

CPhI middle east & africa[®]

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2019 Post Show Report

16-18 September 2019 | ADNEC, Abu Dhabi, UAE



3 days

of exhibition



234

exhibitors



3,161

attendees
(5,593 visits)



98

countries



3 days

of in-depth
panel
discussions

The ONLY event in the region dedicated to pharmaceutical manufacturing

Connecting local, regional and international professionals from across the entire pharma supply chain, from ingredients to finished product distribution, the event is your partner in accessing the Middle East & Africa pharma market through a cost-effective platform.

Join us in 2020: gotocphi.com/m2020

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PHARMACONEX
CREATING A HOME FOR THE PHARMA INDUSTRY



اللجنة الوطنية للصناعات الدوائية
National Committee for Pharmaceutical Industries

DFS Africa



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CPhI Middle East & Africa 2019 welcomed 3,161 unique attendees from 98 countries. With 34 countries represented by 283 exhibiting companies spread over a 5,665m2 net exhibition space, attendees had access to business, networking and learning opportunities from the entire pharma supply chain across 3 show days.

His Excellency Sheikh Nahyan bin Mubarak al Nahyan, Minister of Tolerance officially inaugurated the event, which was designed to facilitate new partnerships, while providing features such as the Conference, Live Pharma Connect – Match & Meet service and the Discovery Lounge.

CPhI Middle East & Africa is your regional partner for innovation, networking, and business; the region's most complete pharma exhibition and the only event dedicated to pharma manufacturing, bringing together industry leaders and key decision makers from across the entire supply chain.

5 Sectors Under One Roof



Brings together buyers and suppliers of pharmaceutical ingredients.

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Connects the pharma community with outsourcing solution providers

P-mec

Showcases the newest pharma machinery, equipment and technology

InnoPack

Hosts the latest innovations in packaging

FDF

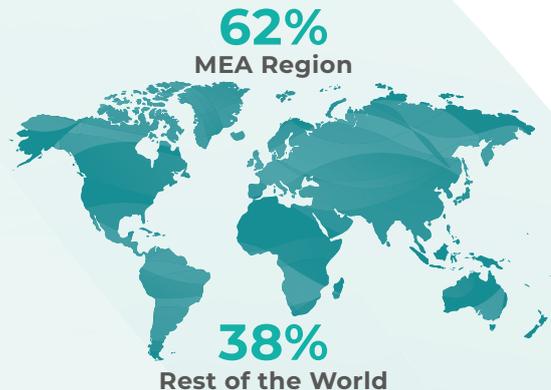
Focuses on every aspect of the finished dosage supply chain

Visitors Facts & Figures 2019

Top 10 visitor countries

- | | |
|----------------|-----------|
| ① UAE | ⑥ Iraq |
| ② India | ⑦ Jordan |
| ③ Pakistan | ⑧ UK |
| ④ Saudi Arabia | ⑨ Germany |
| ⑤ Egypt | ⑩ China |

Attendees by geographic regions



Other countries include: Italy, Iran, South Korea, Republic of Switzerland, Lebanon, Oman, Ukraine, Uzbekistan, Algeria, Turkey, Yemen, France, Sudan, Tanzania, United Republic of Nigeria, Kenya, Spain, Bangladesh, Ethiopia, Syrian Arab Republic, Kuwait, Morocco, Vietnam, Netherlands, United States, Poland, Czech Republic, Afghanistan, Philippines, Russian Federation, Greece, Uganda, Canada, South Africa, State of Palestine, Portugal, Denmark, Ghana, South Sudan, Bahrain, Angola, Singapore, Sweden, Japan, Qatar, Malta, Ireland, Moldova, Republic of Kosovo, Belgium, Lesotho, Zimbabwe, Bulgaria, Hungary, Finland, Indonesia, Malaysia, Tunisia, Cameroon, Slovenia, Hong Kong, Turkmenistan, Austria, Somalia, Luxembourg, Eritrea, Mauritius, Namibia, Cyprus, Saint Helena, Libya, Sierra Leone, Lithuania, Colombia, Argentina, Rwanda, Kazakhstan, Samoa, Belize, Serbia, Taiwan, Guinea, Azerbaijan, Latvia, Thailand, Romania, Malawi

Visitors' job positions

46% CEO / Chairman / VP / Director / President

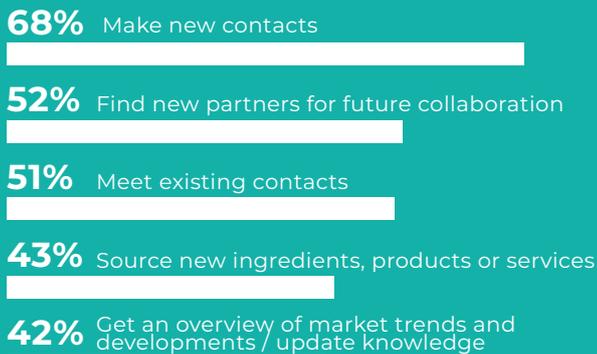
39% Management

9% Non-Management

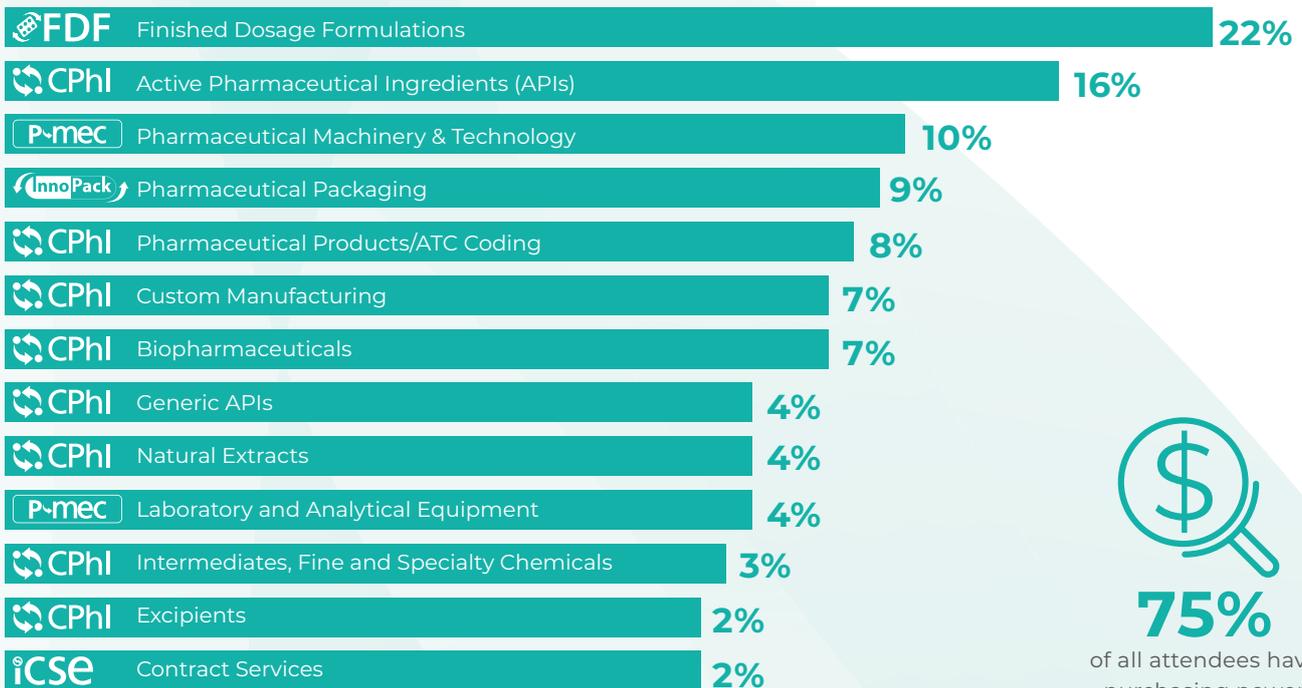
5% Others



Top Reasons For Attending



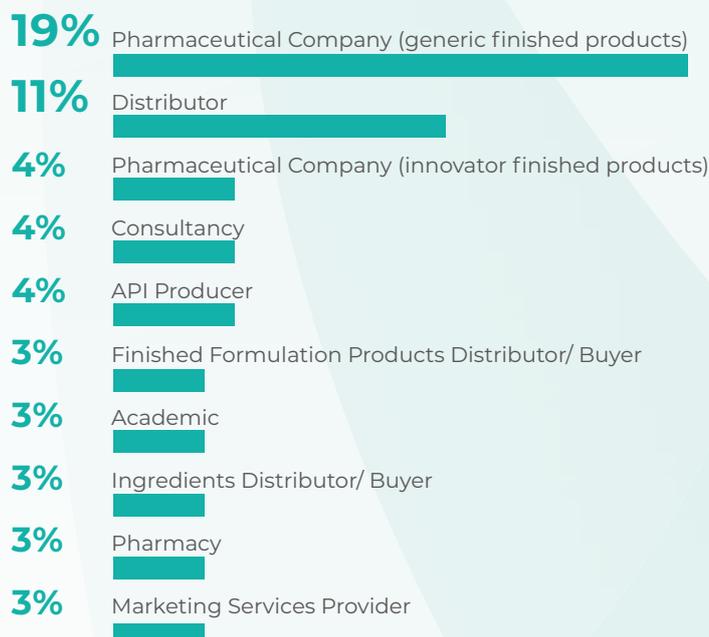
Visitor's Areas of Interest



75%

of all attendees have purchasing power

Top 10 Primary Business Activities



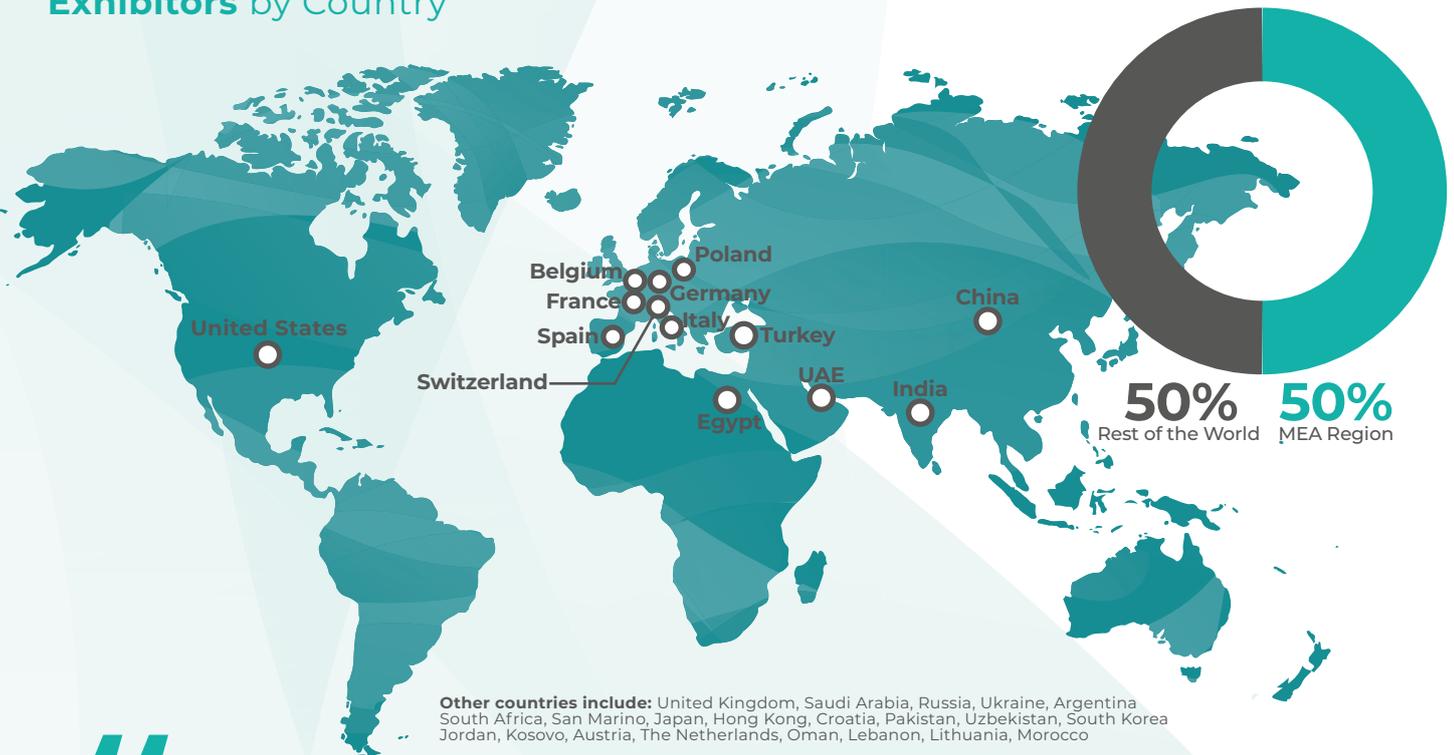
“CPhI MEA was one of the most relevant trade fairs that I attended. It was thrilling to find suppliers of my vast requirements under one roof and it was also a very good place for networking”

Ruth Chapereka
Managing Director / Quality Assurance Director
Gulf Drug Company



Exhibitors Facts & Figures 2019

Exhibitors by Country



“CPhI MEA is unique in its kind of experience which I can describe as a one stop solution to all required information, access to partners for business and any other pharma relevant solutions. It’s carried out in a very nice ambience and it’s my favorite business event throughout year.”

H. Shah
Assistant Manager
Neopharma



“This event gives high publicity at a local level”

Shurab Khandurii
Head Sales & Marketing
NPI - OMAN



Onsite Features

The Conference

The CPhI MEA Conference is a series of in-depth seminars on specialist topics and regional updates that took place during CPhI Middle East & Africa. All content was free to access and open to anyone attending the main exhibition.



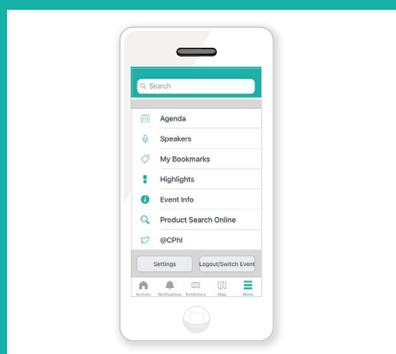
15 SESSIONS **1,157 PARTICIPANTS**

Key Sessions included:

- ✓ Healthcare and Pharmaceutical Continuum: Highlights Across the Region
- ✓ The Forgotten Markets of MEA
- ✓ Delivering Saudi Arabia's Vision 2030
- ✓ Sub-Saharan African Market Overview

Discovery Lounge

The Discovery Lounge enabled exhibitors and visitors to interact with the event organisers, share insights about the pharmaceutical market, company developments, and their event experiences.



CPhI Mobile App

The CPhI Mobile App was an advanced unique way to access the exhibitor list, floorplan, event agenda, and more during the 3 show days.

8,691 PAGE VIEWS

Supplier Finder

The Supplier Finder was an interactive floor plan - which helped visitors to find and meet new suppliers onsite.

2,434 SEARCHES



Hosted Partner Programme

The Hosted Partner Programme fuelled over 430 meetings with industry leading partners from across the supply chain. The Programme was designed to ensure the 'right' connections were made during CPhI Middle East & Africa creating a place to discover new suppliers, build networks and to be inspired undergo strategic partnerships, that drive the innovation in Pharma forward across the region.

- **430 meetings** over **3 days**

Live Pharma Connect - Match & Meet Service

Attendees had FREE access to the official 'Business Matchmaking Programme'. This powerful, effective and intuitive online matchmaking tool enabled exhibitors and visitor to search for and arrange meetings with each other prior to the event, ensuring the highest level of effective and mutually Discovery Lounge beneficial meetings took place during the 3 show days.

- **1,571 users**
- **115,545 matches and alerts**
- **2,974 meetings onsite**

in partnership with:
goMed2Med
Connecting the medical world

Speed Networking: Meet the Distributor

This year we created two intense networking sessions designed to help distributors connect with potential partners. In one hour, attendees could meet with up to 12 peers leaving another hour free to re-connect with the contacts they found most interesting.



Africa Deal Room, in collaboration with DFS Africa

The Africa Deal Room connected impact investors, private equity funds, investment companies and development finance institutions to vetted, relevant and development-focused high growth businesses in Africa. The Deal Room focused on pharmaceuticals and companies operating within the pharma value chain. Both investors and businesses had the chance to cut through the clutter in finding relevant and strategic partners to work with.



Product Showcase

The Product Showcase was a display area providing a 'one-stop' location to quickly identify products in the region, exploring the latest products on offer.

Mocktail Hour

The Mocktail Hour was the the ideal opportunity to meet a potential business partner, mingle and meet your fellow attendees while enjoying a cooling refreshment.



Arabian Nights Village Dinner

The desert food experience took our attendees to UAE's desert to experience the great dunes, a camel ride and a local dinner set in a traditional Emirati village.

Emirati Reyog (Breakfast)

The Emirati Reyog (breakfast) experience gave a unique glimpse into the regional way of life, where attendees enjoyed the taste of authentic delicacies.

F1 Experience

An exciting networking experience where exhibitors and visitors had the chance to walk, run or cycle the Yas Marina circuit, home to the Abu Dhabi Grand Prix.



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For more information contact:

salesoperations@ubm.com

or fill out the stand enquiry form at gotocphi.com/m2020