 years
- Governments around the world are promoting use of generics
- Despite a rapid patent expiry, the global market is experiencing shortage of generics
- China and India are losing cost advantages due to increasing wages
- Contract manufacturing opportunities (for differentiated high-value products)



### Opportunities in API

- Increasing demand in domestic market; lower dependency on import
- Backward integration to make the industry more competitive
- Export potential with patented APIs as Bangladesh enjoys TRIPS waiver
  - 20% cash incentive on export

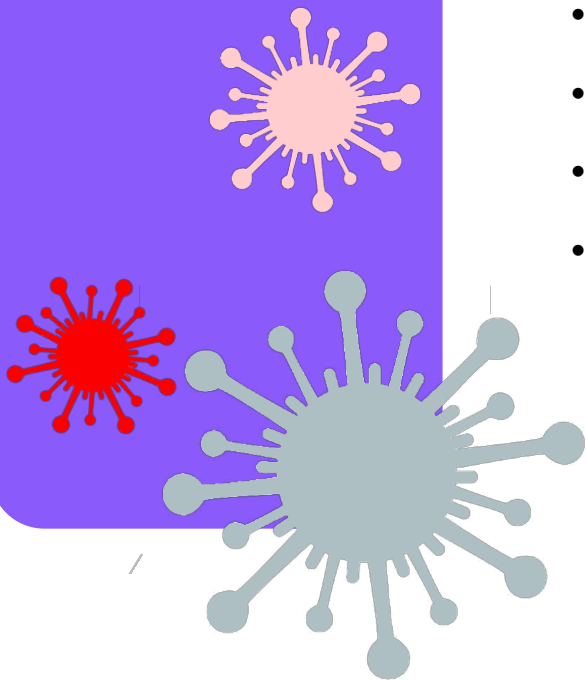




# Impact of COVID-19

## Impact of COVID-19

- Global disruption in the supply chain
- Bangladesh is predominantly dependent on China and India for APIs
- Cost escalations in API, excipients, packaging materials and other inputs
- Challenges in inventory management
- Some impact on export business
- Higher freight and logistics costs (both air and sea)
- Higher operating costs for mitigation measures (safety at workplace)



## COVID-19 Drugs (re-purposed) in Bangladesh

- Launched most of the re-purposed drugs on-time and at affordable prices despite global supply chain disruption
- World's first generic Remdesivir launched which received global attention
- Supporting the needs of other countries as well.



# Pharma Industry – Going the Extra Mile to Keep the Nation Safe

- Support to frontline healthcare workers
- Awareness campaigns
- Joining the MPP initiative
- Supply of COVID-19 vaccines
- Global recognition



The New York Times  
 Emergency Treatments for Covid-19 | Treatment Tracker | Trump's 'Cure' Authorized | How a Medicare Drug Will Make Billions



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## Bangladesh's Beximco to launch 1st generic of Gilead's COVID-19 drug remdesivir

Beximco Pharmaceuticals Ltd. is launching the first generic version of Gilead Sciences Inc.'s antiviral drug remdesivir, which is being used to treat COVID-19.

Remdesivir received the U.S. Food and Drug Administration's emergency use authorization earlier in May, after the therapy was proven to be effective against symptoms of COVID-19, the respiratory disease caused by the novel coronavirus.

Beximco, which is headquartered in Dhaka, Bangladesh, will market remdesivir as Demisvir. Bangladesh's Directorate General of Drug Administration granted an emergency use authorization to Beximco's generic copy of remdesivir, allowing broader access to the intravenous drug, especially in developing countries.

The company will donate Demisvir to Bangladesh's government, which will distribute the therapy to public hospitals for free. The medicine will not be available through retail.

**Author:** Mark Luke Brown  
**Source:** Healthwire & Pharmaceuticals

## World First Copies of Gilead Virus Drug to Start Selling in Bangladesh

By Arun Deymal  
 May 21, 2020, 11:30 AM GMT+6

- Beximco to sell remdesivir at a retail price for private clinics
- Gilead's drug cleared by U.S. regulator for emergency use

Sign up here for our daily coronavirus newsletter so that you need to know, and refer to our COVID-19 podcast for the latest news and analysis.

Bangladesh's Beximco Pharmaceuticals Ltd. said it has become the world's first company to start selling the generic version of Gilead Sciences Inc.'s antiviral drug, an emergency use authorization, and the first in the world to be available across the developing world.

The Dhaka-based company, which claims to have built 50 of its hospitals, will sell remdesivir for about 6,000 taka (\$110) to private clinics but will also offer it free to state-run hospitals treating COVID-19 patients, Rakibul Islam, chief operating officer at the company, said in an interview. A critically ill COVID-19 patient will need at least six vials, he said.

Bangladesh can produce generic versions of patented drugs under World Trade Organization provisions that give low-income countries a system from sending home. Remdesivir was cleared by U.S. drug regulator for emergency use in 200,000 patients, lowering the first-mortality rate by 40% in 100 patients, he said, available to their second patients.

## manufacturing CHEMIST

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### Beximco Pharma introduces first generic remdesivir for COVID-19

By Arun Deymal  
 21 May 2020

World's first generic manufacturer to receive government approval to supply to government hospitals.



Beximco Pharmaceuticals Ltd. is launching the first generic version of Gilead Sciences Inc.'s antiviral drug remdesivir, which is being used to treat COVID-19. Remdesivir received the U.S. Food and Drug Administration's emergency use authorization earlier in May, after the therapy was proven to be effective against symptoms of COVID-19, the respiratory disease caused by the novel coronavirus. Beximco, which is headquartered in Dhaka, Bangladesh, will market remdesivir as Demisvir. Bangladesh's Directorate General of Drug Administration granted an emergency use authorization to Beximco's generic copy of remdesivir, allowing broader access to the intravenous drug, especially in developing countries. The company will donate Demisvir to Bangladesh's government, which will distribute the therapy to public hospitals for free. The medicine will not be available through retail.





## Bangladesh Pharmaceutical Industry: Summary and the Way Forward

## Bangladesh Pharma: Post COVID-19 Scenario

- Consistent growth projected; c. \$5 billion by 2024
- Developing nation status; increasing income and life expectancy; health awareness and improved access to healthcare will drive the industry growth
- Govt's priority to develop the pharma industry and turn it into a major export earning sector
- Focus on therapeutics and vaccines in response to COVID-19 pandemic
- Larger investment in biologics including vaccine production facilities
- Potential collaboration with global partners



## Bangladesh Pharma Industry: Summary and Way Forward

- Fast track entry into large international markets – just 1% share of the US market is worth US\$ 1.0 billion export earnings
- Develop capabilities across the value chain (not just formulation or API)
- Implementation of API park
- Encourage innovation and basic research
- Promote Industry-Academia collaboration
- Build sufficient capabilities for medical products such as vaccines, biotherapeutics like monoclonal antibodies, medical devices and diagnostics
- Impact assessment of LDC graduation
- Proactive policy support for the industry
- Preparation for post-WTO challenges



## **Strategic Partnership Opportunities between Bangladesh & India**

## Strategic Partnership Opportunities between Bangladesh & India

- Partnerships in API manufacturing
  - *Dedicated API Industrial Park*
  - *Common cETP nearing completion*
  - *Tax holiday and other benefits (e.g., subsidized utility cost)*
  - *Duty exemption on capital machinery*
  - *Opportunity for “loan license” manufacturing*
  - *20% cash incentive on export*
- Collaborative Research
- Clinical Trials
- Contract manufacturing
- Collaboration in setting up a technical academy/institute (similar to NIPER)



**Clarivate Intelligence support for business growth**

## Clarivate Intelligence support to Beximco Pharma

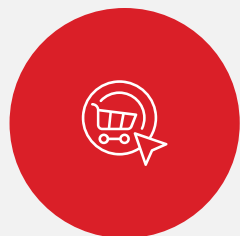
- A reliable data source
- API vendor and price insights
- Product portfolio selection and management
- A critical strategic data tool

# Value added intelligence supports



## PARTNERSHIP

Find and evaluate potential partner and customer



## API SUPPLIER

Find and evaluate best suitable API supplier



## GENERIC

Gain an understanding when a drug will go generic in global market



## SALES & CONSUMPTION

Know global sales and consumption data of a molecule



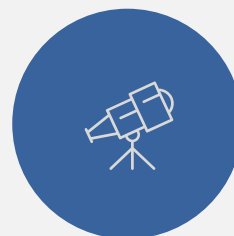
## PATENT

Understand the patent landscape of a molecule



## PACK PRICE

Know the pack price of launched product



## US MARKET

Detail market share analysis for US market



## LAUNCHING INFO

Product launching information for generic

A yellow L-shaped graphic consisting of a vertical line on the left and a horizontal line on the top, forming a corner bracket.

Questions?

[rra@bpl.net](mailto:rra@bpl.net)

**Thank You**