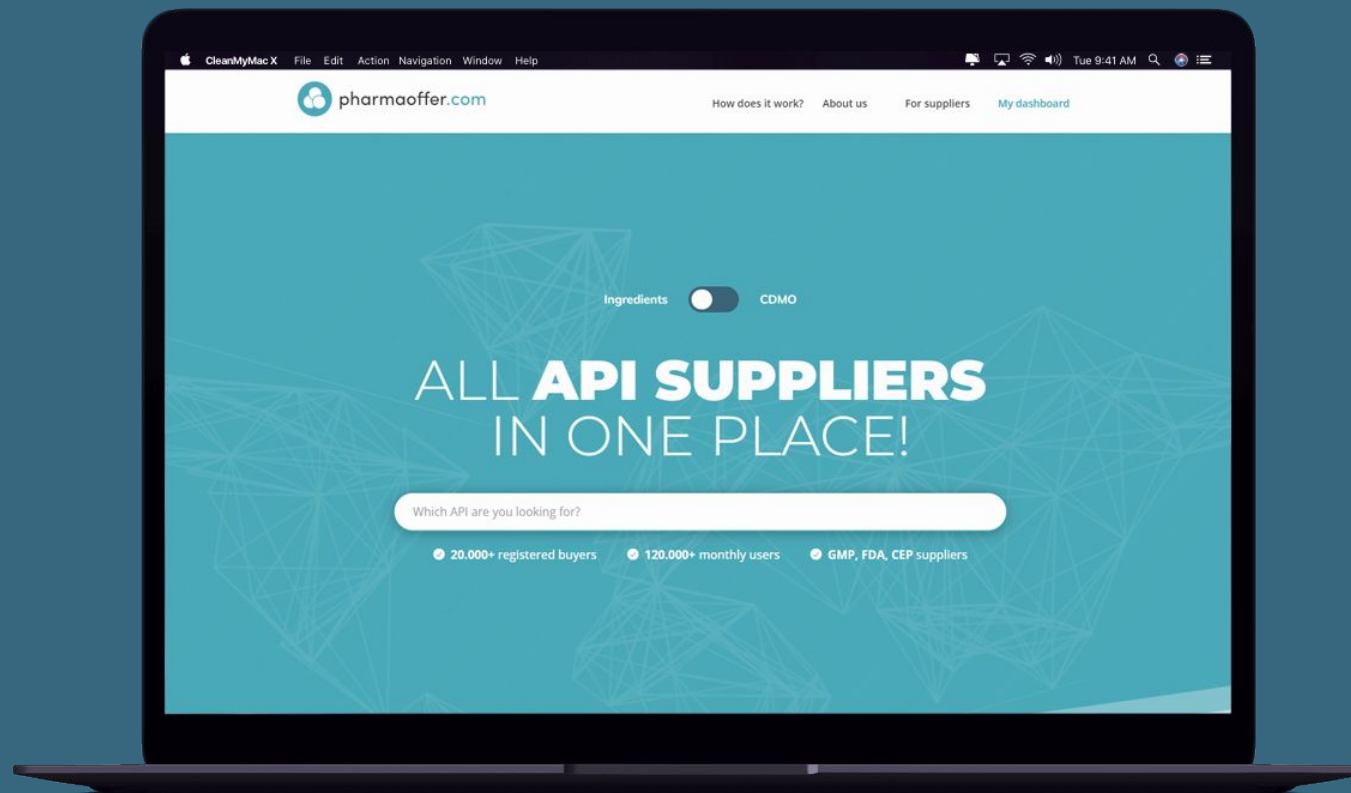




pharmaoffer.com



FINDING THE RIGHT PHARMA SUPPLIERS

SOURCING & COMPLIANCE MADE EASY

WEBINAR

People, Companies & Governments

EVERYONE IS DEPENDENT ON THE PHARMA INDUSTRY

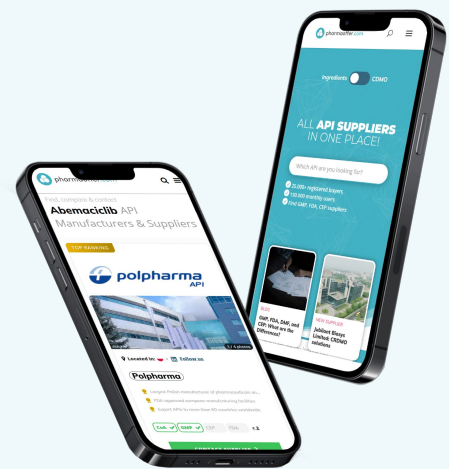
EFFICIENCY IN PHARMA. IMPACT ON THE WORLD



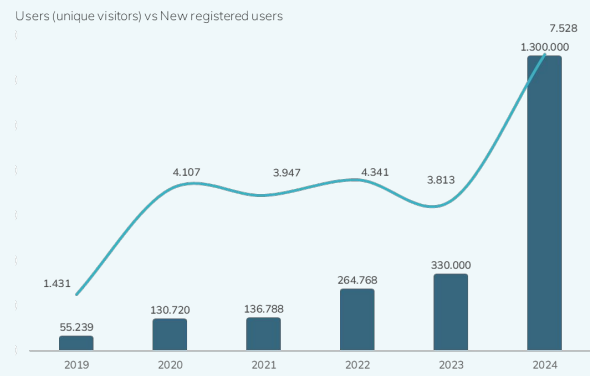
Hello



Ammar Badwy
CEO – Co founder



Pharmaoffer
Online B2B platform
Connecting API & CDMO
supply & demand



200+ countries
1.5m yearly users



WHY PEOPLE SOURCE APIs

FROM MULTINATIONALS TO SMALL PHARMA COMPANIES

1. NEW PROJECT

2. ALTERNATIVE SUPPLIER

3. RESALE FOR CUSTOMER

4. R&D



What to Expect

- ✓ How to effectively compare and approach API suppliers
- ✓ How does your request look like from the supplier's perspective
- ✓ How to gather the right information to strengthen your negotiation position
- ✓ And how to increase your chances of a successful outcome



Why API Sourcing is not always easy

- Seller's market
- Lack of transparency
- Many trading companies
- Difficult to contact suppliers
- Slow sourcing process (dependent)



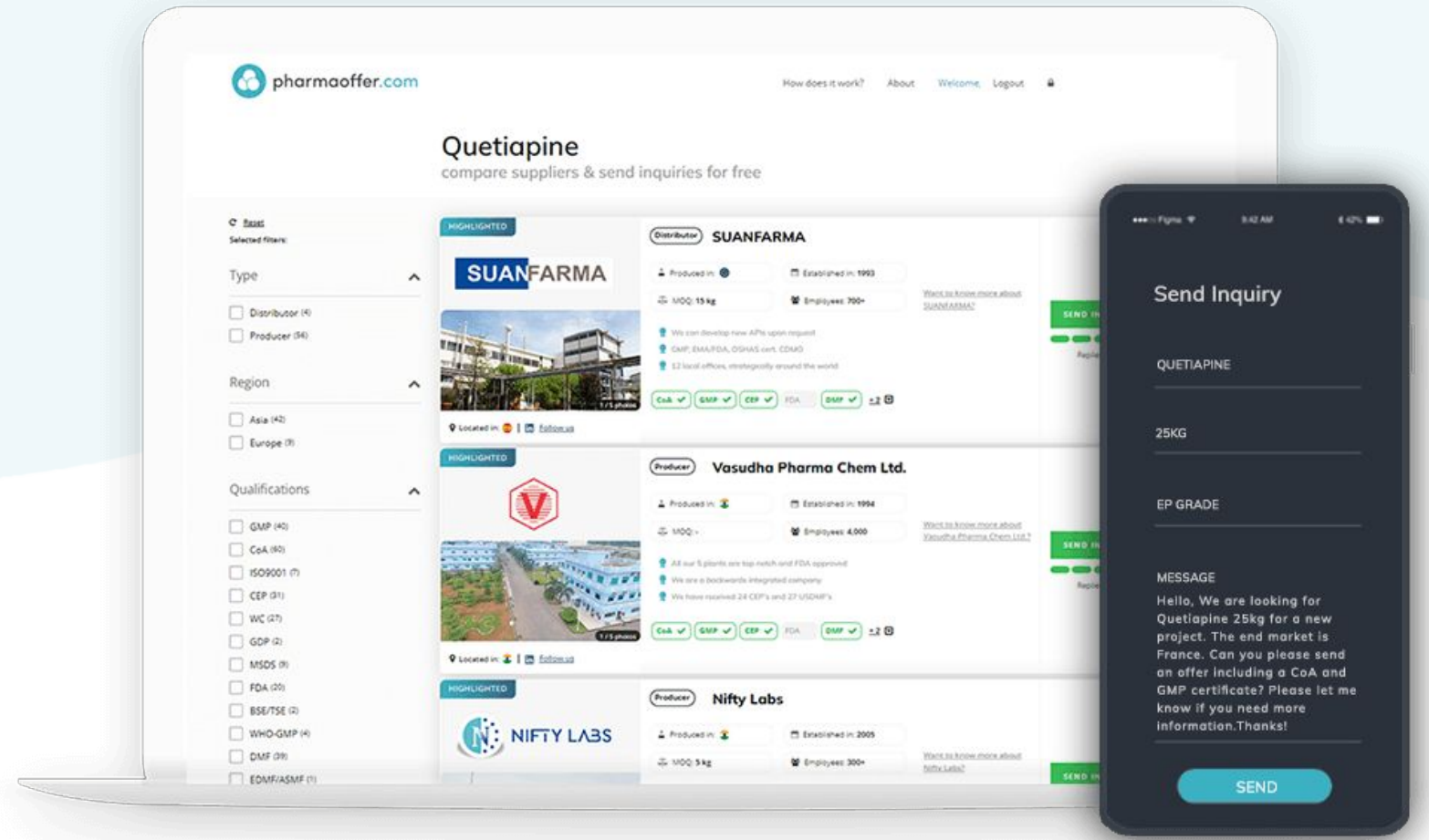
"The Journey of an API Request"

- ABC Pharma (Argentina)
- Looking for alternative source
- Tramadol API
- GMP, CEP, & DMF



How to Effectively Compare and Approach API Suppliers

- **Free platforms >**
- Googling
- Regulatory databases
- Trade databases
- Exhibitions
- Network
- AI search tools





Hello, I'm Ammar from ABC Pharma. I would like to find out more about ordering 250g Tramadol, please share best price and COA.



Who is this buyer?

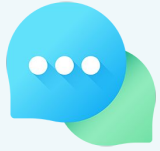
Why did they choose us?


SUPPLIER


**Will they eventually
buy our product?**


**How profitable will this
project be?**








 Who are you?


 What does your company do?

 Why are you now looking for a new supplier?

 Product specifications and certificates?

 Where do you need the API for?

 Why did you contact us?

 What quantity do you need (short/long term)?


Dear [Supplier's Name],

My name is Ammar,  **Purchase Manager at ABC Pharma**, located in Argentina.

We've been manufacturing  **generic medicines for the LATAM market** for over 35 years.

We currently have  **supply problem with our 1st source** and we are in urgent need of a 2nd source.  I'm looking for **Tramadol HCl (USP)** for the production of  **retart tablets 100mg and 200mg**.

I understand  **your company produces this API in India** with  **GMP and CEP certification,** which fits our requirements. We also need the open part of the DMF.

Our  **initial need is 250g** (3 batches) for R&D purposes. Our current annual demand is 5,000kg but we expect it will increase to **20,000kg in 2 years.**

Could you please confirm availability and share your documentation and commercial terms?

Best regards,

Ammar





👤 Who are you?

🏢 What does your company do?

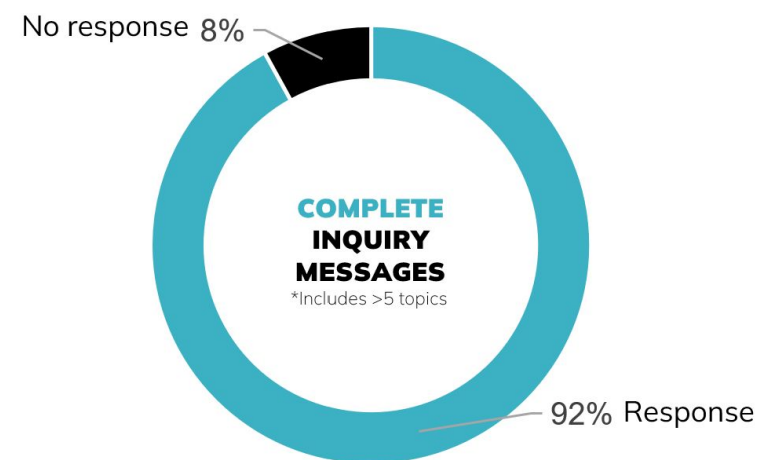
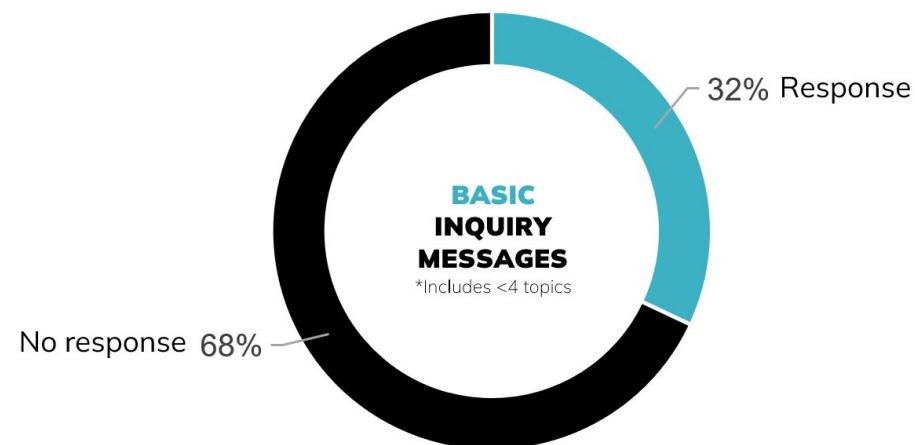
🔄 Why are you now looking for a new supplier?

📄 Product specifications and certificates?

💊 Where do you need the API for?

📞 Why did you contact us?

⚖️ What quantity do you need (short/long term)?



Use the Right Information

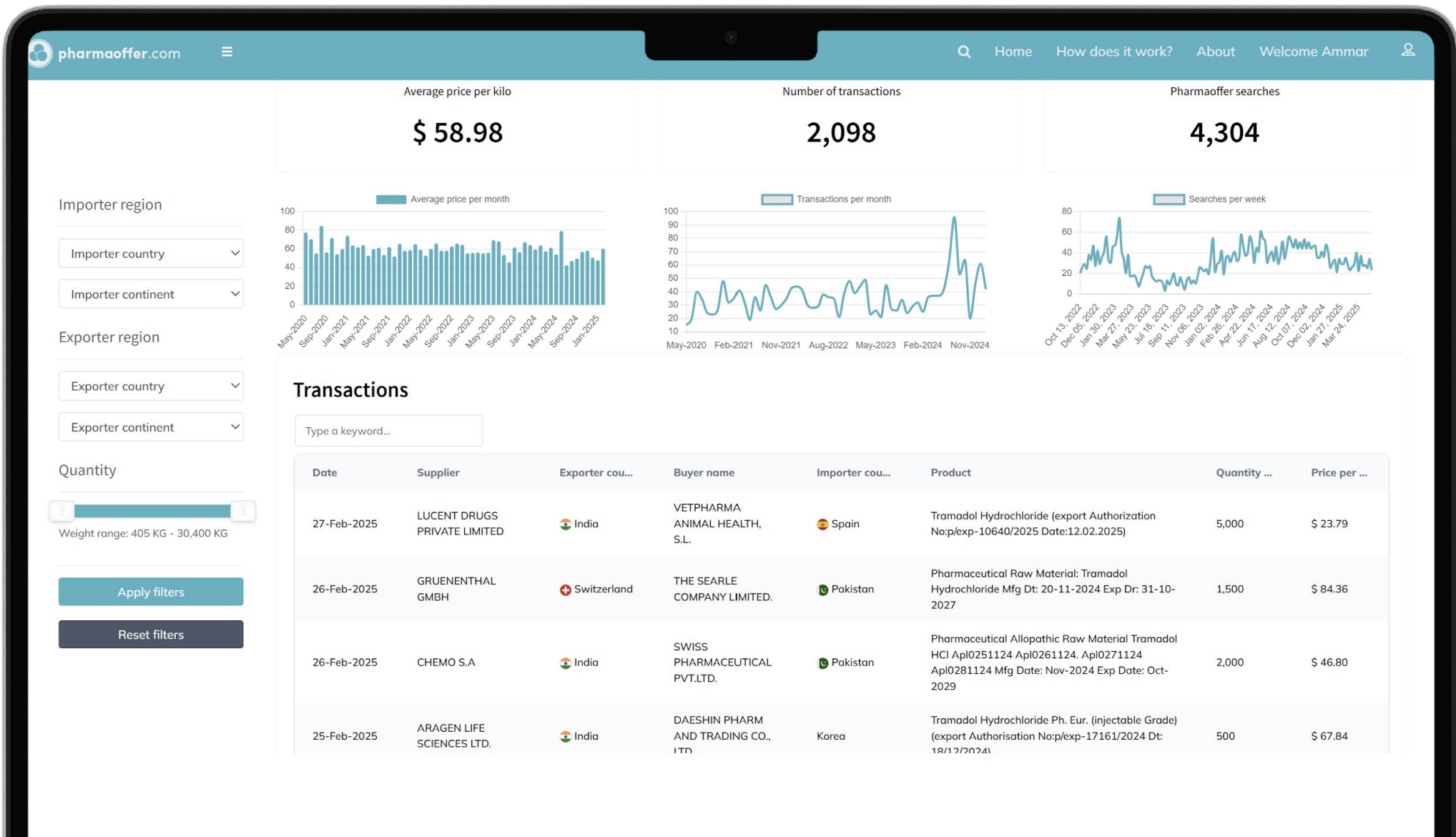
Make sure you

- Understand the supplier's USPs
- Learn about the supplier's reputation
- Know the average price of the API
- Does the supplier serve more clients in your country
- Which other companies buy the API from this supplier

When your friends are arguing about whether the answer was 45 or 44 and your answer was South Africa



Use the Right Information



Common Pitfalls to Avoid

- ✗ Too general inquiry messages
- ✗ Unrealistic expectations
- ✗ Loose momentum/slow communication
- ✗ Lack of compliance focus



Summary

- ✓ Compare suppliers before approaching them
- ✓ You're not buying --> You're partnering up
- ✓ Use data
- ✓ Be honest about timeline, quantities, and the project

