

SHAIGAN

INTERCOM

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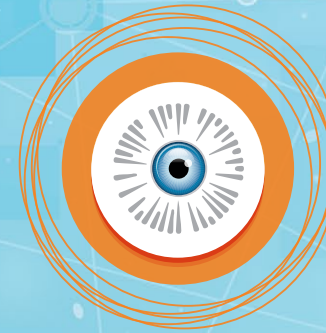




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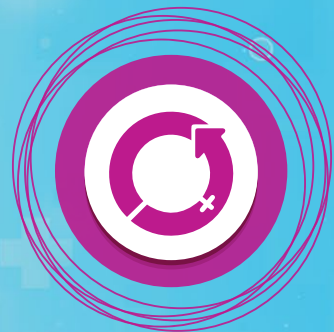
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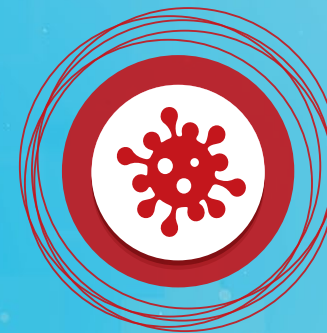
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Cardio metabolic division holds scientific meetings under the umbrella of Cardio Metabolic forum

Under the umbrella of CARDIO METABOLIC FORUM, the CMD have started a new concept for the disease awareness of Hypertension and diabetes by holding various scientific seminars across the country.

The first Program was launched on 18th January in PC Hotel, Rawalpindi. This program was attended by a great number of consultants and doctors from across the specialties including cardiology, diabetology, medicine and general physicians etc.

Various eminent Consultants including Prof Shahbaz Qureshi, Dr.Col(R) Irfan, Dr. Brig. Imtiaz Ahmed Prof Jamal Zafar (Diabetologist) and Dr.Sarfraz Basheer enlightened the audience with their knowledge.

The 2nd Program was held on 13th Feb in Serena Hotel Faisalabad. The talk was given By Prof. Dr. Ahmed Bilal, a prominent name in Diabetology. Doctors from various hospitals including Faisalabad institute of Cardiology (FIC), DHQ and Allied hospital attended the session besides general physicians etc.

Doctors liked the innovative concept of educating young people and spreading the awareness about the disease and the increasing number of patients

The 3rd scientific session was on 18th Feb in Arena Karachi. The highlights of the event was the talk delivered by Prof. Mansoor Ahmed (cardiology) followed by Dr. Saif Ul Haq a leading Diabetologists from BIDE Karachi.

It was chaired by Prof. Yaqoob Ahmedani (Diabetologist), and cardiologist Prof M. Ishaq, Dr. Abdul Rasheed and Dr. Najam F. Mehmoodi (GP)

The 4th scientific session of Cardio Metabolic Forum was held in Hyderabad on the 10th March

2020 at Indus Hotel Hyderabad. It was chaired by the eminent cardiologist Prof.Dr. Feroz Memon. The talk was delivered by Dr. Fawad Farooq (NICVD). It was attended by a great number of doctors from various institutions of Hyderabad.



Col Irfan, Dr. Sarfraz Basheer, Prof Jamal Zafar (chair Person), Dr. Brig. Imtiaz Ahmed, panel of experts



Prof Shahbaz Qureshi Delivering Scientific talk



Prominent Drs with Shaigan Marketing Team



Dr. Feroz Memon



Dr. Yasir Yaqoob



Participants

International Women's day

We (Femicare Business Unit) has successfully celebrated International Women's day with great enthusiasm & pride in March 2020 in which role of women was highlighted in our society & religion as a mother, daughter & sister in millions of professional and personal roles and here's a tribute to celebrate them



MARKETING ACTIVITIES

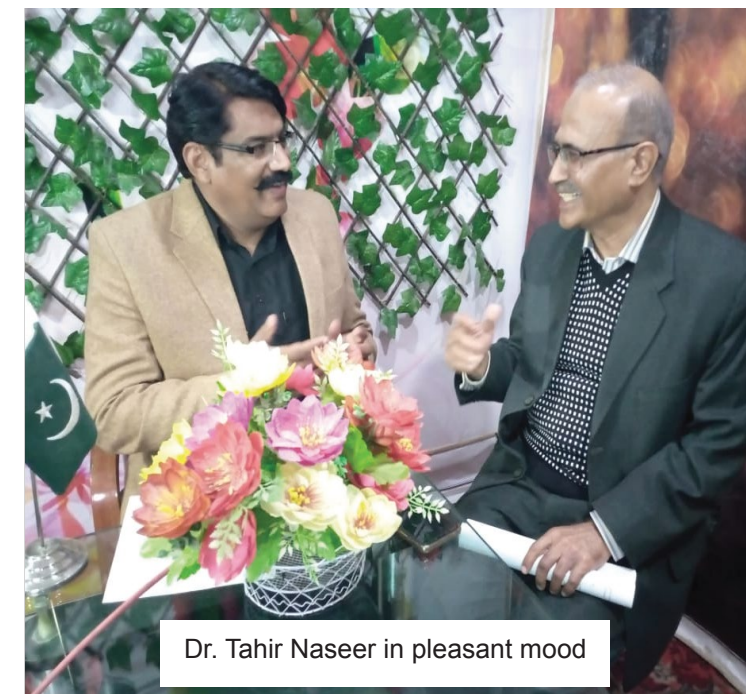
Fm Programs
Ward Engagement Programs
Family Gathering Event
OPD camps
LSP / OSP clinical meetings
Factory Visit
OSP Conference



The activities and success of companies depend on numerous interrelated internal and external factors, which are being continuously analyzed by the marketing team.

The marketing function plays the major role in establishing and maintaining contacts between a company and its market. However, the scope of marketing activities is rather broad, and the role of various types of marketing activities heavily depends on the characteristics of a company and its strategy.

In the 1st quarter of year 2020 Shaigan Ophthalmic Business unit aggressively and successfully execute series of marketing activities throughout Pakistan and made a significant position in the market.



Dr. Tahir Naseer in pleasant mood

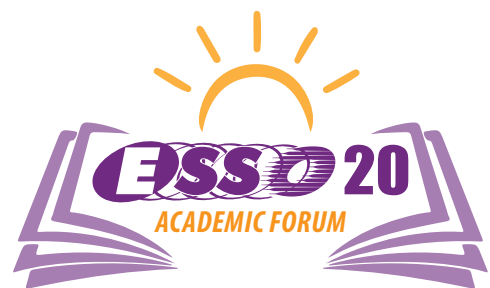
Pakistan Society of Gastroenterology Conference 2020

Pakistan Society of Gastroenterology

Shaigan Pharmaceuticals and ESSO 40 kept its tradition by Participating in Pakistan Society of Gastroenterology (PSG) congress held at Peshawar in the month of Feb, ESSO 40 did branding from Roads to walk ways to stall and then to airport. A TV program was also shot at ESSO 40 stall which was telecasted on national TV. ESSO 40 was the most unique stall at PSG (comments by Dr. Saad Khalid Niaz, Prof of Gastroenterology Bahria University Medical College Karachi) PACS (Practical Advancement through case studies) is an innovative academic activity on ESSO 40 which engaged TOP tier expert panel on brand, the expert panel presents a live case in front of audience leading towards a healthy discussion on GERD and related disorders. We did 2 PACS activities in Feb and March 2020 engaging TOP 10 KOLs and as many as 200 trainee and junior doctors

“ESSO 40's 15th Birthday” was celebrated in whole month of Feb 2020. 72 wards on national level were engaged in which cake cutting and ESSO 40 make a wish activity was done. About 2000 Doctors participated in the activity leading to healthy engagement on the brand.





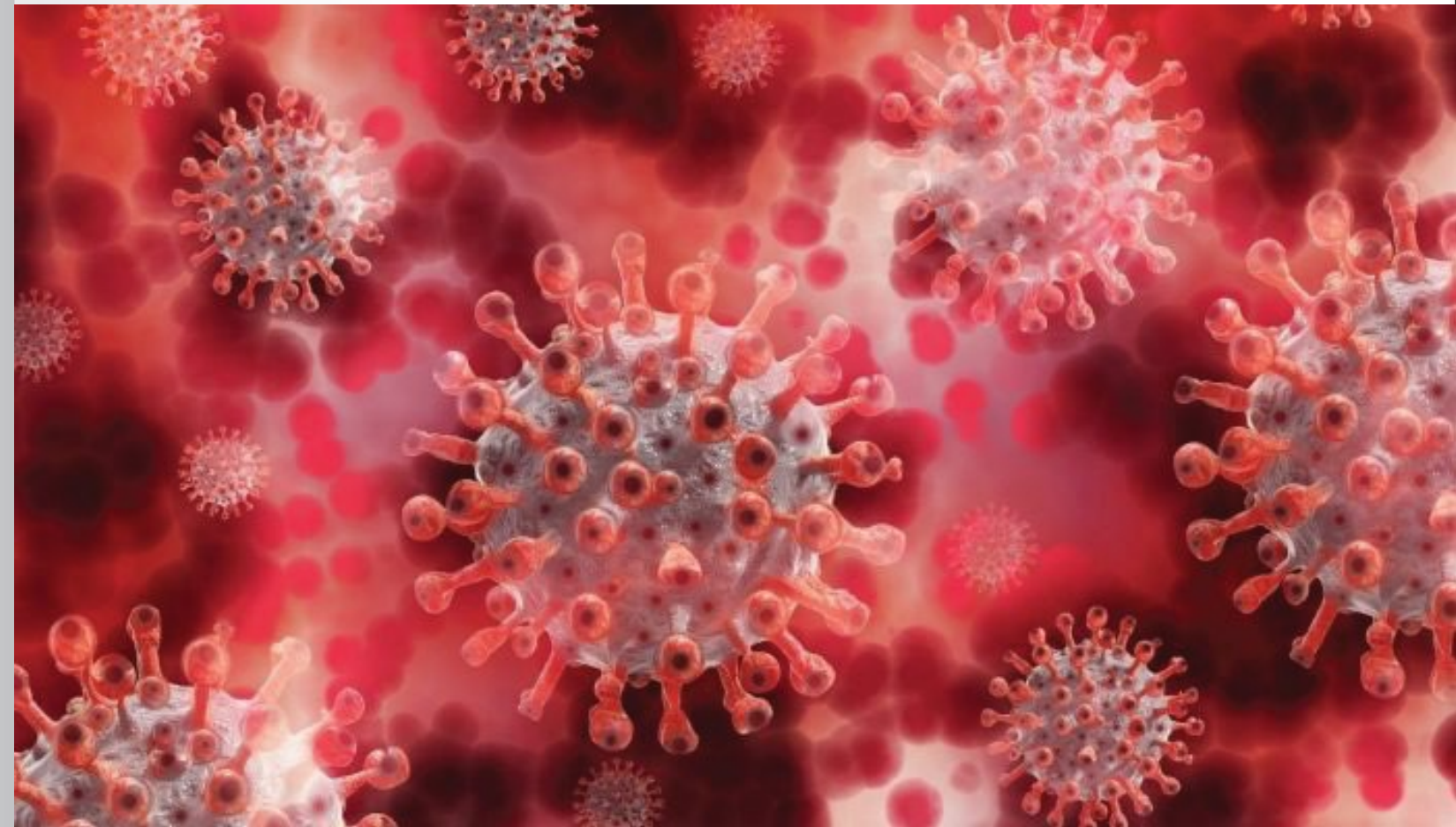
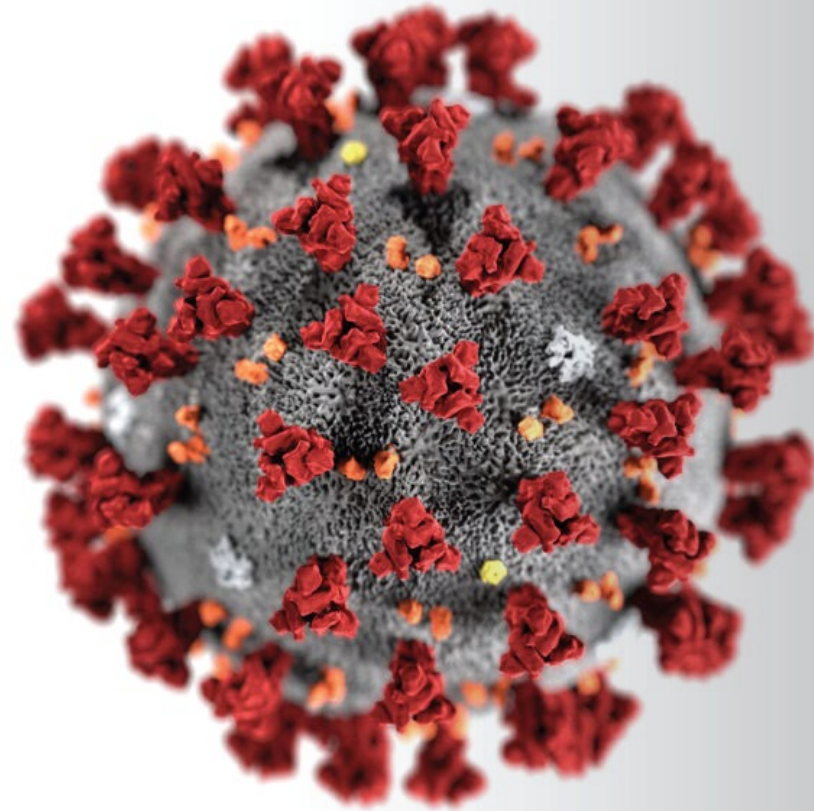
Single Topic Conference on Pregnancy Induced Heartburn organised by ESSO Academic Forum

Khyber – II business unit arranged a single topic conference on “Pregnancy Induced Heartburn” at Murree on March 13th To 15th, 2020. 20 Gynecologists participated. It was a joyous ride travel which made unforgettable memories to all participants



The global economic outlook during COVID-19 pandemic

The global economic outlook during COVID-19 pandemic A Changed World



Manzoor Khan
(Training Manager)

The COVID-19 pandemic has spread with alarming speed, infecting millions and bringing economic activity to a near-standstill as countries imposed tight restrictions on movement to halt the spread of the virus.

As the health and human toll grows, the economic damage is already evident and represents the largest economic shock the world has experienced in decades.

The June 2020 Global Economic Prospects describes both the immediate and near-term outlook for the impact of the pandemic and the long-term damage it has dealt to prospects for growth. The baseline forecast envisions a 5.2 percent contraction in global GDP in 2020, using market exchange rate weights—the deepest global recession in decades, despite the extraordinary efforts of governments to counter the downturn with fiscal and monetary policy support. Over the longer horizon, the deep recessions triggered by

the pandemic are expected to leave lasting scars through lower investment, an erosion of human capital through lost work and schooling, and fragmentation of global trade and supply linkages.

The crisis highlights the need for urgent action to cushion the pandemic's health and economic consequences, protect vulnerable populations, and set the stage for a lasting recovery. For emerging market and developing countries, many of which face daunting vulnerabilities, it is critical to strengthen public health sys-

tems, address the challenges posed by informality, and implement reforms that will support strong and sustainable growth once the health crisis abates.

Historic contraction of per capita income
The pandemic is expected to plunge most countries into recession in 2020, with per capita income contracting in the largest fraction of countries globally since 1870. Advanced economies are projected to shrink 7 percent. That weakness will spill over to the outlook for emerging market and developing economies, who are fore-

The global economic outlook during COVID-19 pandemic

cast to contract by 2.5 percent as they cope with their own domestic outbreaks of the virus. This would represent the weakest showing by this group of economies in at least sixty years.

"The crisis highlights the need for urgent action to cushion the pandemic's health and economic consequences, protect vulnerable populations, and set the stage for a lasting recovery."

Every region is subject to substantial growth downgrades. East Asia and the Pacific will grow by a scant 0.5%. South Asia will contract by 2.7%, Sub-Saharan Africa by 2.8%, Middle East and North Africa by 4.2%, Europe and Central Asia by 4.7%, and Latin America by 7.2%. These downturns are expected to reverse years of progress toward development goals and tip tens of millions of people back into extreme poverty.

Emerging market and developing economies will be buffeted by economic headwinds from multiple quarters: pressure on weak health care systems, loss of trade and tourism, dwindling remittances, subdued capital flows, and tight financial conditions amid mounting debt. Exporters of energy or industrial commodities will be particularly hard hit. The pandemic and efforts to contain it have triggered an unprecedented collapse in oil demand

and a crash in oil prices. Demand for metals and transport-related commodities such as rubber and platinum used for

vehicle parts has also tumbled. While agriculture markets are well supplied globally, trade restrictions and supply chain disruptions could yet raise food security issues in some places.

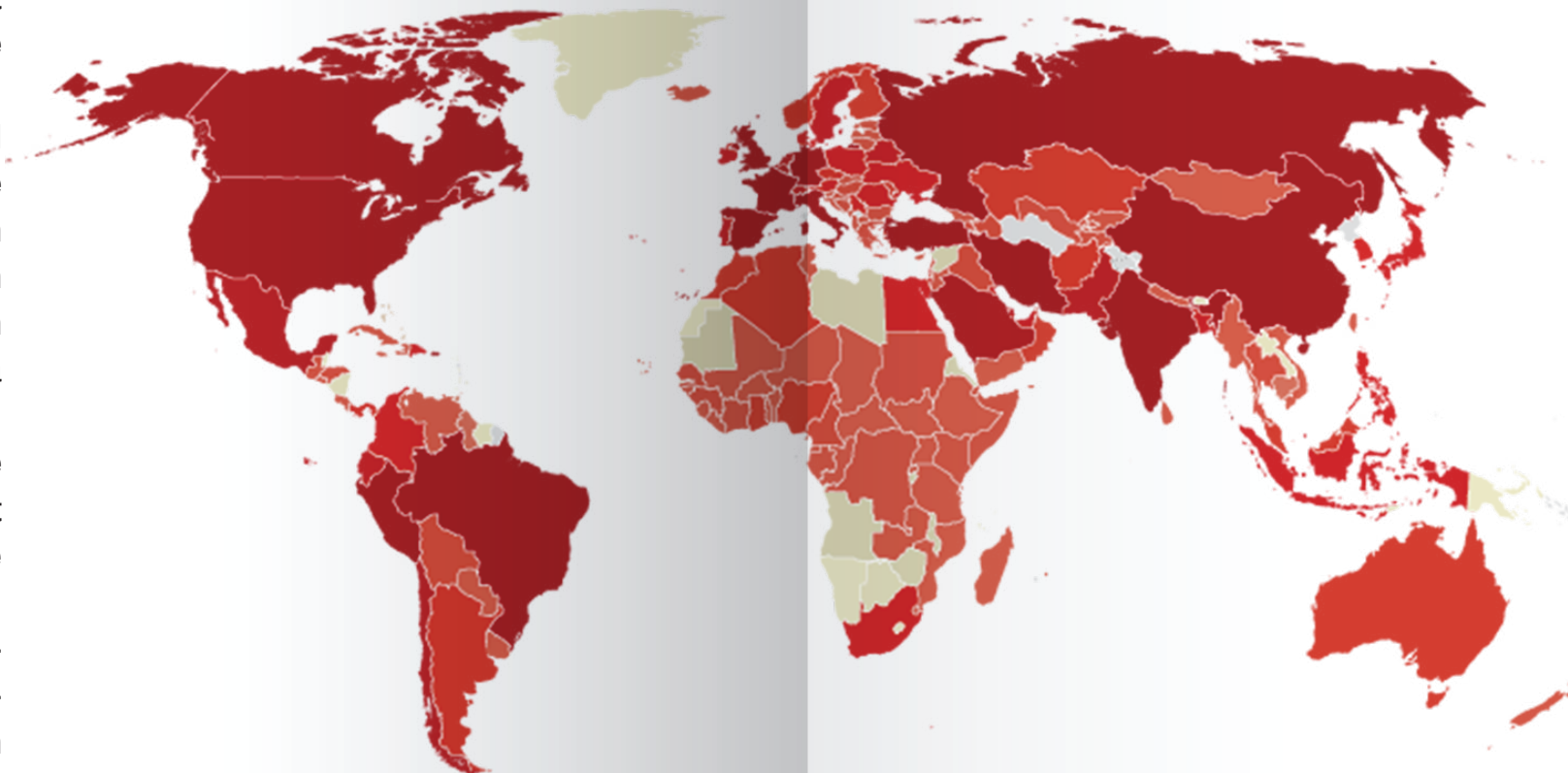
A possibility of even worse outcomes Even this bleak outlook is subject to great uncertainty and significant downside risks.

overs ease during the second half of 2020, and that widespread financial crises are avoided. This scenario would envision global growth reviving, albeit modestly, to 4.2% in 2021.

However, this view may be optimistic. Should COVID-19 outbreaks persist, should restrictions on movement be extended or reintroduced, or should disruptions to economic activity be prolonged, the recession could be deeper. Businesses might find it hard to service debt, heightened risk aversion could lead to climbing borrowing costs, and bankruptcies and defaults could result in financial crises in many countries. Under this downside scenario, global growth could shrink by almost 8% in 2020.

Looking at the speed with which the crisis has overtaken the global economy may provide a clue to how deep the recession will be. The sharp pace of global growth forecast downgrades points to the possibility of yet further downward revisions and the need for additional action by policymakers in coming months to support economic activity.

A particularly concerning aspect of the outlook is the humanitarian and economic toll the global recession will take on economies with extensive informal sectors that make up an estimated one-third of the



The forecast assumes that the pandemic recedes in such a way that domestic mitigation measures can be lifted by mid-year in advanced economies and later in developing countries, that adverse global spill-

The global economic outlook during COVID-19 pandemic

GDP and about 70% of total employment in emerging market and developing economies. Policymakers must consider innovative measures to deliver income support to these workers and credit support to these businesses.

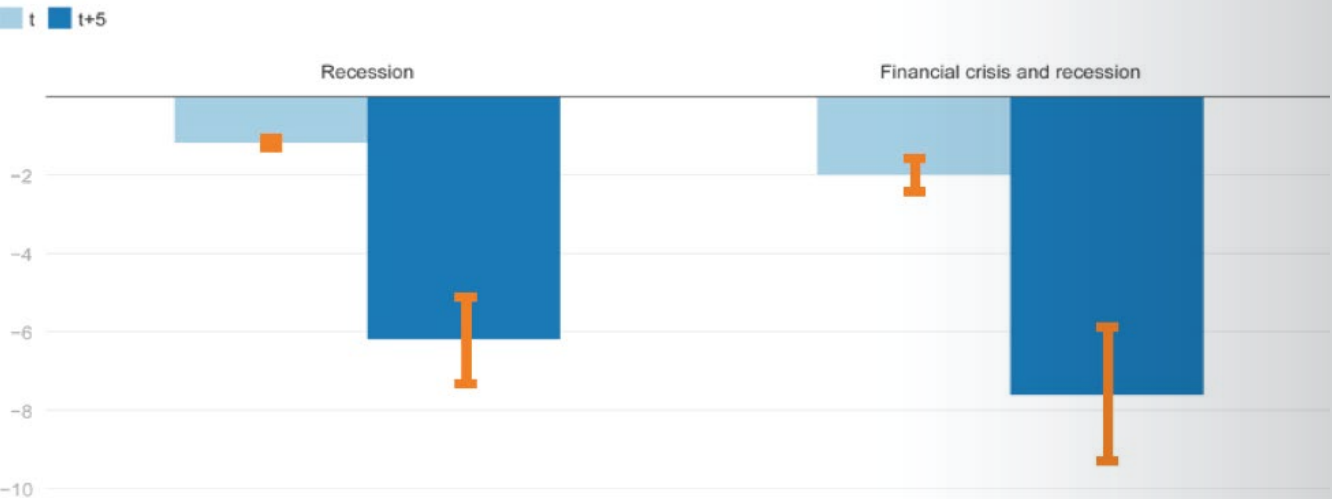
Long-term damage to potential output, productivity growth

The June 2020 Global Economic Prospects looks beyond the near-term outlook to what may be lingering repercussions of the deep global recession: setbacks to

Efforts to contain COVID-19 in emerging and developing economies, including low-income economies with limited health care capacity, could precipitate deeper and longer recessions—exacerbating a multi-decade trend of slowing potential growth and productivity growth. Many emerging and developing economies were already experiencing weaker growth before this crisis; the shock of COVID-19 now makes the challenges these economies face even harder.

With the recession having deep effects on potential output, reforms that bolster long-term growth prospects will be essential

Cumulative EMDE potential output response after recessions (percent)



EMDE = Emerging Market and Developing Economies. Data and methodology are detailed in Chapter 3 Box 3.1 and Annex 3.4. Charts show impulse responses for 75 EMDEs from a local projections model. Dependent variable is cumulative slowdown in potential output after a recession or financial crisis. Year *t* is the year of the event. Bars show coefficient estimates; vertical lines show 90 percent confidence bands.
Source: Ha, Kose and Ohnsorge (2019); World Bank

potential output—the level of output an economy can achieve at full capacity and full employment—and labor productivity.

Another important feature of the current landscape is the historic collapse in oil demand and oil prices. Low oil prices are

likely to provide, at best, temporary initial support to growth once restrictions to economic activity are lifted. However, even after demand recovers, adverse impacts on energy exporters may outweigh any benefits to activity in energy importers. Low oil prices offer an opportunity to oil producers to diversify their economies. In addition, the

recent oil price plunge may provide further momentum to undertake energy subsidy reforms and deepen them once the immediate health crisis subsides.

In the face of this disquieting outlook, the immediate priority for policymakers is to address the health crisis and contain the short-term economic damage. Over the longer term, authorities need to undertake comprehensive reform programs to improve the fundamental drivers of economic growth once the crisis lifts.

Policies to rebuild both in the short and long-term entail strengthening health services and putting in place targeted stimulus measures to help reignite growth,



including support for the private sector and getting money directly to people. During the mitigation period, countries should focus on sustaining economic activity with support for households, firms and essential services.

Global coordination and cooperation—of the measures needed to slow the spread of the pandemic, and of the economic actions needed to alleviate the economic damage, including international support—provide the greatest chance of achieving public health goals and enabling a robust global recovery.

New Joiners

Welcome to Shaigan Family



Khalique ur Rehman
GM Marketing & Sales Export



Muhammad Rizwan Shafi
Business Manager



Tanveer ul Islam Khan
Production Pharmacist



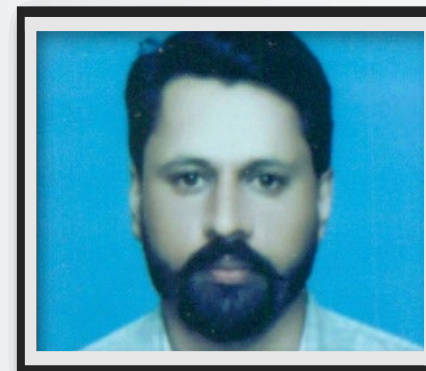
Naveed ur Rehman Awan
Chef



Mohammad Daniyal Khan
Pharmacovigilance Officer

New Joiners

Welcome to Shaigan Family



Mahran Ahmad
Asst Manager Mkt Services



Faisal Ahmad Piracha
Manager Engineering



Sumaira Munir
Production Pharmacist



Syed Hussain Ali Shah
Internal Audit Officer



Bilal Aamir
QC Analyst



SHAIGAN

ISO 9001:2015

ISO/IEC 17025:2017