

Abstract

Introduction and Objectives: The importance of the pharmaceutical sector in the health system of countries has made it a powerful player in global health. According to Trademap statistics, global exports of pharmaceutical products in 2022 amounted to \$844 billion. In the same year, Iran ranked 75th among the exporters of these products in the world by exporting pharmaceutical products. Given the weak political, economic and social position of emerging countries in the global pharmaceutical market and the existence of a strategic position for Iran in the region, the present study was conducted with the aim of examining and analyzing for pharmaceutical export policy in Iran.

Methods: This is a qualitative study conducted using the Bardakh framework. In order to conduct the first and second stages of the Bardakh, a systematic literature review, document and media review, and interviews using the policy analysis triangle framework were used. Individual interviews, focus group discussions, and logic of SURE¹ were also used in other stages of the Bardakh. In order to sample and analyze data in the document review phase of the pharmaceutical export sector, Jupp criteria and content analysis were used. Purposeful snowball sampling was used to interview officials of institutions related to pharmaceutical export; these data were analyzed using framework analysis.

Findings: In the systematic literature review step, 52 articles were included as relevant and eligible articles. The challenges and solutions identified from these articles were divided into five categories: production technology and innovation with four subcategories, pharmaceutical

¹ Supporting the Use of Research Evidence: SURE

production structure and process with six subcategories, production financial management with two subcategories, commercial transactions with five subcategories, and product marketing as the last category.

In the media review step, five main categories of "domestic pharmaceutical market", "pharmaceutical production", "financing", "marketing" and "diplomacy", 16 subcategories and 36 codes were obtained. In this step, the regulation of the country's pharmaceutical market, information sources and quality of pharmaceutical product production, international financial transactions and exchanges, pharmaceutical pricing policy and system, competition and joint cooperation, political relations, and tools of diplomacy were some of the subcategories.

Packages to support and develop pharmaceutical exports, reform foreign exchange and trade policies, strengthen economic diplomacy, support innovation, domestic and knowledge-based production, private sector participation, regulation and transparency, support and incentive policies, and improve rail transportation infrastructure were the policy packages in the document review phase.

The findings were identified and categorized in the four dimensions of the policy analysis triangle in the interview step, such that presidential terms, critical conditions, pharmaceutical manufacturers' culture, economic and political factors, knowledge and technology, production quality and supervision, were allocated some subcategories in the context dimension. Laws and guidelines, restrictive laws, financial and monetary laws, pharmaceutical system and structure, goals, perspective, values and criteria, were allocated different content dimensions. In examining the

pharmaceutical export process, the lack of priority for pharmaceutical exports, failure to observe ethical principles in pharmaceutical marketing, weak management and planning, weak policy-setting process and approach, banking processes and financial and monetary exchanges, governance, diplomacy, surveillance, corruption and pharmaceutical smuggling were allocated challenges to be examined in this area. Finally, sovereign, governmental, semi-governmental, private, and non-governmental actors accounted for the identified domestic actors.

In the end, while examining and analyzing stakeholders through interest-power and position-power matrices, it was found that some stakeholders play key roles in the pharmaceutical export development policy and, with high knowledge, interest, and power, can act as pioneers and main leaders in supporting this policy.

The identified policy packages can contribute to the sustainable growth of pharmaceutical exports in Iran. The most important macro policies in the mentioned area included increasing the share of exports in international markets, supporting the production of biotechnology and knowledge-based medicines, improving pharmaceutical quality standards, attracting foreign investment, and developing R&D infrastructure in the pharmaceutical industry. In this regard, key institutions play a joint role in the regulation and implementation of these policies.

Discussion and Conclusion : Despite challenges such as sanctions and financial restrictions, Iran's pharmaceutical industry has high potential for developing pharmaceutical exports. Competitive advantages such as low production costs, a skilled workforce, and a strategic geographical location can make Iran a major player in the global pharmaceutical market. To achieve

this goal, improving governance and macro-management, diplomacy and international relations, and improving science and technology infrastructure became priorities of the policy package, and on this basis, the creation of a special knowledge-based export corridor was proposed.

Keywords : Policy, Analysis for Policy, Iran, Policy Options



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