



United Business Media

## PRESS RELEASE

6 August 2009

### **Sao Paulo hosts second CPhI and P-MEC South America pharma events**

Maarsse, The Netherlands, 6 August 2009: **Against the background of continuing strong market growth, Sao Paulo will host the second CPhI South America and P-MEC South America pharma ingredients and production technology events on Wednesday 26 – Friday 28 August.**

Staged by UBM International Media, the debut events in Rio last August welcomed over 180 exhibitors and nearly 4,500 attendees. Argentina, India and the USA headed the 27% international visitor league.

The venue for the co-located 2009 exhibitions, conference and networking events is Sao Paulo's five-hall Transamérica Expo Center, where they will be staged under UBM's "Where Pharma Meets" umbrella brand.

Led by Brazil, the markets of Latin and Central America are joining China and India as regions of dramatic future opportunities for pharma-related services. With Sao Paulo at the heart of its pharma business sector, Brazil accounts for well over 30% of the Latin American pharma market.

UBM International Media's Pharma Portfolio Group Director Eliane van Doorn commented: *"Our 2009 events will build on the successful CPhI and P-MEC South America foundations laid in Rio last year. Despite the very challenging market conditions of recent quarters, interest levels and bookings have remained strong".*

Providing coverage across the pharma ingredients, contract services and production equipment and technology sectors, co-location of CPhI and P-MEC is a proven formula that ensures a high level of networking and business opportunities in a single event visit.

Alongside the exhibitions will be a five-element, wide ranging conference programme focused on trends and key technical issues and challenges in the emerging pharma markets of South America.

The programme will include the *ISPE Brazil Life Sciences Congress*; the *1st CRF-SP Clinical*

**Continued/...**

*Research Seminar; the 2nd. Latin American Pharma Business Forum; the 1st. Sindusfarma Symposium of Pharmaceutical Management and the BioPh-Biosolutions for Pharma conference on The Brazil Regulatory Scenario.*

Repeated from 2008, to connect buyers and sellers, will be "Match and Meet" networking sessions on the first two days. The Day One focus will be on Pharmaceutical ingredients and that for Day Two on contract services and licensing.

Full programme, visitor/conference registration and exhibitor details can be found via [www.cphi-sa.com](http://www.cphi-sa.com) and [www.pmec-sa.com](http://www.pmec-sa.com).

Key Brazilian pharma trade organisations supporting the exhibitions for the second year are ABIQUIF, ABRIFAR ABIMIP, ABIFINA, Pró-Genéricos, Alanac and Sindusfarma. They are joined this year by ASSOCIQUIM, Interfarma and CRF-SP.

CPhI South America 2008 was recently nominated for the *Best Trade Launch Show* category in the Excellence Awards '09, organised by the UK trade body the Association of Event Organisers (AEO).

UBM International Media's annual sister events for the pharma ingredients and services sector include Japan (April); China (June); Worldwide (Europe – October) and India (December).

Via digital platforms, CPhI is extending into a "24/7/365" information brand, with [www.wherepharmameets.com](http://www.wherepharmameets.com) as the gateway to all CPhI/ICSE/P-MEC exhibition websites - together with CPhI Conferences, webinars, product casts, videos and searchable directories. The key sites include [www.cphi.com](http://www.cphi.com), [www.icsexpo.com](http://www.icsexpo.com), [www.bioph-online.com](http://www.bioph-online.com) and [www.p-mec.com](http://www.p-mec.com).

---

#### **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](http://www.ubm.com)*

**- ENDS -**

**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

---

**[ CPhI and P-MEC SA 09 Preview Release (FX) ]**