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KARACHI: Pakistani medicines are very popular in Nigeria as the country holds a very big market for Pakistani pharma products with prospects of fetching substantial annual orders out of \$1.1 billion imported annually by the Nigeria. Pakistani medicines are rated at par with European countries as evident from the fact even the Indian doctors preferred to prescribe Pakistani medicines in Nigeria to their patients, said Ahmed Ali Sirohey Deputy Ambassador of Pakistan at Nigeria addressing leading Nigerian pharma industrialists led by Ahmed Ibrahim Yakasai. Sarohi emphasised this was the right time for the Pakistani exporter to enter in the Nigerian market as after two to three years later it would be very difficult as the local manufacturers was coming to this business. He informed the present Director General of NAFDAC (The National Agency for Food and Drug Administration and Control was a Nigerian government agency under the Federal Ministry of Health that was responsible for regulating and controlling the manufacturer, importation, exportation, advertisement, distribution, sale and use of food, drugs, cosmetics, medical devices, chemicals and packaged water. He explained the people of Nigeria rating Pakistan equal to European countries even the Indian doctors preferred to prescribe Pakistani medicines. He again accentuated to the audience to visit Nigeria and see how big opportunity was waiting for them. He said lots of Indian and Chinese companies were doing business and now European also entered to capture this big market. He assured his assistance and services were always available the Pakistani exporters. Courtesy: Daily Times