



United Business Media

PRESS RELEASE

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Paris dates for CPhI Worldwide 2010

CPhI Worldwide returns to Paris for 2010 when, with ICSE, PMEC and BioPh, the world's leading pharma services industry event will be staged at Paris-Nord Villepinte on Tuesday 5 – Thursday 7 October. This is a week earlier than the 2009 event in Madrid, but close to the dates of the last staging in Paris, in 2006.

Organisers UBM International Media expect the quartet of co-located events to rival the 25,000+ attendees expected this year in Madrid. The 2006 events in Paris hosted over 22,000 attendees.

Full details of the 2010 events – the twenty first CPhI Worldwide - will be announced later this year. These will certainly include the multi-track *Where Pharma Meets* modular seminar sessions on the pre-shows afternoon of Monday 4 October, which debut this year in Madrid.

Breakfast Briefings will be back for a third year, and 2010 will also see the return of the *CPhI Innovation Awards* and *Speakers' Corner* features within both CPhI and ICSE.

Eliane van Doorn, UBM International Media's Group Director for Pharma Ingredients Events, commented: *"The industry has seen some significant business challenges since our last visit to Paris. Back in 2006 we had just launched P-MEC on the prior year's visit to Madrid. This year, we also launch BioPh in Madrid and will similarly move to Paris for 2010 with the momentum of newly-launched features."*

And she continued: *"One of the dominant changes since 2006 has been the strong convergence of the bio and pharma business models, especially in ingredients and contract services. We expect this to be a strong continuing theme, with CPhI Worldwide strengthening further as the senior networking platform for pharma production interests"*.

CPhI Worldwide, with ICSE, BioPh and P-MEC, are staged by Netherlands-based UBM International Media. Worldwide locations of annual sister events for the pharma sector include Japan (April); China (June); South America - Brazil (August) and India (November). See: www.cphi.com, www.icsexpo.com, www.bioph-online.com and www.p-mec.com.

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Notes for Editors:

- *UBM International Media operates market-leading global exhibition brands and their complementary media products.*
- *The CPhI pharmaceutical ingredients and related sector exhibitions currently number over 12 highly-regarded annual events. The portfolio also includes Informex (speciality chemicals), Food Ingredients, HBA (health & beauty industry) and Sea Trade (cruise industry).*
- *Worldwide locations for its events include China, India, Japan, North America, Brazil, Africa and Europe. More than 330,000 business professionals and marketers visit UBM exhibitions each year. The exhibitions portfolio is managed from Holland. UBM International Media has approximately 1,200 employees in the UK, US, Asia and Europe. See www.ubm.com*

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Media Enquiries:

Rob Sahi (CPhI)	UBM International Media	Tel: + 31 (0)346 559 461
Ian O'Malley (ICSE, P-MEC, BioPh)	UBM International Media	Tel: +31 (0)346 559 426
Roger Johnstone	GyroHSR Public Relations	Tel: +44 (0)161 614 1450