

GHULAM MURTAZA, MRCPharm

Market Access · Cross-Border Expansion · Launch Strategy

GPhC-Registered Pharmacist · Bi-Directional UK ↔ Gulf Market Access

GPhC-Registered Pharmacist
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Final Medical Signatory
ABPI / PMCPA

20+ years across UK, EU & Gulf medicinal product markets

Access is everything — reaching the patients who need it, wherever they are. A medicine that cannot be registered, commercially priced and supplied never reaches them; my mission is to bridge that gap — fast, compliant and commercially viable.

BI-DIRECTIONAL ↔ MARKET ACCESS

GULF → UK

Bring your medicine into the UK

For Gulf MAHs, manufacturers & distributors entering the UK:

- MHRA licensing — post-Brexit routes (PLGB/PLNI), national & recognition procedures
- DHSC pricing (VPAG & statutory); Drug Tariffs (England/Wales, Scotland & NI), dispensing fees & margins, brand-equalisation deals
- Four-nations formularies — NICE, SMC/SIGN, AWMSG, HSC; ICBs & hospital formularies
- Supply channels — mainline (~70%), shortline (~25%) & buying-group (~5%); NHS CMU hospital tenders
- Product & prescription journey — listings, prescribing (branded & generic), dispensing (community/hospital), reimbursement (NHSBSA), margins
- dm+d (SNOMED) & C&D (PIP) listing; prescriber pathways & shared care

UK / EU → GULF

Take your medicine into the Gulf

For UK/EU MAHs targeting Saudi Arabia, the UAE & the wider Gulf:

- SFDA registration & pricing (value-based EES); UAE via EDE/MOHAP, DHA (Dubai) & DoH Abu Dhabi
- GCC centralised registration (GCC-DR) reliance pathway — Gulf Health Council
- NUPCO centralised procurement & framework tenders (KSA); Vision 2030 (international partnerships)
- Local-distributor joint ventures & working closely with local partners in each market
- Hot-climate CMC & stability (ICH Zone IVb); export, customs & logistics
- Arabic labelling, GCC-compliant packaging & PIL requirements
- SFDA establishment licensing, import permits & agent appointment

CROSS-BORDER STRATEGY

- Product selection, positioning & competitor scan
- Launch planning & stakeholder mapping
- MHRA-CPP
- Certificates of Origin & export declaration certificates
- LCCI & ABCC attestations; free-sale certificates, agreements & embassy legalisation

REGULATORY & LICENSING

- Post-Brexit UK licensing (PLGB/PLNI); eCTD dossiers
- Product-portfolio expansion (extension of indications, new dosage forms, line extensions & new licences); reclassification roadmaps, strategies & stakeholder engagement (POM→P, P→GSL)
- Regional CMC & multi-market product information

TRACK RECORD

2-Way

Bi-directional
UK/EU ↔ Gulf

20+

Years — UK, EU
& Gulf/MENA

15

Products registered
(exclusive rep.)

18+

Market Access, Licensing
Strategies & Regulatory Roadmaps
(National & MRP Procedures)

TWO WAYS TO GROW — LET'S MAP THE ROUTE

Whether you are a Gulf manufacturer targeting the UK, or a UK/EU manufacturer targeting Saudi Arabia and the UAE — I cover both directions. Open to contract, interim and advisory engagements. Remote or with travel across the UK, EU & Gulf.