In the year 2018, the Ministry of Economic Development and Trade of Ukraine has reported a bilateral trade between Ukraine and India amounting to USD 2.3 billion.

Thus, India is the largest trading partner of Ukraine among the countries of the Asia-Pacific Region. At the 25th International Partnership Summit in Mumbai in January 2019, First Vice Prime Minister of Ukraine and simultaneously Minister of Economic Development and trade Stepan Kubiv noted that the key tasks of further cooperation between our countries were industrial cooperation between businesses, as well as the development of trade.

What attracts investors to the Ukrainian Pharmaceutical sector?

Few Pointers. First, foreign companies consider the availability of qualified personnel in Ukraine, and secondly—the relatively free and regulated market, as well as government programs to support business in the field of pharmaceuticals, are a great attribute. Thirdly a Strong Ukraine Pharmaceutical market, that is a $3.4 billion plus market, growing steadily by 19.9% annually is very attractive. This market is second in terms of value after Russia pharmaceutical market.

Conducive business atmosphere for Indian Pharmaceutical companies

A number of leading Indian pharmaceutical companies like Alembic, Dr. Reddy’s Laboratories, Hetero, Sun Pharma, Macleods have their representative offices in Ukraine. Representatives of major pharmaceutical companies have set up an ‘Indian Pharmaceutical Manufacturers’ Association in Ukraine which takes active initiatives at various forums at Ukraine.

Further, A promising avenue between Ukraine & India will be Joint Ventures for building a base for research and production of Biologically Active Additives, Herbal and Ayurvedic drugs as Indian Pharmaceutical Companies are world pioneers.
Visa-free travel for Ukrainian citizens with biometric passports entered into force on 11 June 2017 following the successful conclusion of the visa liberalisation dialogue, covering significant reforms ranging from rule of law to integrated border management and fundamental rights. Since visa liberalisation, Ukrainian citizens made more than 2 million visa-free visits to the EU with biometric passports.

“DREAM VISION”

We congratulate the new President Volodymyr Oleksandrovych Zelensky serving as the 6th and incumbent President of Ukraine since 20 May 2019. President Zelensky has major reform plans for Ukraine in various sectors of the Economy.

Dream Vision - The vision for Ukraine is as a country where businesses "can be open in an hour, get a passport - in 15 minutes, and vote in the elections - in one second."

Also, In the "Ukraine Dream" Vision of President Zelensky, The focus is on the Salary of doctors and teachers. While, President Zelensky promises hospitals and schools advanced equipment and upgrade infrastructure.

Further, He comments on the Medical Facilities and Pharmaceutical market and reforms pertaining to it.

(a) Insurance medicine may soon become a reality and according to the program, the patient will itself determine the insurance program to choose the institution and the way of medical treatment.

(b) Introduction of compulsory free annual medical examination.

(c) Program to promote a healthy lifestyle.

(d) Medicines that have been registered in the EU and the US market will not receive additional permits in Ukraine.

Electronic Prescription Launched in Ukraine

According to the report, from April 1, patients will be able to receive medicines in any pharmacy that signed a contract with the National Health Service of Ukraine (NHSU) to participate in the reimbursement program called “Affordable Medicines”.

Patients who use the government’s medicine cost reimbursement program called “Affordable Medicines” will be able to receive medicines to treat cardio-vascular diseases, type 2 diabetes and bronchial asthma using an electronic prescription, according to a posting on the website of the Health Ministry of Ukraine.

Over 5,000 pharmacies in the country joined the reimbursement program. The leaders in Pharmaceutical Retailers Companies among the regions have joined the program in the prominent cities of Lviv, Kharkiv, Dnipropetrovsk, Donetsk regions and Kyiv city.
The current political situation has created new opportunities for doing business in Ukraine because of its progressive approach to Europe and the implementation of important reforms aimed at turning the country into a free economy.

Placed between two big economic blocs, the European Union and the Eurasian Economic Union, Ukraine is the second biggest country in European zone after Russia.

This market of over 45 million consumers has good reasons to see a bright future to do well by considering the following factors:

1. Ukraine holds the third largest reserves of non-conventional hydrocarbons (extractable by fracking) in all Europe.

2. Its fertile surface equals to a third of the total productive soil of the European Union. Ukraine is already the third world exporter of corn and the fifth of wheat, with a considerable growth potential.

3. Since January 1 2016, Ukraine is part of the European Union’s free trade zone, which in practice obligates Europe to provide it with a higher level of economic assistance. It also means a clear opportunity to the Indian & The already present European exporter to readily tap the market, before it gets full of competitors, which will very likely happen in no more than 5 years after its formal integration in the union.

4. Recent gradual growth forecast is a reflection of a good pace of implementation of the necessary reforms (especially the fiscal consolidation), the activation of the customs agreement with the European Union and the low prices of fuel.

5. The Ukrainian financial sector is currently undergoing a process of recapitalization and restructuration in order to ensure its efficiency at performing its tasks and its capacity to cover the deposits in case of bank defaults. In addition to that, the international reserves of the Ukrainian National Bank have grown by 260% to reach 13 billion dollars, which should be more than enough to maintain a stable exchange rate.

6. The strong devaluation of its currency, the Hryvnia, generates very interesting investment opportunities & somehow has turned a positive pointer to the investor and allows the Western & Indian companies to make very competitive acquisitions.

7. The still relatively competitors free markets, the future works of reconstruction in the eastern part of the country and the fear (mostly inconsistent) of many companies at betting for Ukraine today probably makes this country the area with the best development opportunities and return on investment of the whole European continent.

But Ukraine still has its challenges, considering the positives of a strategic location near to Europe, CIS Market, good infrastructure, educated and skilled population, surely a futuristic visionary company would definitely take advantage of the current situation and go the European Way.
Agriculture

Unlike most developed European countries, agriculture in Ukraine is the most capacious industry for attracting foreign investment into the economy. The positive factors are:

1. Favourable natural conditions and location of the country on the map of the world agribusiness,
2. Low cost of local resources and historical predisposition to agriculture,
3. Developed infrastructure and agricultural machinery,
4. Being close to the world’s leading consumer markets—the EU countries and the Middle East.

Software and hardware

In Ukraine, many people worship “IT sector” like a God. Experts and financial analysts often speak about the super-profits of companies operating in outsource software development market. The main asset of these companies is employees with a sufficiently high level of qualification. The main competitive advantage is a low salary in comparison with Western Europe and Northern America.

In recent years, Ukrainian IT start-ups have attracted big money. For example, in 2012, the Google bought the Ukrainian project Viewdle for $45 million and in 2015 it became known about the deal between the Odessa startup Looksery and Snapchat with a record sum of $150 million.

Communication sector

In early 2015, Kyivstar, MTS Ukraine (Vodafone) and Lifecell paid the state 8.7 billion UAH for new licenses at the 3G auction. Since that time, the companies have invested more than 20 billion UAH in the infrastructure of the new generation. Taking into account the licenses, foreign investments (shareholders of all three companies are not Ukrainian entities) has already totalled about UAH 30 billion, or slightly more than $1 billion USD. Now, Ukraine Prepares for 4G Network.

Big Brands in Ukraine

Nestle, Mondelez, Danone, Carlsberg, and Coca-Cola—that’s just a small fraction of food giants with world names who believed in Ukraine. Majority of these companies bought existing enterprises and modernized them, but this does not detract from their influence on the country’s economy. Their presence in the market suggests that foreign companies can work successfully in Ukraine.
AZERBAIJAN
Market access: Director of the company’s sales and export department stated that the Pakistani pharmaceutical company WnsFeild Pharmaceuticals eyes to enter the Azerbaijani market, the company was formed in 2007. The company exports its products to Yemen, Afghanistan, Rwanda and other countries.

KAZAKHSTAN
E-health : On 07/04/2019, the Order of the MOH on the new rules for drug prescription came into force. Now, at the choice of the patient, prescriptions can be drawn up either on paper or in the form of an electronic document certified by e-signature of a medical professional.

BELARUS
Industry : Belarus company Medtechcenter signed the memorandum with Chinese companies Biolight Co., Ltd and Medeco Industry Co., Ltd. on the creation of joint production facilities for the production of medical equipment in Belarus.

UZBEKISTAN
Public procurement : From 1 Jul 2019 to 31 Dec 2020, the government will hold an experiment in the public procurement of drugs and medical devices aimed to promote Uzbek products. The state customer will reject all applications containing proposals for the supply of imported drugs and medical devices, if there are two or more domestic manufacturers of similar products (by international non-proprietary name).

RUSSIA
Industry : Russian Direct Investment Fund, sovereign fund of Russian Federation and Turkish company Ronesans Holding agreed to jointly implement a project to build 15 medical clusters with common technological platform in the regions of Russia Pipeline. Russian company BIOCAD registered the original inhibitor of interleukin-17, developed for the treatment of moderate and severe psoriasis. According to estimates of the company, launching of the drug should reduce the cost of treating severe psoriasis by three times.
Retail trade : Retail chain Magnit is preparing to launch 300 pharmacies throughout Russia. It is going to open 2,000 pharmacies in total by the end of the year.

Pharma Business Indicators

OTC Market :
- A growing health awareness via internet is seen in Ukraine, Media based promotions activities like TV & Radio based advertisement and educational programs are the growth drivers in the OTC segments of products and an increase in demand has been recently seen in the Ukraine market. Further, Pharmacies too have attractive sales promotion plan to attract and boost the Retail sales

Prescription market :
- High incidence of alcohol consumption and high demand for medication like anti-ulcerants, digestives and GI Metabolites, multivitamins, pancreatic preparations, phospholipids have seen increase in demand
- Cardio molecules and antibiotic Injectable category are driving the steady growth in The Ukrainian Market
- Recently an influx has been seen by Indian and European companies as entrant in the Niche markets of Oncology and Hepatoprotective preparations
- Continuous requirement of Cough & Cold Preparations and Pain relief category medications, still occupy the top most selling brands and is seen as a steady growth driver since the period of last 5 years
- Rx indicators show that advance CNS molecules shall be the future drivers for Pharma sector In Ukraine
Beautiful Ukraine

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Support Teams
- Organizing & Undertaking the Incorporation of company, Arbitration, Notary and Approvals from all the related Legal offices in Ukraine
- Excellent Network & Rapport with the purchase Managers to the Senior Levels staff within each Distributor Vertical in Ukraine
- Branding & Marketing Experience of Pharma Marketing of the Rx Business & OTC products

Business Outline

(A) Identification of correct entity /distributor as per your requirement
(B) Marketing Contracts and related legal documentation

(A) Pre-launch Market analysis & Sales forecast
(B) Required Approvals & Certifications
(C) Organizing Import/Logistic process
(D) Organizing Pharmacy distributor network
(E) Office & Warehousing setup
(F) Marketing Team with Training, Internet Monitoring systems & promo activity
(G) Legal Related documentation
(H) Post Marketing analysis

(A) Product Registration/Re-Registration (Rx, OTC, Food supplement)
(B) Mergers & JV initiation
(C) Capture Management Projects

About Us
Global Agency has strategically set up the Corporate Offices in the beautiful city of Kiev. So as to cater to the West & East European markets. Global Agency and its associates operates business enterprises in out of England, Ukraine, Romania, Georgia, Kazakhstan, Kyrgyzstan, South Africa and India and soon shall commence business operations in the beautiful city of Athens in Greece.
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