

11th World Congress on

PHARMACEUTICAL SCIENCES

September 28-29, 2018 | Montreal, Canada

The Challenges of pharmaceutical industry of Iran: Streamline objectives, Prioritization, and Approaching

Majid Davari, Afiye Kargari, Elahe Khorasani and Habib Rajai
Tehran University of Medical Sciences, Iran

The pharmaceutical industry is one of the most critical health domains which is deserved to specify an important share in the high global competitive environment. This industry in Iran has encountered a range of challenges. Of course, some of them are common with the developed industry. In order to bring together information on challenges of the pharmaceutical industry a comprehensive literature review in the main databases and related magazines published up to 2018 was performed. The challenges are due to non-evidenced-based policymaking in three main internal, interphase, and external categories. The first one is relevant to the governmental policies, like reimbursement strategy as the urgent challenge binged up these days. The second one is an interphase layer of export orientation challenges should be motivated to decline by targeting export to the intact segments of the international markets. It consists of quality management system documentation in companies, extra capacity of industry to motivate the managerial orientation of market research toward export, as well as, impairing the international relations. International relations should get enhancement by the membership of Iran to World Trade Organization to relieve the current intra-industry competition challenges. At the lowest level, there is organizing a practical network of Iranian Food and Drug Administration, companies and universities to pave the path for knowledge integration. All the challenges are in close causalities to each other. The aim of these attempts was merely to make the size of alternated manipulation should be done for each challenge feasible. All the challenges are important simultaneously.