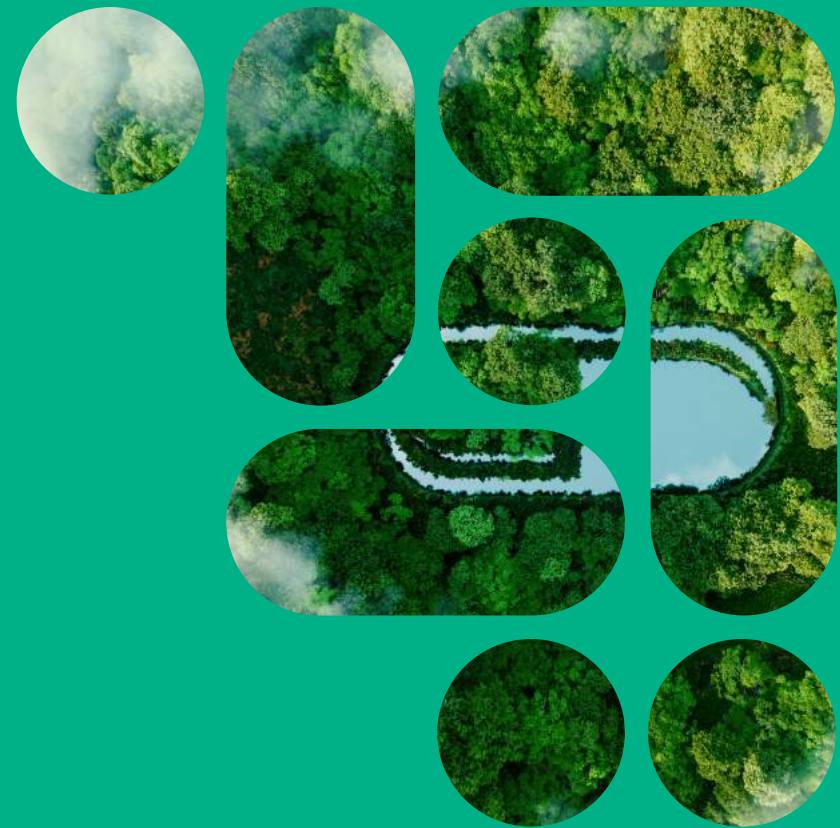




# The World's Leading Pharma Event Is Coming To

 **Saudi Arabia**



**10-12 December 2024**

Riyadh Front Exhibition & Convention Center, Saudi Arabia

[cphi.com/middle-east](https://cphi.com/middle-east)

CPHI Middle East is set to be the premier pharmaceutical event in the region, connecting regional manufacturers with international suppliers across the entire supply chain.



### Global Vision for 2030:

Saudi Arabia's Vision 2030, focusing on diversifying the economy in healthcare and pharmaceuticals, aligns with Expo 2030's global reach. This partnership enhances innovation in the sector and positions Saudi Arabia as a key hub for pharmaceutical events on the global stage.



### Market Expansion:

The Saudi pharmaceutical market is projected to grow significantly, with a CAGR of 5.5% until 2023 and expected to reach USD 19.76 billion by 2028.



### Economic Growth:

With its rapidly diversifying economy, Saudi Arabia offers immense opportunities for the pharmaceutical industry, supported by increased healthcare spending and reforms.



### Demand for Pharmaceuticals:

Increasing demand for advanced pharmaceuticals in Saudi Arabia creates opportunities for global partnerships and distribution.



# The strengths of Saudi Arabia

## GCC Economic Growth Forecast

2.3% in 2023, 3.2% in 2024 with a 4.6% Rise in Non-Oil Sectors.

## Pharmaceutical Market Expansion

CAGR of 4.5% (2015–2020), Projected 5.0% Growth.

## Major Markets

Saudi Arabia and UAE Dominate Regional Pharma (59% and 21%).

## Import Dominance

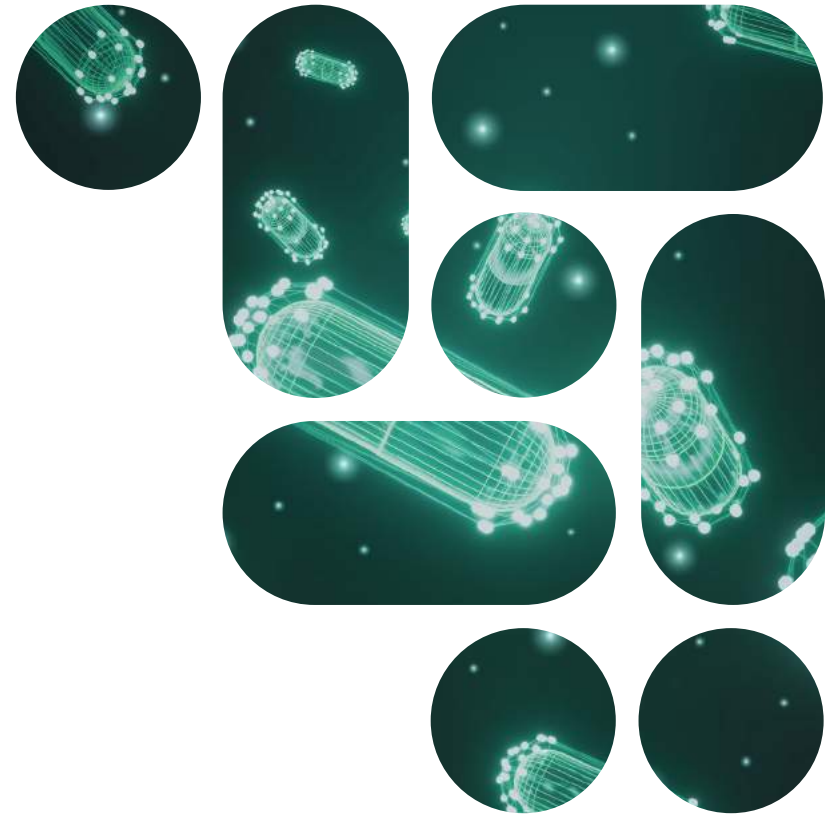
Over 80% of Regional Pharma Sales from Imports.

## Market Composition

75% from Patented and OTC Pharmaceuticals.

## Healthcare Expenditure Surge

Projected to Hit US\$ 104.6 Billion in GCC by 2022.



### In summary:

Post-COVID economic recovery with demographic growth. Saudi Arabia stands as the leading economy and pharma market, setting the benchmark for Gulf nations. Advancements in local R&D and manufacturing are poised to decrease import dependency and boost exports from the Kingdom. Cross-sector collaboration among academia, government, and local to global companies is key to this progress.

# Opportunities for all

Saudi Arabia, central to the MENA region's fifth-largest pharmaceutical market, draws global interest with its 10% growth rate. CPHI Middle East connects global suppliers across various sectors with regional players, enhancing business opportunities and emphasising the region's global pharmaceutical importance.



By 2026

**37.758**

Pharmaceutical sales, SARbn

**1,001.9**

Pharmaceutical sales, SAR per capita

**10.069**

Pharmaceutical sales, USDbn

**267.2**

USD per capita

**190.138**

Health spending, SARbn

**0.85**

Pharmaceutical sales, % of GDP

**50.703**

Health spending, USDbn

**19.9 %**

% of health expenditure

\*Fitch Solutions forecast.

**Source:** WHO, United Nations Comtrade Database DESA/UNSD, local news sources, domestic companies, Fitch Solutions.

# Tahaluf Global Events

**Tahaluf connects businesses globally**, providing access to over 500 brands, exhibitions, and a wealth of digital content and data solutions under the Informa Markets umbrella. This initiative is designed to stimulate trade, foster innovation, and facilitate growth in specialised markets.

DeepFest  
Powered by SDAIA

InFlavour

COSMOPROF  
WORLDWIDE BOLOGNA

SAUDI MARITIME  
CONGRESS

Global Health  
Exhibition  
By Informa Markets

Vitafoods  
Europe

IFSEC  
INTERNATIONAL

Routes

SupplySide  
WEST

Cityscape  
Global

LEAP

CPHI  
Middle East

blackhat

Seatrade

Africa Health  
By Informa Markets

DECOREX  
INTERNATIONAL

Fi Food ingredients  
Global

## Some of Tahaluf's achievements

### 2023 Best International Conference for LEAP AEO Excellence Awards

The award highlights Tahaluf's ability to host premier international conferences, fostering industry dialogue and knowledge sharing.

### 2023 Organiser Team of the Year for Black Hat MEA AEO Excellence Awards

The team's outstanding organisational skills and seamless event execution garnered this prestigious award, showcasing their commitment and teamwork.

### 2023 Best International Show for LEAP (MEA) AEO Excellence Awards

Tahaluf is celebrated for elevating international trade shows in the Middle East and Africa, providing an excellent platform for global business engagement.

### 2023 Best Marketing Campaign for LEAP Middle East Event Awards

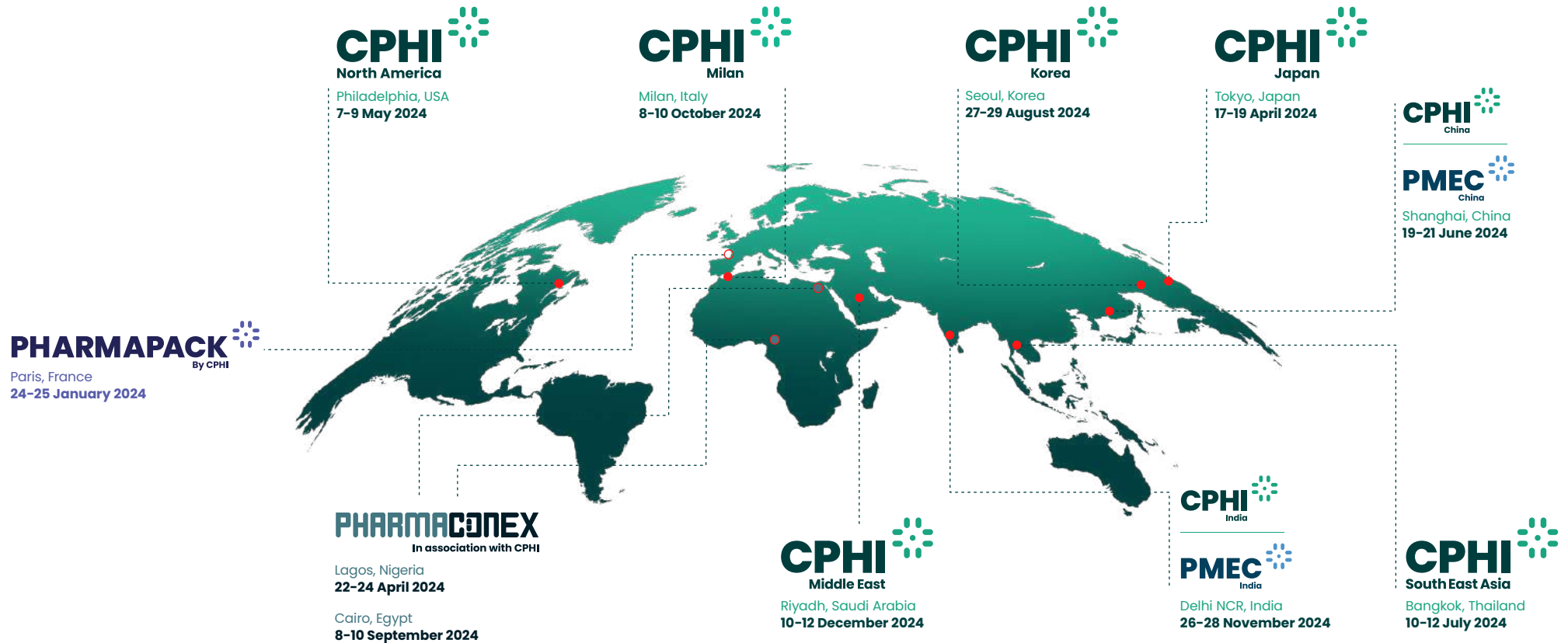
The accolade recognises Tahaluf's innovative marketing that significantly boosted event engagement, setting a new standard in the Middle East.

### 2023 Leading The Way Regional IM Awards Winner

The award highlights Tahaluf as an industry leader, recognising their innovative influence and commitment to excellence in the regional market.



# CPHI stretches across the globe



# CPHI Middle East at a glance

**30,000+**

Attendees

**400+**

Exhibiting Companies

**30,000+**

Square Metres of Exhibition Space



## Sourcing

Explore innovative pharma solutions from top Middle Eastern innovators to enhance your business and strategic growth.



## Learning

Gain insights from top experts and new industry voices at our conference, positioning you at the forefront of Middle Eastern pharma trends.



## Networking

Connect with industry peers online and in-person to uncover business opportunities, collaborate on goals, and tackle challenges.

Join us at CPHI Middle East for a focused exploration of pharmaceutical sectors: ; Ingredients, Contract Services, Machinery, Pharma Packaging, Finished Dosage Formulation and Biopharma. Our exhibition, rich in educational content and innovation, emphasizes government interaction and networking, promising valuable connections and a high-caliber attendee base.

# Who you can expect to meet

Visitors from over  
100 countries include

62%

MEA region

38%

Rest of the world



1. Saudi Arabia



2. UAE



3. India



4. Pakistan



5. Iraq



6. China



7. Jordan



8. Iran



9. Egypt



10. UK

**CPHI Middle East**, positioned at the forefront of Middle Eastern pharmaceuticals, invites global participants to a hub of innovation and collaboration. This key event serves as a vital platform for shaping the future of healthcare, fostering international partnerships and industry advancement.

## Visitor departments include:

Purchasing / Procurement  
Research & Development  
Production  
Regulatory Affairs / QA / QC  
General Management  
Engineering  
Marketing / Communications / PR  
Sales / Business Development  
Chemical Development  
Clinical Development  
Laboratory

## Visitors' job positions

74%

of all attendees have purchasing power

44%

CEO / Chairman / VP  
Director / President

42%

Management

9%

Non-management

5%

Others

[Continued on next slide](#)



## Top primary business activities

Pharmaceutical Company  
(Generic finished products)

Distributor

API Producer

Marketing Services Provider

Pharmaceutical Company  
(Innovator finished products)

Consultancy

Packaging materials

Bio pharmaceutical

Ingredients Distributor/ Buyer

Finished Formulation Products Distributor/ Buyer

## Top 5 reasons to attend



### Extensive Networking

Connect with global and regional pharmaceutical leaders and decision-makers.



### Market Access

Gain direct access to Saudi Arabia's rapidly growing pharmaceutical market and broader MENA region.



### Industry Insights

Stay updated with the latest pharmaceutical innovations, trends, and regulatory developments.



### Sourcing Products

Through our diverse exhibitors, explore a comprehensive range of products and services spanning the entire pharmaceutical supply chain.



### Vision 2030 Synergy

Align with Saudi Arabia's economic diversification and healthcare sector development goals.

# A Global Brand Leader

**Everyone working in pharma plays their part in improving the world's health while building sustainable businesses.**

Real progress only comes from effective collaboration, and by learning, connecting and developing across people, places and products.

**At CPHI, we believe in actively inspiring proactive partnerships.**



At the beating heart of a dynamic industry, we create more connections and, critically, we make them count. From expanding our 'go-to' events and conferences, to growing our online community and providing data-enabled marketing solutions, we're activating more potential by pushing the boundaries of opportunity, sustainability and growth.

**At the heart of Pharma.**

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## Covering the entire pharma supply chain

### Fine & Specialty Chemicals

Providers focus on high-quality, compliant components for pharmaceutical formulations.



### Packaging & Machinery

Cutting-edge, sustainable packaging solutions integrating modern technologies.



### Bio Processing and Manufacturing

Precision biotechnology for pharmaceutical production, emphasising quality and scalability.



### Drug Development

Covers pre-clinical to market launch stages, ensuring efficacy, safety, and regulatory compliance.



### Manufacturing Ingredients

Essential bulk drug substances and excipients for diverse pharmaceutical products.



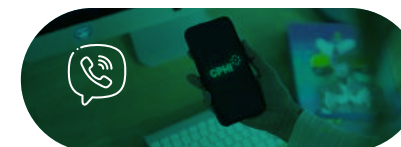
### Drug Discovery

Advanced R&D using AI and machine learning for new drug development.



### Contract Services

Comprehensive outsourcing solutions including research, clinical trials, and regulatory support.



### Manufacturing of Finished Dosage

Production of final drug forms, adhering to GMP standards and operational efficiency.



# Join us at CPHI Middle East

## EARLY BIRD RATE

VALID UNTIL: 1st March 2024

### Space Only **Cost: \$680/sqm\***

- Minimum 20 sqm

### Shell Scheme **Cost: \$855/sqm\***

- Minimum 9 sqm
- Maximum 36 sqm

#### Includes:

- Partition
- Carpeting
- Fascia board
- 2 Chairs
- 1 Round table
- 1 Highchair
- 1 Reception desk
- Stand electricity
- Stand cleaning

\*compulsary digital product directory fee \$800

### Floorplan

**CLICK HERE  
TO VIEW THE  
FLOORPLAN**



# Secure Your Partnership with **CPHI** Middle East Now

**Don't Miss the Opportunity to Connect with Global Pharmaceutical Leaders!**

Please reach out to us for more information.

**For Middle East & Africa:** \_\_\_\_\_



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**For Rest of the World:** \_\_\_\_\_



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AT THE HEART OF PHARMA

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