DO AVAILABLE VETERINARY MEDICINAL PRODUCTS MEET THE NEEDS OF THE MIDDLE EAST MARKET?

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The Middle East markets for veterinary medicines cover numerous animal species. The author chose to focus on poultry, sheep and dairy productions which make up the majority of the Middle East veterinary markets. The author has conducted surveys and interviews with local agricultural producers and also international firms covering the Middle East markets.

The local markets are on the whole satisfied with the supply of veterinary medicines, but some therapeutic gaps have been identified. At the producers’ level, issues have been raised regarding the quality of veterinary medicines.

The need to improve distribution systems has been emphasized by respondents of a few countries. Some interviews pointed at the need for stronger regulatory and veterinary authorities. On the whole, the availability is satisfactory in quantity and range but there are exceptions.

The focus in the region should be now on maintaining continuous enhancement of the quality and control of veterinary medicines in order to further improve animal health and food safety.