



AXL/Conf/08/2026
Date: 15th June 2026

PHARMACONEX 2026 **CAIRO, EGYPT**

The Ayush Export Promotion Council (AYUSHEXCIL), with the support of the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, is organizing India's participation in Pharmaconex 2026, scheduled to be held from 01–03 September 2026 in Cairo, Egypt.

The Ministry of MSME will reimburse the cost of participation, airfare, and shipment of product samples to eligible enterprises as per the prevailing guidelines of the Ministry of MSME, Government of India.

About Pharmaconex 2026:

Pharmaconex is Africa's leading pharmaceutical manufacturing exhibition and conference, bringing together the entire pharmaceutical value chain under one platform. Organized in association with CPhI, the event serves as a key meeting point for manufacturers, suppliers, distributors, technology providers, regulators, and industry stakeholders from across Africa, the Middle East, and international markets.

The exhibition offers an excellent opportunity to:

- Showcase Ayush products and services to international buyers and distributors.
- Explore export opportunities in Egypt, Africa, and the MENA region.
- Establish strategic partnerships and business collaborations.
- Understand emerging market trends and regulatory requirements.
- Network with key stakeholders from the pharmaceutical and healthcare sectors.

Given the growing global demand for natural, herbal, and traditional healthcare products, Pharmaconex 2026 will provide an ideal platform for AYUSH manufacturers, exporters, and service providers to expand their international presence and strengthen their market outreach.

Exhibitors Profile:

Ayush Pharmaceutical Manufacturers and Contract Manufacturing Organizations, Natural Health Product Manufacturers, Herbal Extracts, Phytopharmaceuticals and Botanical Ingredients Suppliers, Active Pharmaceutical Ingredients (APIs) and Bulk Drug Manufacturers, Pharmaceutical Packaging and Labelling Companies etc.

Participation Cost: The cost of participation is Rs5,50,000/- Lakh for a 9 Sqm Stall.

Reimbursement: Reimbursement would be done by Ministry of MSME to eligible Micro and small enterprises through Ayushexcil after the event as per below:

S.no	Eligible Items of expenditure	Scale of Assistance*
1	Space Rent (Stall Charges)	For Micro and Small entrepreneurs: 100% of the space rent subject to a maximum of Rs.3.00 lakh or actual rent paid, whichever is lower (for one MSE unit)
2	Air Fare For Micro, Small and Medium entrepreneurs	100% of the economy class airfare subject to a maximum of Rs.1.50 lakh or actual fare paid, whichever is lower for shortest possible route (for one person per micro and small unit and fare to be available on ticket)
3	Freight charges	Actuals subject to maximum of Rs. 50,000/- per MSME

Registration Link:

If you are interested to avail this opportunity, please submit the online form at this link:

<https://forms.gle/LiKsX7yMYPvEU6LK6>

Please note the reimbursement would be for first 15 companies fulfilling all eligibility criteria.

Eligibility Criteria:

Indian Micro and Small Enterprises (MSEs) engaged in manufacturing, as per their Udhyam Certificate (2025-26), who have not taken benefit of this scheme from the Ministry of MSME in the last 3 years.

The participation will be approved on a first cum first-serve basis to the deserving companies.

Regards,



Youdhvir Singh
Deputy Director
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