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Business and Finance

WBCIL- A Legacy of Innovation and Excellence in Pharmaceutical Manufacturing

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New Delhi (India), July 26: **West Bengal Chemical Industries Limited** (WBCIL), a leading Indian pharmaceutical and nutraceutical API manufacturer, has made its debut at CPHI China 2024. CPHI China is one of the premier events for the global pharmaceutical industry. Despite the competitive pricing challenges posed by manufacturers, WBCIL's participation proved to be a great move, yielding significant business opportunities and forging valuable connections.

Navigating a Competitive Market

China is renowned as a global chemical hub, offering products at highly competitive prices. Historically, this has made it challenging for Indian companies to penetrate the Chinese market, where imports from China often surpass Indian exports due to pricing disparities. Consequently, WBCIL had previously refrained from participating in CPHI China, doubting the feasibility of selling products in such a price-sensitive environment.

An International Participation in 2024

In 2024, WBCIL made a strategic decision to participate in CPHI China, not primarily to target the Chinese market, but to engage with the international clientele at the exhibition. This bold move proved to be highly successful, attracting numerous clients from neighboring countries like Pakistan and Bangladesh to the exhibition in a remarkably successful exhibition.

Success Beyond Expectations

The exhibition exceeded expectations, attracting significant interest from various international clients. Notably, Chinese companies expressed keen interest in injectable irons and the newly developed oral **iron API**, Iron Sucrose. The immediate requests for samples and technical documentation for submission to the National Administration (NMPA) highlighted the potential for WBCIL to make inroads into the Chinese market.

Future Prospects

WBCIL's success at CPHI China 2024 marks a turning point, as the company now firmly establishes its presence in this competitive market. With new business in other countries, WBCIL plans to expand its participation in future exhibitions. Next year, the company aims to set up a larger stall at CPHI China, reflecting confidence and commitment to exploring new opportunities.

Global Participation

WBCIL's participation in CPHI China is part of its broader strategy of engaging in various global events to expand its market reach. The positive response at the exhibition underscores the significance of such platforms in facilitating business growth and international collaborations.

As West Bengal Chemical Industries Limited continues to navigate the complex landscape of the pharmaceutical industry, its proactive approach and strategic participation in global events like CPHI China are set to propel the company to new heights, reinforcing its position as a leading player in the market.

About WBCIL

West Bengal Chemical Industries Limited (WBCIL), established in 1962 in Kolkata, India, is a distinguished leader in the pharmaceutical industry with over 62 years of experience. Renowned for its high-quality APIs, WBCIL offers an extensive range of products, including injectable irons, chelated minerals, and nutraceuticals, serving over 20+ countries. The company holds nine exclusive patents and prestigious certifications such as cGMP, ISO and FSSAI. With a robust annual capacity of 10,000 kg, WBCIL is committed to innovation and excellence in API manufacturing.

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