

Indonesian Pharmaceutical Products

Worth Competing

WHAT'S INSIDE

In an effort to meet the growing need for medicines for both the domestic and foreign markets, the Indonesian government seeks to accelerate the strengthening of domestic drug production with a stronger and more independent pharmaceutical industry.

editor's desk

Dear valuable readers,

Having an independent pharmaceutical industry has been a dreamed by the Indonesian government for a long time. In fact, Indonesia currently has international quality pharmaceutical products, already has a very well maintained standard, both in terms of quality, safety, and medicinal properties, so that Indonesian produced medicines do not need to worry about being able to compete in the global market .

The development of the pharmaceutical industry in Indonesia is running very fast, even though until now the raw materials of these products are still imported, and do not become a control to remain optimistic that they can grow better in 2019.

Indonesian pharmaceutical products have been received by European Union countries, and have also entered the Asian market such as the Cambodian market and even this market is very promising for these products with a significant increase because the quality is already known and the price is affordable.

Various facilities provided by the Indonesian government to encourage the growth of the upstream pharmaceutical industry to meet the needs of the downstream industry, which have so far been mostly imported. Government regulations and health assistance projects from international institutions have also contributed significantly to the development of the pharmaceutical industry as a whole.

Thank You



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HOT ISSUE

Indonesian Pharmaceutical Products

Worth Competing

The Food and Drug Supervisory Agency (BPOM) is optimistic that the Indonesian pharmaceutical industry has enormous potential and Indonesia is no longer a country left behind in terms of medicines. In fact, Indonesia has been very capable of supplying the needs of other countries, especially for vaccines and medicines to member countries of the Organization of Islamic Cooperation (OIC).

Indonesia currently has international quality pharmaceutical products but is not well-known in the international market. Indonesian pharmaceutical products already have a very well-maintained standard, both in terms of quality, safety and efficacy of medicines, so that Indonesian-produced medicines do not need to worry about being able to compete in the global market.

Indonesia as one of the two OIC countries that received qualified drug certificates from the World Health Organization (WHO) has enormous

potential in supplying drugs and vaccines to OIC countries. The country that received the certification was only Senegal and Indonesia. Senegal only gets 1 Vaccine certificate, while Indonesia has more than 10 certificates of medicine.

Indonesia is the second richest country in the world in terms of biodiversity. There are around 30,000 species identified and 950 species of which are known to have biopharmaceutical functions, namely plants, animals, and microbes that have potential as drugs, health food, nutraceuticals, both for humans, animals and plants.

Indonesia has a supply of pharmaceutical products that are able to meet world demand, this can be seen from Indonesia's exports of HS 30 (Drug Products) to the world even though it only ranks 43rd with a positive trend of 0.54% in the 2014-2018 period.

Indonesia's pharmaceutical production has a large market share in the country and it is currently reaching international markets. As with the production of PT. Biofarma and PT. Kimia Farma as a State-Owned Enterprise (BUMN) engaged in the pharmaceutical industry in Indonesia has experienced a lot of progress. The progress of these two companies has been very good, because indeed the market share of the drugs they produce is very large and indeed very much needed by the people in the country and abroad. Some foreign countries, especially those who are members of the Organization of Islamic Cooperation (OIC), have been able to receive products made by Kimia Farma and Biofarma.

The advantages of the efficacy of Indonesian medicinal products are as good as those of similar chemical products originating from abroad, because the drugs produced by Indonesian companies have been recognized by the WHO (World Health Organization), so there is no need to double Indonesia's drugs product.

Indonesian pharmaceutical products have been received by European Union countries, although the export value is still relatively small, namely USD 7.56 million in 2018 for products with HS 3004 (medicaments; consisting of mixed or unmixed products for therapeutic or prophylactic use, put ups in measured doses (incl. those in the form of transdermal admin systems) or packed for retail sale). This value is down 2.27% compared to 2017, but volume increases by 29.20%, so there is a possibility that this decline is due to selling prices or exchange rates. This shows that Indonesian pharmaceutical products have been received by the EU by meeting their requirements.

Pharmaceutical products from several Indonesian companies have also entered the Asian market such as the Cambodian market, and have even become products that are increasingly in demand by those

citizens. This is supported by the presence of several pharmaceutical companies whose products have entered the Cambodian market, including Dexa Group, Soho, Kalbe, and Eagle Pharma. In fact, the Dexa Group company has established a joint venture company called Dynamic Argon Co Ltd in Cambodia.

As stated by the Indonesian Ambassador to Cambodia, Sudirman Haseng "Many Indonesian pharmaceutical products have entered and sold in Cambodia. Demand for Indonesian pharmaceutical products, especially general disease medicines, has increased significantly in this market.

Indonesian pharmaceutical products are very promising in Cambodia, the increase is significant because the quality is already known and the price is affordable.

Indonesian Herbal Products also have the opportunity to penetrate the international market, these products are sold almost all over Indonesia but have also penetrated international markets such as Hong Kong, Taiwan, Bangkok, Malaysia and Brunei.

In an effort to meet the growing need for medicines for both the domestic and foreign markets, the Indonesian government seeks to accelerate the strengthening of domestic drug production with a stronger and more independent pharmaceutical industry. The government will also soon launch a package of economic policy related to pharmacy in the near future.

At the ASEAN level, Indonesia's pharmaceutical market reaches 27 percent of the total ASEAN market. Of this amount, around 70 percent is dominated by national players who make Indonesia the only country in ASEAN dominated by local industries.

List of Exporters for HS 30 (Medicament) - World

As of March 2019

No	Countries	Exported value (US Dollar thousand)					Trend % (14-18)	Growth % (17-18)	Share % (2018)
		2014	2015	2016	2017	2018			
	All Countries	512.500.356	495.858.412	493.872.129	527.490.876	596.630.325	3,73	13,11	100
1	Germany	79.699.396	75.780.088	77.098.405	84.468.411	96.765.012	5,09	14,56	16,22
2	Switzerland	62.594.870	60.596.101	67.454.988	70.281.761	75.150.668	5,27	6,93	12,60
3	United States of America	43.995.520	47.293.310	46.830.921	44.935.704	48.391.339	1,40	7,69	8,11
4	Belgium	49.845.648	43.154.261	41.975.129	43.179.075	47.538.391	-0,94	10,10	7,97
5	Ireland	27.195.330	31.865.328	31.795.963	38.322.216	53.301.971	16,54	39,09	8,93
6	United Kingdom	33.567.373	35.973.438	32.579.905	32.716.007	30.137.486	-3,06	-7,88	5,05
7	France	35.160.831	29.893.562	30.126.331	31.407.170	33.843.745	-0,27	7,76	5,67
8	Italy	25.266.871	19.803.438	21.215.394	25.686.968	27.692.506	4,53	7,81	4,64
9	Netherlands	25.744.858	26.563.898	16.662.962	23.722.369	43.231.207	9,68	82,24	7,25
10	Denmark	12.171.544	11.721.202	12.486.523	12.942.633	14.419.884	4,48	11,41	2,42
11	India	11.663.326	12.544.722	13.042.716	12.895.464	14.277.180	4,41	10,71	2,39
12	Spain	12.682.235	11.345.080	10.800.496	11.348.491	12.261.776	-0,67	8,05	2,06
13	Austria	9.284.987	8.103.515	8.582.563	9.083.383	10.046.044	2,75	10,60	1,68
14	Sweden	7.596.740	7.343.366	7.173.613	7.779.356	8.703.443	3,35	11,88	1,46
15	China	6.591.592	6.940.731	7.011.522	7.364.201	8.866.142	6,74	20,40	1,49
16	Israel	6.212.299	6.547.861	6.657.911	7.285.665	5.637.611	-0,87	-22,62	0,94
17	Canada	7.068.652	7.719.773	8.396.280	6.289.075	7.868.196	0,09	25,11	1,32
18	Singapore	7.135.998	6.830.461	5.610.191	5.892.668	8.352.706	1,69	41,75	1,40
19	Hungary	4.990.274	4.808.933	4.741.121	5.209.104	6.381.359	5,88	22,50	1,07
43	Indonesia	518.083	586.499	566.265	557.699	545.848	0,54	-2,12	0,09
	OTHER COUNTRIES	20.385.504	18.484.461	19.503.995	19.377.699	15.097.810	-5,38	-22,09	2,53

Sources : ITC calculations based on UN COMTRADE statistics.

Prepared by DGNED



MARKET REVIEW



The performance of the pharmaceutical industry in Indonesia has recorded significant growth. In terms of total domestic pharmaceutical market value, it was higher than Malaysia and Singapore, even though in terms of health expenditure, Indonesia was still relatively low.

The performance of the pharmaceutical sector is inseparable from macro growth and business expansion by the issuers. Similarly, government regulations and health assistance projects from international institutions have also contributed significantly to the development of the pharmaceutical industry as a whole.

The pharmaceutical industry is one of the sector priorities that must be increased in 2019 because it is considered to have contributed significantly to the growth of the Indonesian economy.

The government ensures to provide various facilities to encourage the growth of the upstream pharmaceutical industry in order to meet the needs of the downstream industry, which so far are mostly imported from abroad.

The pharmaceutical industry in Indonesia currently has been able to meet 90% of the needs of the domestic pharmaceutical market. This is an achievement to be proud of because the production is dominated by local products.

The Ministry of Industry is optimistic that the pharmaceutical industry can grow 7% to 10% in 2018, and can grow better in 2019. This is triggered by an increase in investment and a positive performance record driven by the National Health Insurance (JKN) program. The JKN program is considered still a magnet for investors to invest because of the potential for increased demand.

The government is very concerned about these conditions, therefore the government provides convenience so that the pharmaceutical industry can produce industrial raw materials rather than having to import, by establishing a factory.



Targeted Pharmaceutical Industry Turnover of Rp700 Trillion

The national pharmaceutical industry is targeted to reap sales of Rp700 trillion by 2025. The amount consists of domestic sales of Rp.450 trillion and exports of Rp250 trillion.

“This is a pretty big target for the pharmaceutical industry. In 2025, the pharmaceutical industry’s market share has reached Rp. 700 trillion compared to the current figure of Rp. 70 trillion. It is hoped that there will be a tenfold increase, but certainly with the support of the government,” said Deputy Secretary General of the Indonesian Pharmaceutical Companies Association (GP Farmasi Indonesia) Kendrariadi Suhandi.

To achieve this target, several strategies have been prepared, including the first, strengthening research and manufacturing of standardized natural biopharmaceutical products and integrated drug raw materials through cooperation. Second, mastery of technology and improvement of international standard manufacturing capabilities. Third, carry out an integrated international expansion. Fourth, creates a business environment that supports the growth of the national pharmaceutical industry and the fifth increase in the competence of human resources.

Meanwhile, throughout 2017 the performance of the pharmaceutical, chemical and traditional industries grew 6.85% higher than the national growth which grew 5.07%. In terms of investment, this industry jumped to 35.65% or IDR5.8 trillion compared to the previous year.

Bulgarian Market Opportunities for Indonesian Pharmaceutical Products

Indonesia has exported pharmaceutical products (HS 30) to European Union countries, although its export value is still relatively small, namely

USD 7.56 million in 2018 for products with HS 3004 (medicaments; consisting of mixed or unmixed products for therapeutic or prophylactic use, put up in measured doses (incl. those in the form of transdermal admin systems) or packed for retail sale). This shows that Indonesian pharmaceutical products have been received by the EU by meeting their requirements.

Bulgarian trade requirements or regulations as EU members are harmonized with EU regulations, so that pharmaceutical products from Indonesia have the opportunity to enter the Bulgarian market, because Indonesia has already been exported or has been accepted by the EU market.

Although Bulgaria’s import value of HS 30 is among the smallest in the EU in 2018, it has the 4th largest growth of the EU, namely 14% after Ireland (56%), Malta (30%) and Poland (15%), so the pharmaceutical industry is one of the promising sectors in the Bulgarian economy. On the other hand the growth trend of HS 3004 medicines in Bulgaria also increased 1.56% during the period 2013-2017.

The Bulgarian market provides an opportunity to explore a more established health sector market, with the export potential of Western Europe and the Middle East which includes:

- Technology, pharmaceutical services, and e-health;
- New drugs (brand and generic) especially for oncology, diabetes and cardiology;
- Immunization;
- Eye care products including eyeglass frames, lenses and optical products;
- Food supplements, especially from herbs;
- Medical equipment in large numbers such as latex gloves, first aid kits, syringes, nurse caps, masks, and so on.



From the several requests above, food supplements are one of the best-selling segments that have reached 11% growth and are estimated to reach a market size of USD 190 million. Food supplements have increased in popularity over the past 5 years and accounted for more than half of the total sales of vitamins and food supplements, with a share of 53%. The increasing popularity of these products is mainly due to supplements being seen as natural products, harmless and a healthy substitute for synthetic traditional medicines that have potential side effects. The most popular category of food supplements is probiotic supplements, with sales of USD 12 million in 2016, representing 22% of total food supplement sales.

The Bulgarian medicine sector is growing driven by modernization of production and foreign investment generated from EU membership. Imports accounted for more than half of the total market, but exports also grew rapidly in the market of the Common Wealth of Independent States (CIS) which grew quite high.

HS 3004 or in it includes generic medicines having a large enough market in Bulgaria, one of them because of the low cost. This product represents around 80% of the market by volume and 50% of the total value of HS 30. The challenge is that domestic producers play an important role in this market. Regarding the introduction of generic substitutions and recipes regularly discussed with the professional community and the Association of Bulgarian Pharmaceutical Producers (ABPM) even though no legislative steps were taken. Nonetheless, there is government pressure on price restrictions that contribute to the expansion of the market for generic drugs.

The tendency of generic products is an increasingly large market share because the Bulgarian government is increasingly focusing on controlling costs and making strong local generic drugs. Product quality has significantly increased as a result of compliance with EU production requirements. Whereas in the non-prescription pharmaceutical market which is currently still limited in Bulgaria the trend is beginning to rise

with increasing consumer awareness of health, strong advertising support, and a focus on controlling costs in health care.

Bulgaria has one of the largest pharmaceutical producers, Sopharma, which produces genuine and generic medicines and is the only ampoule producer in Bulgaria. The company was state-owned until 2000, which Sopharma later brought together 6 companies in the company's structure namely Sopharma AD, Unipharm ASD, Vramed AD, Pharmachim Holdings AD, NIFHI AD, and Rostbalkanpharm. In 2007 Sopharma added Bulgarian Rose and Sevtopolis AD to his company group.

Bulgaria has a positive perception of Indonesia, especially in terms of tourism, but has not entered into its products so that "made in Indonesia" does not have much influence in one of the considerations of Bulgarian consumer preferences because at the consumer level Indonesian pharmaceutical products have not been found. Although Indonesia's diplomatic bilateral relations with Bulgaria began in 1956, Indonesian products have not entered intensively into the Bulgarian market.

With Bulgaria's positive perception of Indonesia, if Indonesia can market one of its products well and be accepted by the Bulgarian market, then it will be easy to enter other types of products. The general awareness that is built will help the acceptance of new products that support the marketing of Indonesian products. In accordance with the theory of Zeithamal (2004) which formulates customer satisfaction as a customer evaluation of a product or service in terms of whether product or service has their needs and expectations, then customer satisfaction is a behavior formed as a purchase of the product. Consumer satisfaction is very important because they will re-use the Indonesian products offered which then build market loyalty.

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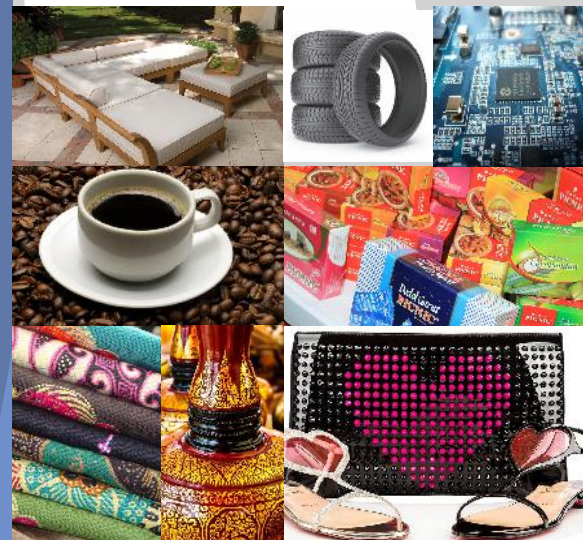
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