

**Embassy of India
Bucharest**

**PRESS RELEASE
Hybrid Pharmaceutical B2B Meet between India-Romania**

To enhance the growing strength of Indian pharmaceutical exports to Bucharest, the Embassy of India in Romania, in collaboration with the Pharmaceutical Export Promotion Council of India (Pharmexcil), organized a Hybrid B2B Meet on 30th July 2025. The event was held in the presence of Dr. Manoj Kumar Mohapatra, Ambassador of India to Romania, and Mr. Raja Bhanu, Director General of Pharmexcil.

Organized in a hybrid format to ensure wider participation, the B2B witnessed the physical presence of 20 plus Romanian companies, while approximately 100 Indian pharmaceutical companies joined virtually. Around 35-40 Indian firms introduced themselves, their pharma products and capabilities in exporting to Romania.

The meeting commenced with opening remarks by H.E. Dr. Manoj Kumar Mohapatra, Ambassador of India to Romania, who underscored India's global position as the "Pharmacy of the World." He highlighted that India is the largest supplier of affordable generic medicines worldwide and was among the first to manufacture and distribute essential drugs to over 150 countries during the pandemic. He encouraged Romanian pharmaceutical industries to consider importing these high-quality, cost-effective medicines from India.

Following this, Mr. Raja Bhanu, Director-General of Pharmexcil, conveyed his gratitude to the Ambassador and the Embassy for organizing the event and welcomed the Romanian companies. He encouraged Indian exporters to actively explore opportunities in the Romanian market and emphasized Romania's strategic importance in the regional pharmaceutical industry.

Romanian participants, including Mr. Vlad Matei, an importer of medicinal food supplements, and Mr. Gerald Flintoaca Filp, a medical sector consultant, expressed their keen interest in supporting Indian pharmaceutical companies seeking to enter the Romanian market.

The event concluded with a vote of thanks delivered by Shri Mahesh Chand, Second Secretary (Commerce), Embassy of India, Bucharest, who reaffirmed the Embassy's full support and availability to assist both Indian and Romanian stakeholders in fostering fruitful business engagements.

**Date : 30th July 2025
Place: Bucharest, Romania**