



12-14 July 2023

Hall 1-3 Queen Sirikit National  
Convention Center (QSNCC)

Bangkok, Thailand

# At the heart of Pharma

Your route to connect with the ASEAN Pharmaceutical Industry



[www.cphi.com/sea](http://www.cphi.com/sea)

Organised by:



# The Figures Speak For Themselves

## Attendee Statistics



**7,662**  
attendees



**44**  
countries

Domestic  
**39%**

International  
**69%**

### Top 10 visitor by country



**1** Thailand



**2** Vietnam



**3** India



**4** Malaysia



**5** Indonesia



**6** Philippines



**7** Singapore



**8** Myanmar



**9** Bangladesh



**10** Cambodia

## Exhibitor Statistics



**199**

Companies



**23**  
countries

Domestic  
**42%**

International  
**57%**

### Top 10 exhibitors by country



### 5 Groups of Pavilion



China



Korea



India



Thailand



Singapore

### 2 Special Pavilions

#### Hybrid pavilion



China

#### Special pavilion

New Business Pavilion





# Visitor Facts & Figures

from CPHI South East Asia 2022



## Company Type of Business

• Manufacturer/Innovator	39.16%
• Distributor/Import Export	28.97%
• Academic/Research	8.59%
• Wholesale/Retail	8.55%
• Engineering	3.83%
• Contract Service	3.16%
• Consultancy	3.05%
• Association/Government	2.12%
• Press/Media	1.45%
• Licensee	1.12%

**39.16%**  
Manufacturer/  
Innovator

## Top 20 Area of Interest

• API	12.39%
• Pharmaceutical Packaging	10.27%
• Biopharmaceuticals	9.70%
• Pharmaceutical Product / ATC Coding	9.15%
• Pharmaceutical Machinery & Technology	8.07%
• Natural Extracts	6.78%

**12.39%**  
API

• Excipients	6.61%
• Finished Dosage Formulations	6.52%
• Generic APIs	5.62%
• Custom Manufacturing	5.56%
• Laboratory and Analytical Equipment	5.12%

**22.89%**  
Manager  
with staff

## Job position

• Manager with staff	22.89%
• CEO/COO/President/Chairman	10.53%
• Other	10.11%
• Manager without Staff	8.77%
• Managing Director / Sr. VP / EVP	6.77%
• Assistant	6.35%
• Non-management	5.76%
• VP / Director	4.34%
• Board Director	4.09%
• Administrator	3.76%
• Owner/Proprietor	2.51%
• Consultant	2.01%
• Non Board Member	0.75%

## Decision making power

**Make purchase**

**26.62%**

**Influence purchase**

**15.85%**

**Authorise purchase**

**15.44%**

**Specify suppliers**

**13.22%**





# Market Outlook in South East Asia



## Revenue in the Pharmaceuticals

South East Asia market is projected to reach **US\$15.50 bn** in 2023.



## The market's largest

segment is Oncology Drugs with a projected market volume of **US\$2.25 bn** in 2023.



## Revenue is expected

to show an annual **growth rate** (CAGR 2023–2027) of **2.11%**, resulting in a market volume of US\$16.85bn by 2027.



## In distribution, approximately 90%

of Thailand's pharmaceuticals output is consumed by the domestic market. This has increased access to healthcare for most of the population nationwide, which naturally caused the consumption of medicines to jump



## South East Asia is a growing pharmaceutical market

with an increase in clinical trials in recent years. With a population of about **620 million** and a total area of **4.5 million kilometers** it contains the region's well recognized study destinations of Malaysia, Singapore and Thailand. The remaining seven ASEAN (The Association of Southeast Asian Nations) countries are Cambodia, Laos, Myanmar (Burma), Vietnam, Indonesia, Philippines, and Brunei.



# Your route to connect with the ASEAN Pharmaceutical Industry

**CPhi**  
South East Asia



**8,000+**  
Attendees



**300+**  
Exhibitors



**40+**  
Countries  
attend



**40+**  
International  
Seminar



Matchmaking  
platform



**15,000**  
SQM.





# NEW Venue Experience

at Queen Sirikit National Convention Center (QSNCC)



**QSNCC** - The Ultimate Inspiring World Class Event Platform For All An iconic landmark at the heart of downtown Bangkok, the Queen Sirikit National Convention Center (QSNCC) is a versatile venue suited to all kinds of events. This state-of-the-art facility is designed to offer flexible solutions both today and in the future. Conveniently served by subway with QSNCC station connecting directly to the venue, it is easily and quickly accessible from all parts of Bangkok.

## Exhibitor Profile



API / Pharmaceutical  
Ingredients



Machinery for  
pharmaceutical  
production



Packaging  
for Pharma product



Lab & Test & analytical  
related to Pharma



Finished  
Dosage Form



Herbal medicine  
/ Natural Extract



Animal Health

**END**  
**to** **END**  
Service  
Pharma  
Event  
in ASEAN



# Experience with CPHI South East Asia Features



## Innovative Pharmaceutical Packaging Showcase

Learn how technology be applied to, or integrated within packaging materials in order to make packaging smart and innovative.

- Intelligent packaging
- Sustainable packaging
- New development packaging



## Industry Seminars and Conferences

On integrated pharmaceutical manufacturing regulation marketing , This wide range of speaker will provide a great opportunity to deep dive into specific topics, discuss opinions and gather insights from the wider pharma community.

- The ASEAN Roundtable Discussion
- Animal Health Trends
- Herbal Medicines
- Bio Development



## Business Matching

The Business Matching Program helps attendees

to identify and preview potential business partners and preschedule business meetings at your convenience.





**NEW**

# Experience with CPHI South East Asia Features



## Pharma Quest

Pharm Quiz is an exciting competition aimed at promoting the ideas of Thai pharmacist students. This activity offers an opportunity for students to challenge their knowledge and adaptation in terms of using in this industry by participating in the activity.



## ASEAN Pharma Market Hub

The ASEAN Pharma Market Hub offers a gateway for companies to expand in the Southeast Asian pharmaceutical market with support from international pharmaceutical associations throughout ASEAN at CPHI SEA. Businesses can access a vast pool of potential buyers and leverage the region's dynamic economies.





# Stand Rates

## Stand Rates

### SPACE ONLY min. 18m<sup>2</sup>

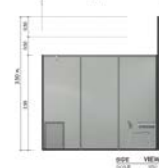
If you are looking to book Space Only, this starts at 18m<sup>2</sup> onwards.

- Exhibition Space
- Directory & Website Listing

### BASIC SHELL SCHEME min. 12m<sup>2</sup>

- Exhibition Space
- Stand Panels
- Fascia Board
- Carpet
- 1 Reception Desk
- 2 Folding Chairs

- 1 Lockable Cabinet
- 1 Waste Paper Basket
- 2 Spotlights 100 w.
- 1 Socket
- Directory & Website Listing



### DELUXE SHELL SCHEME min. 12m<sup>2</sup>

- Exhibition Space
- Stand Panels
- Fascia Board
- Carpet
- 1 Reception Desk
- 5 Folding Chairs
- 1 Lockable Cabinet
- 1 Waste Paper Basket

- 1 Fridge
- 2 Sofas
- 1 Round table
- 1 Coffee table
- 3 Spotlights 100 w.
- 1 Socket
- Directory & Website Listing



## CPHI

### Type

#### 1 side open

#### 2 sides open

#### 3 sides open

#### 4 sides open

#### Space only min. 18m<sup>2</sup>

USD 400 / THB 12,900

USD 430 / THB 13,800

USD 450 / THB 14,400

USD 465 / THB 15,000

#### Basic Shell Scheme min. 12m<sup>2</sup>

USD 510 / THB 16,400

USD 540 / THB 17,300

USD 560 / THB 17,900

USD 575 / THB 18,500

#### Deluxe Shell Scheme min. 12m<sup>2</sup>

USD 555 / THB 18,100

USD 585 / THB 19,000

USD 605 / THB 19,600

USD 620 / THB 20,200

## Packaging Materials & Drug Delivery

### Type

#### 1 side open

#### 2 sides open

#### 3 sides open

#### 4 sides open

#### Space only min. 18m<sup>2</sup>

USD 335 / THB 11,000

USD 365 / THB 12,000

USD 380 / THB 12,500

USD 395 / THB 13,000

#### Basic Shell Scheme min. 12m<sup>2</sup>

USD 445 / THB 14,500

USD 475 / THB 15,500

USD 490 / THB 16,000

USD 505 / THB 16,200

#### Deluxe Shell Scheme min. 12m<sup>2</sup>

USD 490 / THB 16,200

USD 520 / THB 17,200

USD 535 / THB 17,700

USD 550 / THB 18,200

Remark: 1. Other venue related costs at USD 7/m<sup>2</sup> / THB 255/m<sup>2</sup> (compulsory)

2. CPHI Online at USD 550 / THB 17,600 (compulsory)



**South East Asia**


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### **For more information, please contact**

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