OMICS Group Conferences
Accelerating Scientific Discovery

3rd International Conference on
Pharmaceutical Regulatory Affairs

October 21-23, 2013 DoubleTree by Hilton Hotel San Francisco Airport, USA

Understanding the importance local knowledge strategy identification

Mamoona Firdous Naqvi

Gulf Pharmaceutical Industries – Julphar, United Arab Emirates

Abstract

Regulatory Affairs in emerging markets is complex, one does is not fit for all, needs to understand the current regulations in emerging markets and one step ahead towards standardization vs. localization. What are opportunities vs. local quirks and challenges, the nature of institutional voids, the socio-political set up, the degree of openness to the rest of the world are important dimensions of difference (i.e.; India, China). Tailoring strategies to penetrate in each market is must. Each market requires certain amount of localization of your business model to succeed. Localization is critical to access and serve any segment other than the "Global" segment. Failure to 'localize and develop individual regulatory strategies for doing business' are the most common reason of failure of MNCs in the emerging markets to uptake the markets , Regulatory environment define the market dynamics and healthcare system . Patient is been evolved as center point of health care system and policies around the globe.

This presentation will give some insight of regulation in emerging markets and how changes are evolving and absorbing and what are implications of these changed dimensions.

The most importantly emerging market are place where a lot of pharmaceutical business's attraction beside a lot of changes are required in healthcare system which is extremely important for the region with special reference of all stalk holders, pharmaceutical industries , healthcare & regulatory bodies and social sectors.

Biography

Professional experience stretched over 15 years mainly in regulatory affairs, business development and medical information with three leading organization Gulf Pharmaceutical - Julphar , sanofi Aventis, Pakistan and Aga Khan Hospital one of the renowned hospital worldwide , in affiliate role and regional role in some extent, highlight with proven track record of achievements with consistent progression in the career, Equipped with duel qualification – a pharmacist (graduate in pharmacy and Master in Pharmaceutical Sciences) and MBA in Marketing discipline (First class First, Gold Medallist). Her specialties includes solid understanding of product development, good interpersonal skills, an excellent communication skills with sensitivity for confidential information and socio-cultural issues, strong planning skills with proven competence in establishing new processes for faster market access, Expertise in develop and implement regulatory strategies, appreciation for cultural diversity and team work.