

INVESTING IN A BETTER TOMORROW



VOLUME 17



life &
times

EDITORIAL

ONWARD & UPWARD

OUR JOURNEY TOWARDS EXCELLENCE

Welcome to the 17th Getz Pharma Life & Times Newsletter, highlighting our achievements in 2023 amidst global economic challenges.

Excelling in World Class: During this period, Getz Pharma celebrated significant milestones, including the inauguration of its cutting-edge cephalosporin manufacturing plant and obtaining the Eurasian Economic Union Certification, reflecting our unwavering commitment to high-quality standards.

Consolidating International Footprint: We maintained our prominent position in international markets such as the Philippines, Afghanistan, Kenya, Myanmar, Sri Lanka, and Cambodia. Notably, we secured a spot in the esteemed BMJ Open medical journal. The launch of GMEX and Getz Pharma Achievers Conclave (GPAC) marked noteworthy events.

Human at Heart: While striving for success, it is gratifying to note Getz

Pharma's contributions to Corporate Social Responsibility. We focus on skill development, education for the underprivileged, preservation of art and cultural heritage, ensuring health for marginalized communities and environmental conservation. The Astola manufacturing facility, as the sole LEED Platinum-Certified Pharmaceutical plant in South Asia, showcases our commitment to sustainability.

Broadening Youthful Horizons: For a nation to grow, it needs to diversify exposure and education beyond the traditional medical, engineering, and business subjects. It is important to introduce the youth to subjects like comparative literature and understanding different faiths are vital because they promote tolerance and harmony among people of different beliefs.

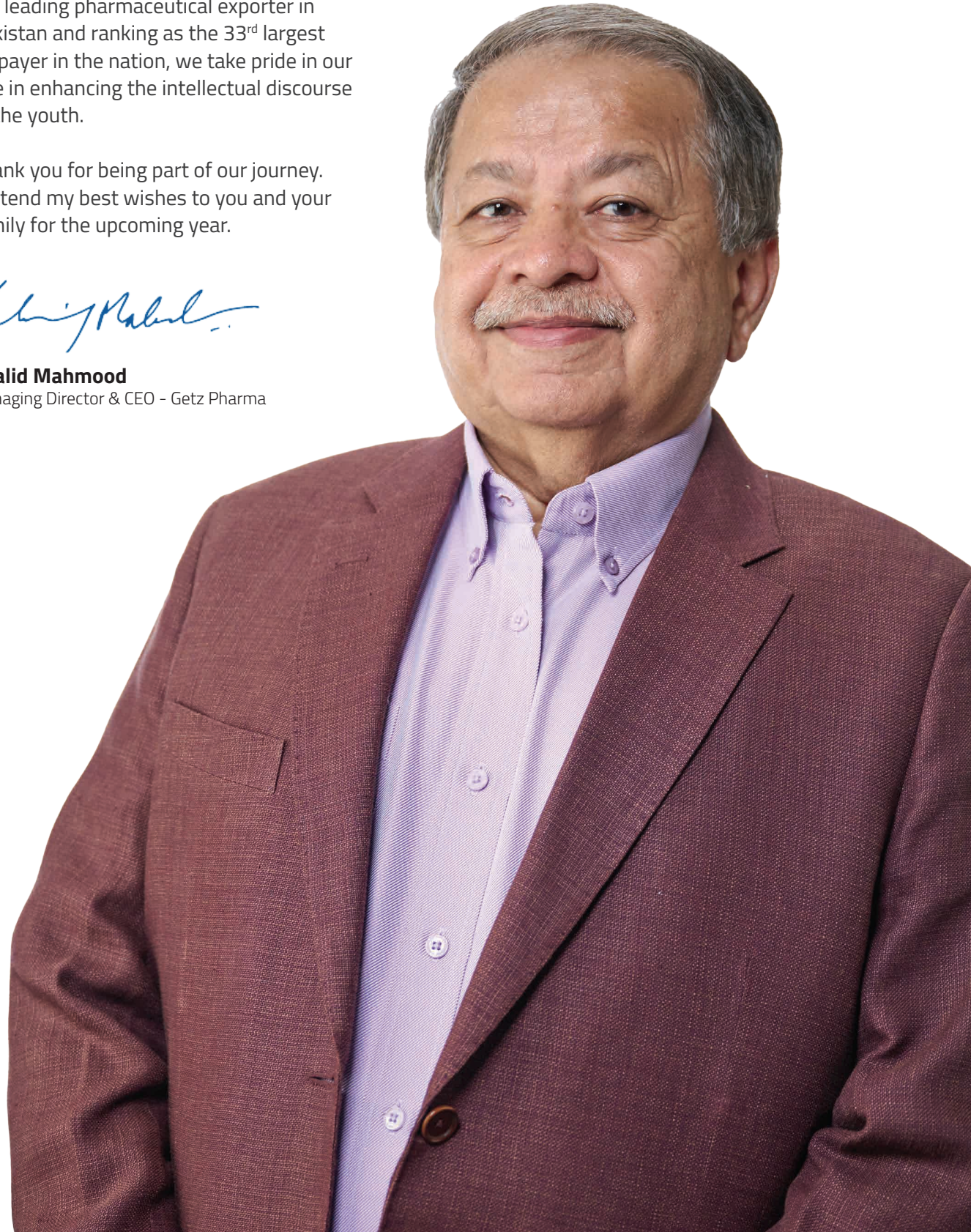
This year, we also highlighted the importance of the Human Capital Index (HCI), which measures the skills and knowledge essential for a country's development. Being

the leading pharmaceutical exporter in Pakistan and ranking as the 33rd largest taxpayer in the nation, we take pride in our role in enhancing the intellectual discourse of the youth.

Thank you for being part of our journey. I extend my best wishes to you and your family for the upcoming year.



Khalid Mahmood
Managing Director & CEO - Getz Pharma



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Executive Editor

Khalid Mahmood

Editorial Team

Mohammad Mikail Soomro
 Salman Moied Khan
 Sana Khan
 Imran Khan
 Akbar Ali
 Zane Salik
 Adil Ahmad (Consultant)

Cover Photo

Ghulam Rasool

Tell us what you think of our newsletter. If you have any suggestion or feedback, contact us at feedback.newsletter@getzpharma.com
 We look forward to hearing from you.

Inauguration of Getz Pharma's Dedicated and Segregated Cephalosporin Plant

Excellence is a moving target!

Getz Pharma's dedication to global health and well-being drives every aspect of our manufacturing process. This year marked a significant milestone for Getz Pharma with the inauguration of its dedicated and segregated Cephalosporin plant. The launch of this state-of-the-art facility represents a pioneering achievement in the pharmaceutical industry.

Equipped with cutting-edge systems and technology, adhering to the highest quality standards, Getz Pharma's Cephalosporin plant is

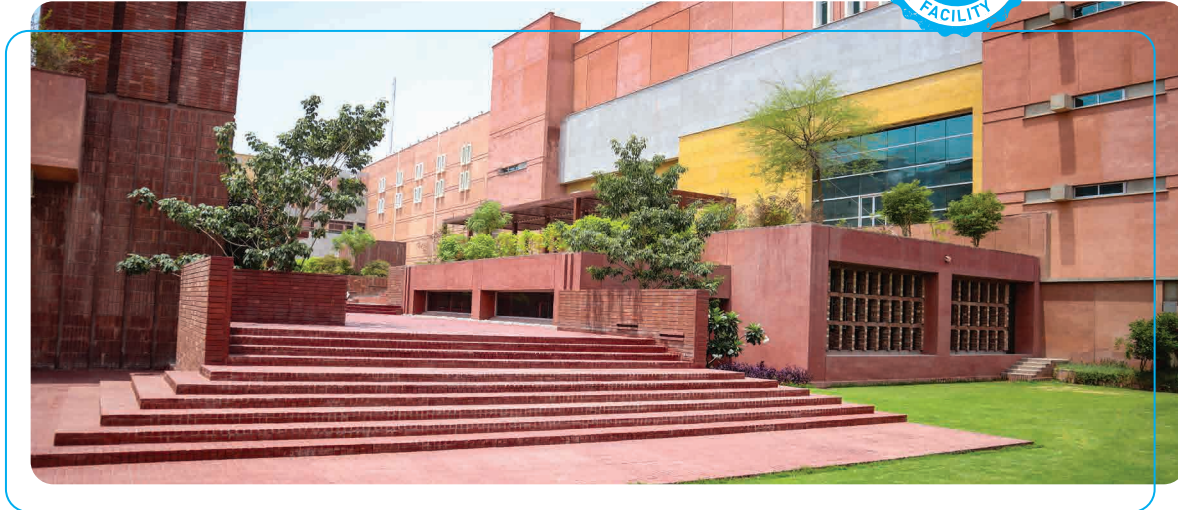
testimony to our continuous pursuit of excellence which, as we know, is a moving target.

Cephalosporins are β -lactam antimicrobials used to manage various infections caused by both gram-positive and gram-negative bacteria. The 5 generations of cephalosporins demonstrate efficacy in treating skin and soft tissue infections, pneumonia, meningitis, and other infections.



EAEU CERTIFICATION

Striving for and attaining world-class



Getz Pharma is now Pakistan's first pharmaceutical company to receive the Eurasian Economic Union (EAEU) Certification, marking a significant milestone in our global expansion.

This certification is a testament that our facilities, equipment, personnel, and processes meet the highest

quality standards of the EAEU for Good Manufacturing Practices (GMP).

The Eurasian Economic Union (EAEU) is a political and economic union of five countries in Eastern Europe and Central Asia, namely, Armenia, Belarus, Kazakhstan, Kyrgyzstan, and Russia.

The EAEU has established regulations for GMP to ensure the safety, quality, and efficacy of pharmaceutical products manufactured within its member countries.

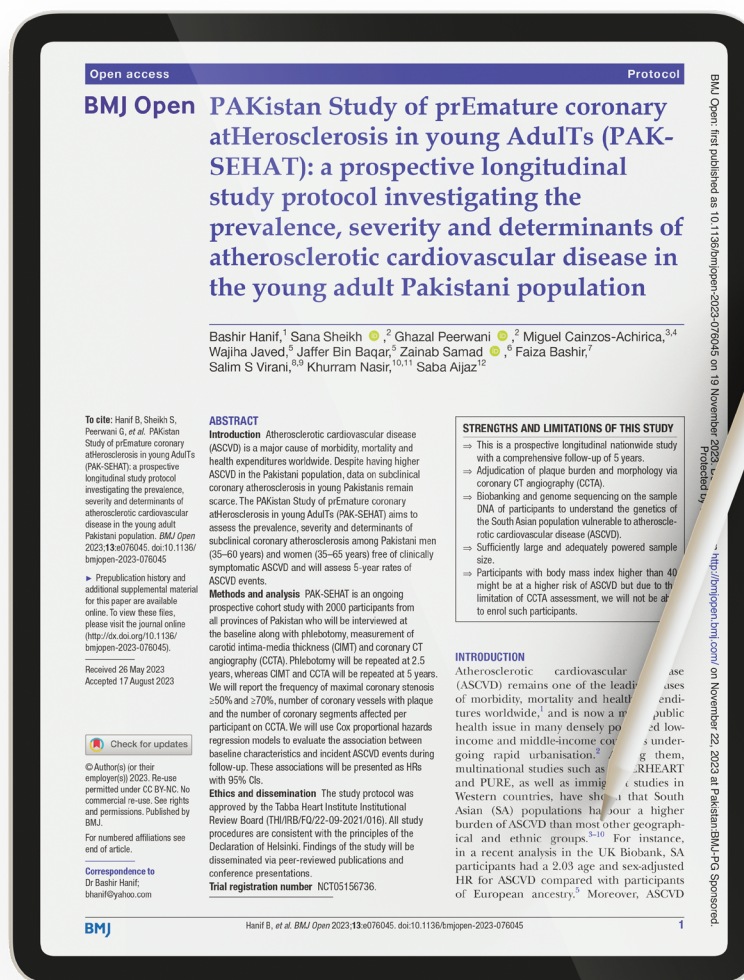
The Eurasian Economic Union (EAEU) certification, also known as Eurasian Conformity (EAC) certification, is a mandatory requirement for products to be sold, imported, or used in the EAEU.



Prioritizing Research & Gaining Validation BMJ Open medical journal features Getz Pharma

Research is an utmost priority at Getz Pharma, and we secured a spot in the esteemed BMJ Open Medical journal. BMJ Open is an online, open access journal, dedicated to publishing medical research from all disciplines and therapeutic areas.

The journal publishes all research study types, from protocols through phase I trials to meta-analyses, including small, specialist studies, and negative studies. Publishing procedures are built around fully open peer review and continuous publication, publishing research online as soon as the article is ready.



Innovate, Collaborate, Excel:
**Getz Pharma Marketing
Excellence (GMEX)**

Empowering Our People for Success Across Borders

GMEX is a comprehensive marketing platform that helps in fostering collaboration and knowledge sharing amongst our teams in global offices, along with that offers marketing guidelines, tools, templates, training and workshops along with cross-functional support to our global marketing teams and equips them to scope out opportunities, work effectively, and meet market challenges head-on.



The recent session was attended by Getz Pharma's marketing teams from 10 countries, which underscores the global reach and impact of GMEX. In essence, GMEX serves as a platform to drive innovation and excellence in marketing efforts worldwide.

Getz Pharma's international teams at G-MEX 2023





Group photo at the Getz Pharma Achievers Conclave (GPAC)

Antalya Ahoy!

Getz Pharma Achievers Conclave - GPAC

Mastering the art of industry success is not just a goal; it is a journey where excellence becomes the norm, and every challenge is an opportunity to ace. To mark the achievements of our teams from across the globe, we hosted the first-of-its-kind **Getz Pharma Achievers Conclave** in the picturesque city of Antalya, Türkiye.

Top Guns in Attendance

With 260 participants in attendance, representatives from 15 countries gathered under one roof to mark Getz Pharma's groundbreaking success. The celebration kicked off with a conference

where top leadership, including **Khalid Mahmood**, Managing Director and CEO of Getz Pharma, and **Ray Simkins**, President of The Getz Group, energized the achievers by narrating the remarkable journey of Getz Pharma. They outlined the future objectives that will enable the teams and the company to achieve greater milestones in the years ahead. **Dr. Khurram Hussein**, COO – Global Business, unveiled the vision for 2024, outlining strategic goals and direction for the organization.



From left to right: Ray Simkins, President, The Getz Group; Denis Kachurov, Country Manager, Uzbekistan; Khalid Mahmood, Managing Director & CEO, Getz Pharma at GPAC

Future Expectations

High achievers were honored and recognized with awards, to mark their remarkable achievements and success within their respective areas. The conference also included two panel discussions led by Getz Pharma's Executive Leadership Team and International Business Regional Leadership Team. Both panel discussions provided insights into the accomplishments thus far and outlined future expectations and plans in their respective areas.

R&R

Beyond the conference, Getz Pharma organized a memorable celebration for the high-achievers, featuring an enjoyable musical night and sumptuous gala dinner. The teams also discovered the vibrant cultural landscape of Antalya.



Düden Waterfalls, Antalya, Türkiye – A scenic highlight of GPAC 2023

GROWING GLOBAL FOOTPRINT

We maintained our prominent position in international markets such as the Philippines, Afghanistan, Kenya, Myanmar, Sri Lanka, and Cambodia.



Cambodia

To mark the success of 2023, Getz Pharma organized the Cambodia Annual Sales Conference. Top achievers were awarded at the conference, while other employees were encouraged to reach their maximum potential.

Getz Pharma Cambodia celebrated the Khmer New Year and the spirit of this auspicious day with traditional dance performances, vibrant decorations, and a delicious feast.

Masters of Success: The Sales Force of Getz Pharma



Getz Pharma Annual Sales Conference
2023 – Cambodia Team



Getz Pharma Annual Sales Conference
2023 – Afghanistan Team



Getz Pharma Annual Sales Conference 2023 – Kenya Team



Kenya

Getz Pharma Kenya organized medical screenings and disseminated informational brochures to raise awareness on diabetes. The International Diabetes Foundation reported in 2021 that 537 million adults, aged 20-79 are living with diabetes globally.

Getz Pharma Kenya held its Annual Sales Conference, bringing together the entire team from across the country to assess performance and establish future goals. High achievers were acknowledged, inspiring individuals to surpass expectations.

Getz Pharma Team wearing traditional Kenyan attire





Afghanistan

Getz Pharma's Afghanistan team excelled this year, prompting the organization of an Annual Sales Conference to celebrate their achievements. High-performers were acknowledged and senior management unveiled brand plans,

offering a roadmap for the upcoming year to guide the sales team. In 2005, we began our marketing and sales operations in Afghanistan and today, we are ranked No.1 pharmaceutical company in the country.



Philippines

Getz Pharma Philippines organized its National Sales Conference 2023, attended by 600 employees from across the country. The two-day event included a plenary session, where top management presented the company's vision and awards to sales performers and employees with 5, 10, and 15 years of service. To keep the spirit of fun alive, the event included a Mr. & Ms. Go-Getter contest and a sports fest.



Getz Pharma Annual Sales Conference 2023 – Philippines Team

Confronting Diabetes

Creating a multinational consensus over the challenges associated with disease management of diabetes in lower-middle income countries (LMICs) and their prospective solutions, Getz Pharma's plenary session titled 'Stakeholders' perspective in delivering the best of diabetes care in LMICs: Envisaging a better future' was published in Pakistan Journal of Medical Sciences – an

international peer-reviewed medical journal of Pakistan.

In partnership with the Pakistan Endocrine Society, Getz Pharma introduced a certificate program in Diabetes Management, which is one of the important components of the DEEP (Diabetes Education for Every Physician) Project. Through this partnership, we aim to combat the rising prevalence of diabetes by equipping healthcare professionals with the necessary skills to treat patients.

International Cardio-Metabolic Forum

For the past decade, Getz Pharma has been organizing the International Cardio-Metabolic Forum (ICMF). This year, the distinguished event took place in Antalya, Türkiye, attracting the participation of

approximately 300 healthcare providers from 17 different countries. ICMF has grown into a leading regional forum, uniting clinicians, scientists, and experts globally.

International Urology Meeting

The 11th International Urology Meeting took place in Kuala Lumpur, Malaysia, featuring a scientific session and the delivery of five academic talks. The event brought together urologists from around the world under one roof to explore advancements in urology and strategize on optimizing resource management for improved patient outcomes.

This year, International Respiratory Forum (IRF) was held in Langkawi, Malaysia, which was attended by eminent pulmonologist from nine countries, each carrying years of versatile experience. The aim was to share advancement in the prevention and disease management of common respiratory diseases to improve patients' health and illness.



Group photo at the 11th International Urology Meeting

Global Research Initiative on Diabetes (GRID)



For the first time, Getz Pharma organized a dedicated event, showcasing its commitment to continued medical education healthcare practitioners from around the world attended this clinical and academic session.



This initiative highlights Getz Pharma's commitment to advancing medical education on a global level, showcasing its dedication to supporting healthcare professionals worldwide. The main agenda for plenary sessions included discussions on the results and outcomes of trials supported and participated in by Getz Pharma.

- a. Empagliflozin Safety and Efficacy (EASE): Global Research with Local Impact! - Dr. Manilka Sumantilleke (Sri Lanka) and Dr. Sairabanu Sokwalla (Kenya)
- b. Unlocking Knowledge Gaps in Diabetes: What Have We Achieved So Far? - Dr. Imtiaz Hassan, Dr. Najam Ul Islam, and Dr. Umer Yousuf from Pakistan





International Gastrointestinal & Hepatology Forum (IGHF)



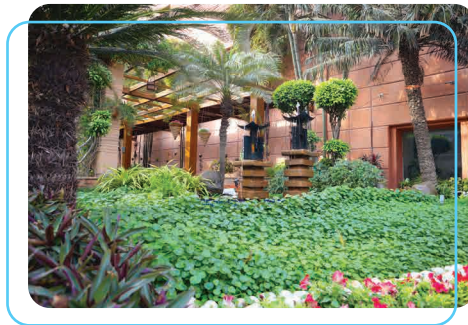
IGHF is a key academic initiative that is made possible and the idea was implemented with the help of prominent academicians and clinicians. IGHF serves as a catalyst of knowledge sharing where the medical fraternity discusses the prevention and disease management of leading gastric and hepatic problems faced in developing countries.



By nurturing collaboration and fostering an academic ecosystem, we can advance further in the field of gastroenterology and hepatology to improve patients' lives. This scientific forum is an excellent opportunity for the attendees to engage in discussions and exchange research findings and clinical experiences.



SOUTH ASIA'S FIRST AND ONLY LEED PLATINIUM CERTIFIED PHARMACEUTICAL COMPANY



Learn more about
our green features:



As a responsible corporate citizen, we believe in incorporating green initiatives in all our business operations to create a healthier world for future generations. Our manufacturing facility, Astola, is built on 12 acres of greenfield land designed to reduce carbon footprint, energy

consumption and water consumption. Our commitment to the environment has earned us South Asia's first and only LEED (Leadership in Energy and Environmental Design) Platinum Certification.



17

17th Consecutive Highest Export Performance Award

Getz Pharma received the Highest Export Performance Award in the pharmaceutical sector by the Prime Minister of Pakistan from the Federation of Pakistan Chambers of Commerce & Industry (FPCCI). Exporting to over 35 countries, Getz Pharma has been receiving this accolade for the past 17 consecutive years.



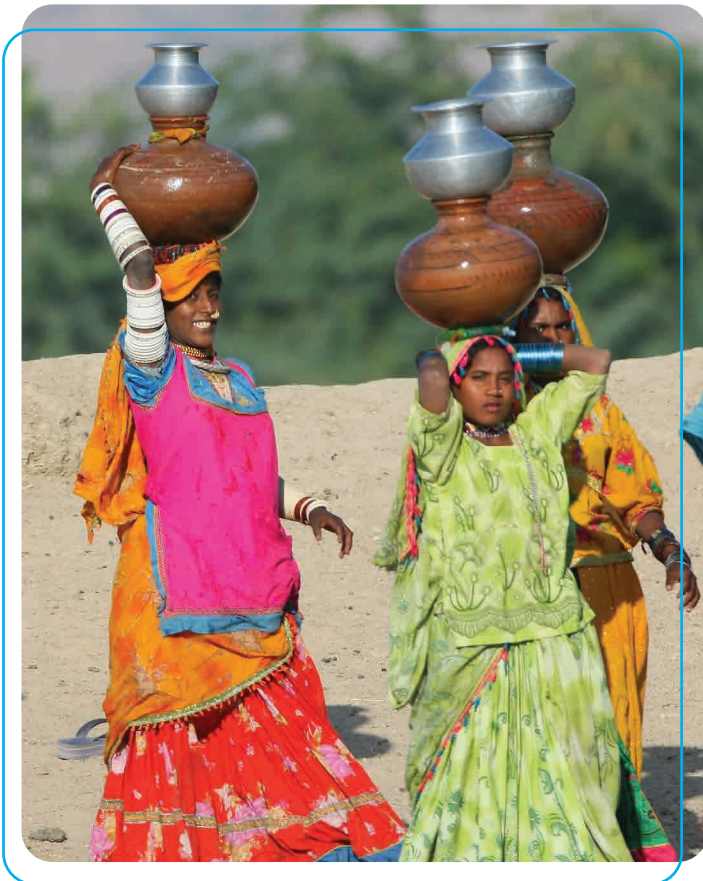
LEAPFROGGING THROUGH INVESTMENT IN PEOPLE

Bridging the Development Deficit in Pakistan

Pakistan should exercise effective stewardship over human capital and declare emergencies over its health and education crisis. This requires long-term planning beyond the tenure of any government or political cycle – World Bank

Getz Pharma hosted a panel discussion at the 9th Islamabad Literature Festival titled *Investing in Human Capital – Tackling Underdevelopment in Pakistan* to discuss the Human Development Index (HDI) and its implications for the Pakistan's economy. The HDI was created in 2010 by UNDP to measure education, health, and Gross National Income (GNI) across countries and give a ranking of this standardized composite measure.

Khalid Mahmood, the Managing Director & CEO of Getz Pharma, served as the moderator for the session that featured distinguished panelists such as **Dr. S. Akbar Zaidi**, Executive Director of the Institute of Business Administration, **Dr. Asad Sayeed**, Economist and Researcher, and **Salma Alam**, CEO of Durbeen, Government Teachers Training College, Hussainabad (a Public-Private Partnership with the Government of Sindh).



Child Development, Skill-Building & Learning Outcomes

The moderator posited that in Pakistan the average years of schooling are 9.4 years out of 14 years. However, even these 9.4 years of schooling in Pakistan translate into 5.1 years of learning outcomes adjusted years of school. Pakistan alarmingly also has one of the world's highest rates of out-of-school children, with an estimated one-third of its school-age children out of school.

Salma Alam, a figure closely connected to the education sector, emphasized the weakened state of the teaching workforce, which she considers the backbone of the education system. According to her, the deterioration in education metrics in Pakistan are a concerning trend. She advocates for a shift towards placing education in the public sector, asserting that a robust public education system is indicative of a prosperous nation.

“Our teaching workforce, the spine of the education system, has weakened. Everything starts to collapse from there.”

Salma Alam



Gender Equality and Employment Opportunities

“Our whole structure, whether it's education, equality, healthcare and distribution, has completely been destroyed.”

Dr. S. Akbar Zaidi

The moderator posited that Pakistan's GDP per capita is projected to reach 18% by 2047, growing at an average annual rate of 0.6%. However, it could have seen a 32% growth if education and health standards were on par with Bangladesh. To achieve this, the country needs to transition beyond an agro-based economy.

Commenting on this matter, Dr. S. Akbar Zaidi, said that Pakistan finds itself lagging behind not only in absolute terms but also in comparison to its regional counterparts. The underperformance is attributed to a lack of investment in HCI, a crucial factor that extends beyond education and healthcare to encompass employment opportunities and economic diversification.

Addressing Malnutrition and Healthcare Concerns

The moderator posited that the healthcare system in Pakistan is grappling with significant challenges, painting a bleak picture of the overall health conditions in the country. UNICEF reports that approximately 10 million children in Pakistan are affected by stunting, a severe consequence of acute malnutrition that results in the wasting of both skin and bones. A baby girl born today can expect to reach only 8% of her potential by the time she reaches 18 years of age whereas for boys it is 31%.

Dr. Asad Sayeed, shares that while there have been some improvements in Pakistan's stunting and wasting numbers, the progress has been slow in comparison to other nations in the region and globally.

“Countries behind us are doing all this much faster; it is very bad. We all know what the consequences are for the cognitive development of 40% of our future generation, and its economic implications are obvious.”

Dr. Asad Sayeed

Enhancing Quality of Life

The World Bank in its report Building Capabilities Throughout Life suggests that Pakistan must address population growth, prioritize health and education investments,



and boost female labor force participation for robust human capital. Investment in these areas can enhance the quality of life for citizens and also create a foundation for sustainable and inclusive economic growth.

“In the long run, your human capital is your main base of competition”, says Bill Gates. “Your leading indicator of where you’re going to be 20 years from now is how well you’re doing in your education system.”

Mamta Murth, the World Bank’s Vice President for Human Development, is firmly of the view that investing in human capital can also build resilience and adaptive capacity to withstand the effects of climate change, while developing the skills and ingenuity needed for a green and inclusive economy and to reduce inequality.

- (Information Source: Pakistan Human Capital Review).

For any country, the vehicle of socio-economic continuity depends greatly on its human capital – a metric that assesses the development and potential of a country's population, knowledge, skills, and health. Over the past century, countries across Asia have shown varying yet consistent rates of advancement in economic and human development, particularly in the post-World War II era.



Upper-Middle Income Country by 2047?

Pakistan, ranked sixth globally in population, requires substantial efforts, especially with two-thirds of its population below 30. In the past two decades, the country achieved middle-income status and reduced poverty. Yet, inadequate human capital development hinders Pakistan's goal of becoming an upper-middle income country by 2047.

The World Bank recommends that the country exercise effective stewardship over human capital and declare emergencies over its health and education crisis. This requires long-term planning beyond the tenure of any government or political cycle.



B WELL, B HAPPY!

Dominating the Court

Securing Top Position in the 7th Med-Reps Tournament

Getz Pharma Philippines basketball team secured the first position in the seventh Med-Reps Basketball League. Achieving the milestone indicates a commendable level of skill, strategy, and consistent performance throughout the competition.

Hope Through Care

In collaboration with Karwan-e-Hayat, Getz Pharma hosted a mental health awareness session for employees, led by Dr. Uroosa Talib, Chief Medical Officer and Consultant Psychiatrist. The session provided information about health & wellness benefits and strategies to improve mental health.



We Have Been Busy

Breast Cancer Awareness Session Let's Be Aware



An informative session was organized to raise awareness about breast cancer, providing employees with the opportunity to receive free consultations and tutorials on self-examination techniques.

Independence Day Celebrating Freedom, Resilience & Prosperity Across Borders



GLOBAL DAYS

Step Up Against Epilepsy

Getz Pharma launched the 'Aao Soch Ko Badlein' (let's change the narrative) campaign to step up against the stigmas and help epilepsy patients live healthy and normal lives.



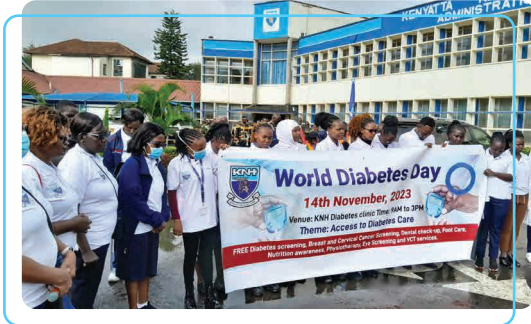
DID YOU KNOW?

Epilepsy affects around 50 million people worldwide.

[World Health Organization](#)

World Diabetes Day Access to Diabetes Care

Getz Pharma Kenya organized medical screenings and disseminated informational brochures on diabetes to raise awareness.



Awareness walk in Kenya for World Diabetes Day



Dr. Fowzia Siddiqui,

Consultant Neurologist and Epileptologist, shares her insights about the stigmas around epilepsy. Scan the QR code to watch the video:

Scan here:



World Education Day Teachers Plant the Seeds of Knowledge That Grow Forever

To celebrate International Education Day, we featured teachers from Khatoon-e-Pakistan Government Girls School and Durbeen (Government Teachers Training College, Hussainabad) to discuss the challenges and way forward to

promote literacy and teacher training in Pakistan. View the video featuring educators from Zindagi Trust and Durbeen Training Institute – both educational organizations supported by Getz Pharma.



Empowering Teachers for a Better Future



Our Ability to Perform Comes from Our People



Great things in business are never done by one person. They're done by a team of people.

Steve Jobs

Getz Pharma's success is driven by its employees, who are among the most talented and dedicated professionals in the industry.



Employees participating in activities on Appreciation Day



Employees capturing memories on Appreciation Day

Empowering Women for a Prosperous Tomorrow

Getz Pharma hosted a panel discussion, 'DigitAll: Bridging the Gender Gap,' in celebration of International Women's Day. Female leaders from digital fields shared insights on using digital tools to address gender disparities.



DID YOU KNOW?

1 in 4 people worldwide lack safe drinking water.



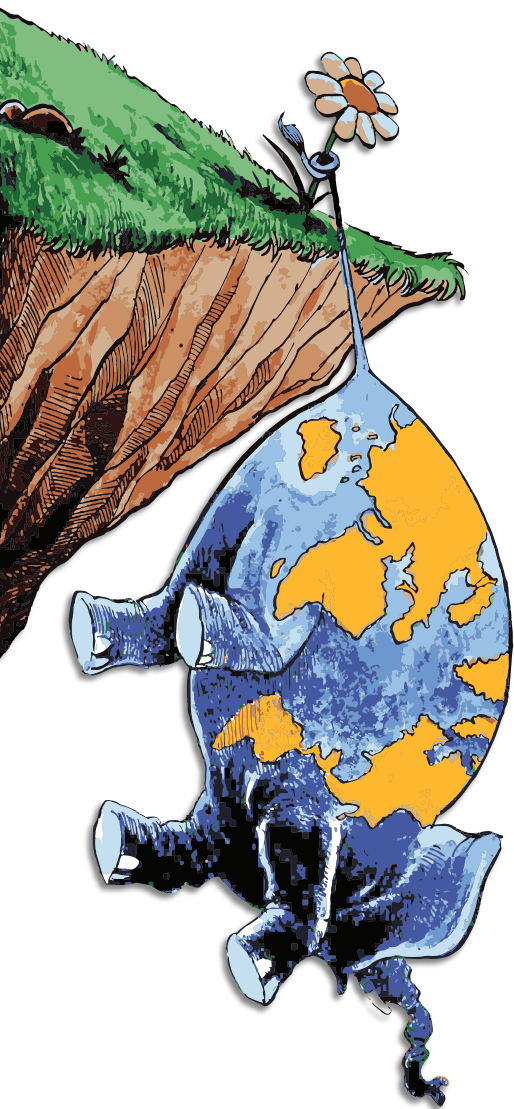
[World Health Organization](#)



Employees posing for pictures on World Water Day

Accelerating Change to Solve the Water and Sanitation Crisis

On World Water Day, we conducted an awareness campaign to educate employees on the importance of saving water, providing them with practical tips on how to conserve water at home and at the workplace.



World Environmental Health Day

Ensuring a safer, cleaner future

Together, we can protect the environment, ensuring a safer, cleaner future for all. 8 to 10 million metric tons of plastic end up in the ocean each year – UNESCO.

World Patient Safety Day

An expert panel discussion featuring pharmacists was organized to dispel myths and highlight safe medicine practices for a healthier tomorrow.

Learn more:



World Hepatitis Day

Join the Fight Against Hepatitis!

Getz Pharma collaborated with Aga Khan University Hospital, Pakistan (AKUH) to provide free-of-cost screening and treatment to 12,000 indigent patients across Pakistan through the Hepatitis C Eradication Initiative. Together, we can make a difference in the lives of those in need.

World Hepatitis Day

Ensuring Safety at Work



Group picture of the Environmental Health and Safety (EHS) team

In 2023, our EHS training initiatives soared, cultivating a culture of ongoing learning and development in our organization. The EHS team actively engaged in diverse workshops covering risk assessments, emergency response, and environmental protection.



Wellness at Work: Stop Smoking!

Employees engaged in a cycling event aimed at advocating for consistent physical activity to enhance heart health.

Additionally, employees were briefed on the significance of smoking cessation, recognizing its role as a primary contributor to heart disease.



SCIENTIFIC MILESTONES & PARTNERSHIPS

PUBLIC HEALTH LINE

SEASON 3

This year, the third season of Public Health Line was launched with episodes on public health issues, system strengthening, and health policy reforms. By featuring industry experts, we aim to provide valuable insights and foster a broader understanding of the challenges and opportunities shaping the landscape of public health today.

Dr. Wajiha Javed

Host - PHL

Listen to the latest episode here:





The Vault 140

The compilation contains abstracts from manuscripts facilitated by Getz Pharma in renowned international and HEC-recognized journals. Our goal is to equip healthcare professionals with a comprehensive source of research data, effectively addressing information gaps in healthcare.

Ten Year Public-Private Partnership between Getz Pharma and Health Services Academy to Reduce Burden of Non-Communicable Diseases

Getz Pharma and Health Services Academy, Ministry of National Health Services, Regulations & Coordination Islamabad, announced a ten-year strategic collaboration at the 13th International Public Health Conference.

This partnership aims to address the growing burden of non-communicable diseases through a public-private initiative marked by the signing of a Letter of Understanding. The event saw participation from prominent cardiologists and endocrinologists.



MoU with the Pakistan Society of Interventional Cardiology

The aim is to enhance healthcare practices in Pakistan's medical community by elevating interventional practices to international standards and offer digital training sessions on the latest cardiovascular techniques to young interventionists.



Getz Pharma Sponsored Pakistan's First Digital Health Hackathon

Individuals and teams came together to develop new and innovative solutions for healthcare problems using technology.

Participants developed innovative digital solutions that can improve patient care and outcomes, streamline processes, and increase efficiency in the healthcare system.



Nurturing Strength, Inspiring Wellness for a **Ba-Ikhtiar Zindagi**



Ba-Ikhtiar Zindagi project aims to address the lack of awareness and understanding surrounding Urinary Incontinence, a prevalent medical condition commonly known as overactive bladder affecting women in Pakistan. Ba-Ikhtiar Zindagi project was implemented by doctHERs - an integrated healthcare system that utilizes technology to match the unmet requirements of health seekers with the underutilized capacity of female healthcare practitioners providing teleconsultation and telemedicine.

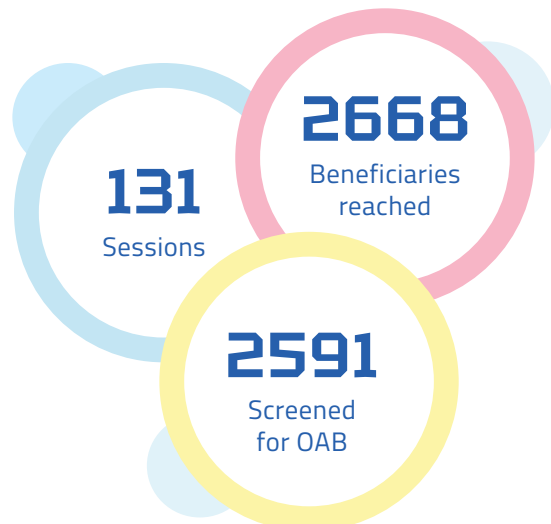


The aim is to educate and empower women through targeted awareness campaigns, educational resources, and collaborative initiatives to improve the management and quality of life for living with Urinary Incontinence.

The project employed various channels to achieve this objective, including muhalla meetings, waiting area sessions, factory sessions, and hospital sessions.



Impact Dashboard



Launched a New Health Show Zindagi Hai Pyari, Sari Ki Sari

Getz Pharma launched a new health show 'Zindagi Hai Pyari, Sari Ki Sari' featuring an esteemed panel of healthcare experts comprising of dieticians, and medical

consultants who provided insights related to nutrition and malnourishment health issues.

Envisaging a Better Future

Getz Pharma's plenary session titled '*Stakeholders' perspective in delivering the best of diabetes care in LMICs: Envisaging a better future*' was published in Pakistan Journal of Medical Sciences – an international peer-reviewed medical journal of Pakistan. The session created a multinational consensus over the challenges associated with disease management of diabetes in lower-middle-income countries and their prospective solutions.



Raheel Siddiqui, Director of Marketing and Sales, Getz Pharma



DEEP Project

In partnership with the Pakistan Endocrine Society, we introduced a certificate program in Diabetes Management, which is one of the important components of the DEEP (Diabetes Education for Every Physician) Project. Through this partnership, we aim to combat the rising prevalence of diabetes by equipping healthcare professionals with the necessary skills to treat patients.



CELEBRATIONS & CONFERENCES



B.I.G Getz Brand Plan

The B.I.G (Brand.Innovation.Growth) Getz Brand Plan event was organized this year and was attended by key personnel, including the marketing and sales team, regional heads, and senior management from various departments. The event proved to be a hub of insights. Dr. Khurram, the COO, Global Business, unveiled Getz Pharma's vision for the coming year and Juman Khan, the COO, Pakistan Business, shared his insights on the topic '*Hyper Performance through Brilliance in Basics*'. The event also included engaging sessions including a town hall and a strategy rollout meeting, ensuring that all our teams are aligned for future endeavors. High-performing achievers were promoted in recognition of their contribution to the continuing success of the company.



If everyone is moving forward together, then success takes care of itself.



Henry Ford

CPHI - 2023

Getz Pharma's Business Development team yet again marked successful participation at the CPHI - Convention on Pharmaceutical Ingredients. CPHI is a leading pharmaceutical convention that includes exhibitions and conferences where industry experts, companies, and stakeholders discuss trends, challenges, and innovations in the pharmaceutical and healthcare sectors.



The Spirit of Togetherness

Getz Pharma celebrated Eid-ul-Fitr with a joyous and heartwarming get-together at its Astola Facility. Amidst the festivities, this event allowed colleagues to connect, share greetings, and enjoy the spirit of togetherness.



Thingyan Festival

Thingyan, also known as the Water Festival, is the traditional New Year's celebration in Myanmar, and is one of the most significant celebrated events in the country. Our team in Myanmar engaged in acts of merit, such as donating free food to the poor and monks and keeping the Sabbath by observing religious practices.





International Respiratory Forum

This year, International Respiratory Forum (IRF) was held in Langkawi, Malaysia, which was attended by eminent pulmonologists from nine countries, each carrying years of versatile experience. The aim was to share advancement in the prevention and disease management of common respiratory diseases to improve patients' health and quality of life.



CARDIOCON 2023

Getz Pharma hosted the 6th Cardiology Research Awards at the 52nd CardioCon 2023. These awards offered a distinctive platform for budding researchers, allowing them to present their research proposals to a panel of expert jurors.



First prize

Dr. Pirbhat Shams

Aga Khan University Hospital

Second prize

Dr. Asad Ali Khan

Hayatabad Medical Complex, Peshawar

Third prize

Dr. Reema Qayoom

National Institute of Cardiovascular Diseases, Karachi

NURTURING WELLNESS IN COMMUNITIES

Maintenance of the Renovated Ward at Civil Hospital

Getz Pharma partnered with Civil Hospital – a government hospital in Pakistan, that provides free-of-cost treatment to patients. Under this partnership, we will maintain the premises of the renovated ward in its newly restored state by following the best practices for cleaning and disinfecting. The aim is to extend the life of the renovation work conducted on the premises, and in return, maintain the hospital to give patients a clean environment.

Getz Pharma Philippines Spearheaded a Medical Mission

Getz Pharma Philippines led a medical mission in Pasig City, Philippines, at Ortigas Market. Under the 'Kalusugan for Every Juan' campaign, the mission provided Spirometry, FBS and bone screening, and medical consultations to over 100 beneficiaries, including street sweepers, traffic enforcers, government employees, and market vendors.



TAPPING TALENT

Enriching Talent Initiative

{ At Getz Pharma, we believe in cultivating a work environment that fosters growth and constant learning. }

Our Human Resources team organized facility tours throughout the year to provide students with the opportunity to gain practical knowledge, explore career options, and learn about the processes, systems, and technologies used at Getz Pharma.



“ Fueling ambition, inspiring growth
Getz Pharma is where careers thrive. ”



Institute of Business Management (IoBM) Career Fair

Our talent acquisition team connected with students at IoBM and shared insights about the company and prospective job opportunities.



Karachi University Annual Pharma Career Fair 2023

Getz Pharma participated in Karachi University Annual Pharma Career Fair where our talent acquisition team interacted with students who are looking to build a career in the pharmaceutical industry. Our team received an overwhelming response from the candidates who wanted to learn about the projects underway at Getz Pharma.

Debunking Myths

As part of our 'Enriching Talent Initiative,' Getz Pharma participated in a panel discussion organized by Habib University on the topic - Debunking Myths Associated With the Job Market for 2022-2023. Graduating students interacted with industry leaders and gained insights about current and future workplaces.



Habib University Career Connect 2023

Our talent acquisition team visited Habib University Career Connect 2023 to meet and discuss career prospects in the pharma industry with bright young minds.



NextLead Summer Internship Program

This year, we introduced the enhanced Getz Pharma's NextLead Summer Internship Program, providing interns with a comprehensive learning experience to boost their skills and broaden their understanding of the pharmaceutical industry.

We witnessed an overwhelming response, with over 10,000 applications pouring in from students nationwide. Following rounds of assessment and interviews, 49 interns successfully secured their positions.



It's not what you achieve, it's what you overcome. That's what defines your career.

Carlton Fisk

Throughout the extensive 6-week internship, interns got an opportunity to work alongside seasoned industry professionals and engage in projects and campaigns. We organized a series of workshops and trainings to enhance their knowledge and skills.

Watch the video of internship experience

GetSetLead



NextLead Summer Internship Program – Batch of 2023

LEVERAGING THE PERFORMING ARTS FOR HUMAN DEVELOPMENT

“Just as math encourages critical thinking and the understanding of principles, the same applies to music. Musical composition inherently involves the application of mathematical principles ” – Yousuf Kerai

(Associate Professor of Practice, Comparative Humanities / Founding Director, Center for South Asian Music at Habib University)

The interplay between arts and development helps individuals become more imaginative, civic-minded and embrace collaboration. Yousuf Kerai, a Karachi-based Mathematician and tabla artist, stands as a testament to the role that arts play in fostering meaningful development.

Clarity, Emotion & Thoughtful Expression

From an early age, he found learning the vocabulary of music a great confidence booster, enhancing his focus on studies. His tutor Ustad Khurshid Hussain recognized his passion and potential. As Kerai puts it, “he knew the soil is fertile for something to be planted.” Ustad Khurshid’s mentorship shaped many other facets of his learning. “He instilled in me the importance of clarity, emotion, and thoughtful expression in my tabla

recitations. This valuable lesson not only enhanced my musical abilities but also improved my public speaking and writing skills,” says Kerai.

Integrating Math & Music

His artistic and educational journey materialized in the formation of The Tarz Group, an ensemble blending Eastern classical with Western styles to resonate with the contemporary musical preferences of the younger generation. Later, he established the Center for South Asian Music at Habib University,



where he developed courses integrating math into music, enabling students to grasp its analytical aspects. Just as math encourages critical thinking and the understanding of principles, the same applies to music.

Kerai emphasized the shared similarities between math and music, noting how both fields exhibit patterns: equations and sequences in math, melodies and rhythms, and chord progressions in music. Musical composition inherently involves the application of mathematical principles.

Initially, the 12 tones in music stemmed from the calculations based on fractions and ratios, evolving into a discipline over time. "By mastering these concepts, nicely calculated phrases can be made in the moment," he says. "That way math is a very powerful tool to demystify things that happen in our music."

Affording Opportunity

Although there is a misconception that musical abilities are a divine gift, it is important to recognize that when children are exposed to music during their early years, they can effortlessly absorb and comprehend its complexities.

Kerai is currently working on a project called 'Melodies of Tomorrow' - songs that will introduce and teach children the rich tapestry of South Asian music. He proposes that instructors undergo formal training to teach students music, as this will help promote musicianship and instill an appreciation of performing arts in early childhood.

In conclusion, Kerai's journey reminds us that the arts are not just a form of entertainment but a powerful tool for personal and societal development. By fostering a collaborative approach, we can collectively celebrate and promote the creative wealth of the nation.



LIFE AT GETZ PHARMA



Pakistan Team Enjoying a Getaway at Turtle Beach



Team Spirit Captured at Getz Pharma Achievers Conclave (GPAC)



Celebrating Thingyan Festival at Getz Pharma Myanmar



Team Myanmar Commemorates Independence Day



Vietnam Team Celebrating Independence Day



Team Bonding at Getz Pharma Achievers Conclave (GPAC)



Myanmar Team Engages in Beach Team-Building Activity



Celebrating Independence Day at Getz Pharma Philippines



Team Pakistan celebrating International Womens Day



Pakistan Team Enjoying a Getaway at Dreamworld Resort



Sri Lanka Team celebrating their cricket victory

We Care

FOSTERING A CULTURE OF ARTS & LITERATURE

Karachi Literature Festival - KLF

Getz Pharma yet again extended its support the 14th Karachi Literature Festival (KLF), organized by Oxford University Press, Pakistan.

This three-day event brought together writers, poets, scholars, artists, and intellectuals from across the world under a single platform to exchange dialogue over social issues, promote art, culture and literature. The theme for 2023, '**People, Planet and Possibilities**', shed light on the geopolitical challenges faced by Pakistan, and the impact of climate change and explores possibilities through informative panel discussions and book launches. Getz Pharma also presented three book prizes, to the following winners.

- KLF-Getz Pharma **English Fiction Prize**
Best of Friends by Kamila Shamsie
- KLF-Getz Pharma **Urdu Prose Prize**
Ajaib Khana by Irfan Javed
- KLF-Getz Pharma **Urdu Poetry Prize**
Mudfoon Aadmi ki Diary by Shanwar Ishaq



“

As a socially responsible organization, we are committed to supporting initiatives that promote education, literacy, and cultural awareness.

”

Getz Pharma EACPE Film Awards

Getz Pharma EACPE Film Awards 2023 theme was **'Unearthing Cultures of Pakistan'**, highlighting Pakistan's rich culture shaped by different ethnicities, historic landmarks, and colorful festivals. We received entries from all over Pakistan.

Winning entry - 'Life in the Kalasha Valley' by Sualeha Qureshi

The short film gives a glimpse into the culture and challenges of Kalasha Valley a remote valley located in the Chitral district of Khyber Pakhtunkhwa province in Pakistan.



Runner-up entry - 'Land of Maahigair' by Hasan Siddiqui

The short film sheds light on the fishing culture of Pakistan, which has been an important economic and social activity for generations.

DID YOU KNOW

We have been supporting Eqbal Ahmad Centre for Public Education (EACPE) since its inception. The center was established in memory of Eqbal Ahmad, a renowned Pakistani political scientist, writer, and academic.



Watch the winning entry video



Watch the runner-up entry video





Islamabad Literature Festival

Getz Pharma extended its support for the 9th Islamabad Literature Festival (ILF) which featured a diverse range of panel sessions, delving into the challenges affecting the media, art, literature and the socio-economic landscape of Pakistan.

Seizing the chance to promote awareness, Getz Pharma hosted a panel discussion on: *Investing in Human Capital - Tackling Underdevelopment in Pakistan*. The speakers included Khalid Mahmood, Managing Director and CEO of Getz Pharma, who moderated the session with esteemed panelists, including, Dr. Asad Sayeed, Economist and Researcher, Salma Alam, CEO of Durbeen Training Institute, and Dr. S. Akbar Zaidi, Executive Director of Institute of Business Administration.

Adab Literature Festival

In a vibrant celebration of literature, art, and culture, the 5th Adab Literature Festival unfolded over two days featuring a diverse array of authors, artists, and educationalists who shared their insights in engaging panel discussions. These thought-provoking sessions covered a spectrum of topics, ranging from contemporary issues to literary themes.



Hyderabad Literature Festival

The 8th Hyderabad Literature Festival celebrated Sindhi culture and literature while raising awareness about the climate change crisis and the impact of floods in line with this year's theme, 'Flood Fault Lines.'

BRIDGING THE GAP TO QUALITY EDUCATION



Indus Valley School of Art and Architecture Partnership

To promote education and skill-building amongst the youth, we are delighted to extend scholarships to deserving and talented students at IVS. Through this collaboration, we aim to foster creativity and innovation, empowering the next generation of artists and critical thinkers.

Getz Pharma Football Academy

Getz Pharma distributed new football kits to the talented players. The provision of these kits not only equipped the players with essential gear but also served as an encouragement from our end to continue their growth in the sporting arena.

DID YOU KNOW



Founded in 2016 at Sharafi Goth, the academy was established with a vision to provide educational and sports opportunities to underprivileged children, aiming to steer them away from engaging in illicit activities.



INVESTING IN A CLEANER, GREENER FUTURE



Nelson
Henderson

The true meaning
of life is to plant
trees, under whose
shade you do not
expect to sit.

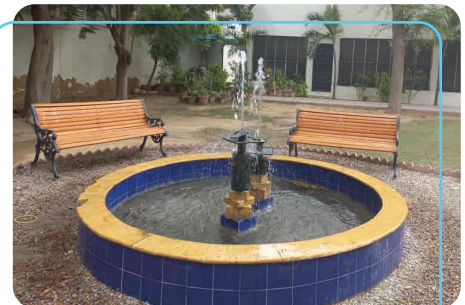


Landscaping Project Panah Shelter

Nature has positive effects on people's mental health. We undertook a landscaping project at Panah Shelter Home – a safe haven for women victims of domestic violence.

Landscaping Project Government Elementary College of Education

Getz Pharma is a patron of Durbeen (Public-Private Partnership) – a non-profit teacher-training institute since its inception. We extended landscaping support at Government Elementary College of Education, which has been adopted by Durbeen.





Best Industrial-Themed Garden Award

We are pleased to secure the runner-up position for the 'Best Industrial-Themed Garden' Award, an accolade presented by the Horticultural Society of Pakistan (HSP). Our Head Office's Japanese-themed garden underwent a comprehensive evaluation by HSP

judges. The assessment encompassed the overall ambiance of the facility, the array of seasonal flowers, garden cleanliness, and the appeal of fish pond areas and quality of plants within the facility.

Renovation of NICVD

Getz Pharma has undertaken a significant initiative by renovating Private Wing-Ward 1 at the National Institute for Cardiovascular Diseases (NICVD). This renovation marks a commitment to enhancing healthcare

facilities and contributing to the well-being of patients at NICVD. The revamped Private Wing-Ward 1 is expected to provide a comfortable environment for individuals seeking cardiovascular care.

A WHO, PIC/S and Eurasian Economic Union Approved Manufacturing Facility



1. WHO Reference Number: TB311

2. Pharmaceutical Inspection Co-operation Scheme

3. Eurasian Economic Union

4. Leadership in Energy and Environmental Design



Getz Pharma's manufacturing facility is approved by member countries of the Pharmaceutical Inspection Co-operation Scheme (PIC/S) and the Eurasian Economic Union (EAEU). It is the first and only pharmaceutical company in South Asia to achieve the LEED (Leadership in Energy and Environmental Design) Platinum Certification from the U.S. Green Building Council (USGBC).

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