

Brac Univ organizes 'pharma market dynamics' seminar

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The Department of Pharmacy, Brac University, organized a seminar on 'Pharma Market Dynamics' at the Brac University auditorium on Wednesday. The seminar was arranged for the students of the Pharmacy Department. The speaker of the seminar was Khaled Alhossainy, Director of Marketing and Sales, IMS Health Limited.

Alhossainy focused on branding strategies of the leading pharmaceutical companies of Bangladesh by citing specific brands. The seminar was followed by a short Q&A session, where students from the department engaged the speaker with various queries. The objective of the event was to familiarize students with the work carried out by the IMS and its applications in pharmaceutical marketing, which would greatly benefit their future careers.

Intercontinental Marketing Services (IMS), Health Inc. is a provider of global market information to the pharmaceuticals and healthcare industries. IMS health provides a wide variety of market knowledge to support strategic decision-making in all aspects of pharmaceutical company operations.