

# Post Show Report

Your route to connect with the ASEAN Pharmaceutical Industry



## At the heart of Pharma

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# CPHI

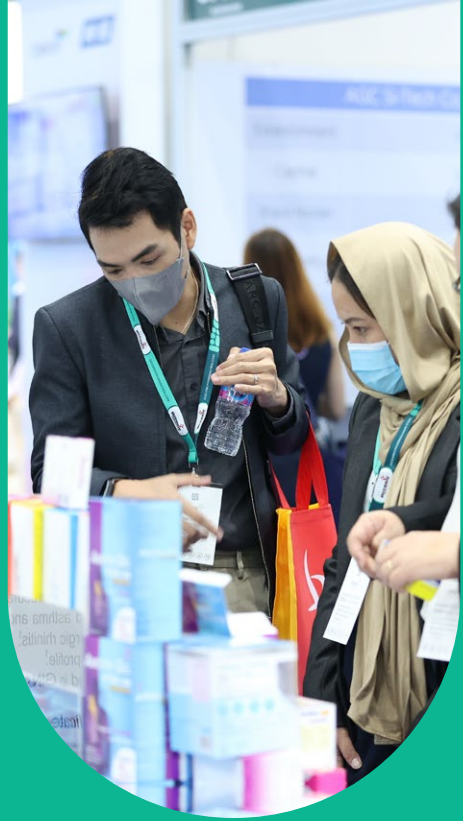
South East Asia

**19–21 October 2022**

**Bangkok, Thailand**

CPHI SEA 2022 was held in Bangkok, Thailand for the first time, from 19<sup>th</sup>–21<sup>th</sup> October 2022 with great anticipation from both visitors and exhibitors.

This eighth edition of CPHI SEA attracted a record 7,662 pharma industry professionals. With visitors from 44 countries, CPHI SEA is considered South East Asia leading Pharma event.



**7,662**

**attendees**



**44**

**countries**

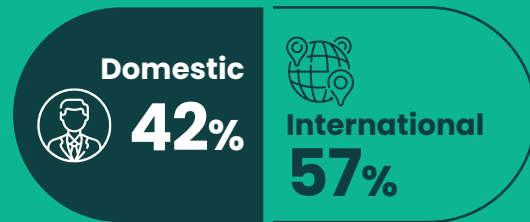
## CPHI SEA

Thailand is one of the leading pharmaceutical markets in Southeast Asia. Over 2022 and 2023, annual growth in the market should accelerate to 3.5% due to a rising concern among Thais over personal health and wellness, itself partly a side-effect of the Covid-19 pandemic, the aging of Thai society, which is driving an increase in the number of individuals needing treatment for chronic non-communicable diseases, the broad coverage provided by the Universal Health Coverage scheme, and the return of foreign patients to Thai hospitals.

# Exhibitor Statistics

Number of Exhibitors: **199 companies**

Number of Countries: **23 countries**



## Top 10 exhibitors by country



## 5 Groups of Pavilion and 2 Special Pavilions

### International pavilions



### Hybrid pavilion



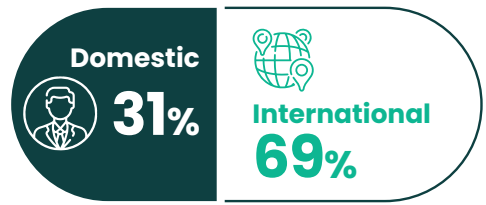
### Special pavilion



# Attendee Statistics

Number of attendees : **7,662 attendees**

Number of countries : **44 countries**



## Top 10 visitor by country



# Visitor Facts & Figures



## Company Type of Business

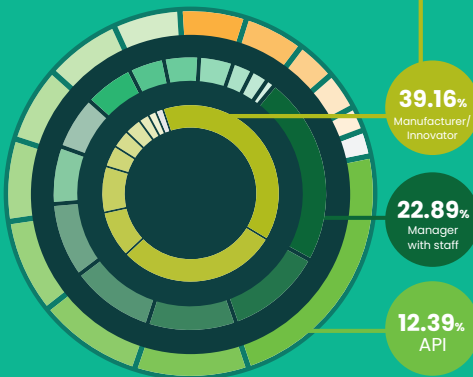
• Manufacturer/Innovator	39.16%
• Distributor/Import Export	28.97%
• Academic/Research	8.59%
• Wholesale/Retail	8.55%
• Engineering	3.83%
• Contract Service	3.16%
• Consultancy	3.05%
• Association/Government	2.12%
• Press/Media	1.45%
• Licensee	1.12%

## 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%

## 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%
• Excipients	6.61%
• Finished Dosage Formulations	6.52%
• Generic APIs	5.62%
• Custom Manufacturing	5.56%
• Laboratory and Analytical Equipment	5.12%
• Contract Services - Analytical & Lab Services	3.43%
• Intermediates, Fine and Specialty Chemicals	3.41%
• Contract Services - Contract Services	3.21%
• Contract Services - Bio Services	2.27%
• Contract Services - Pre Clinical Trials, Clinical Trials Stages 1-4, CRO, Clinical Data	1.89%



## Decision making power



# Highlight Features



## 1 Health Theatre

Features seminars and presentations from experts and leading exhibitors; premium natural/herbal products will be showcased. The potential of herbal extract for pharma production is growing rapidly this enhance opportunity for ASEAN producers to supply to world demand.

## 2 Innovative Packaging Showcase

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

- Smart packaging
- Sustainable packaging
- New development packaging

## 3 Extract Live Demo

Learn how essential natural extraction is used by pharmaceutical companies to fulfil their aim in advancing pharma development

**At the heart of Pharma**

# Highlight Features



## 4 Country Pavilions

A dedicated marketplace where you can discover our trade and export partners and their affiliated companies. CPHI SEA 2022 gets participation as country pavilion: China Pavilion, India Pavilion, Korea Pavilion and Singapore Pavilion. With support of key organization, Thailand Pharmaceutical Manufacturers also grouped their member at event under "Thailand Pavilion"

## 5 Sustainability Square

An interactive zone for visitor and exhibitors to discover knowledge on how sustainability matters for CPHI SEA. We build up activity that support local community and we boosted up awareness by having herbal press workshop.

## 6 Business Matching

The Business Matching Program helps attendees to identify and preview potential business partners and preschedule business meetings at your convenience. There are about 287 matches happened in 3 days.

# Conference Topics



A highlight of the show was the Conference Programme with presentations from leading local and international speakers. The programme covered a range of topics regarding market access, M&A and regulations and compliance within the industry in the region.

- Biopharmaceutical: Development & Characterization
- Roadmap for Thai pharmaceutical industry development
- International pharmaceutical packaging conference
- ASEAN Halal pharmaceutical industry
- Vietnam medicinal plant & health products industry
- Regulatory update on GMDP & GMP Clearance system: Statistics, Flexibilities & Further improvements
- Traditional Medicines (Ayurveda): Re-emerging. Opportunity during Covid phase and Re-defining the business development strategies

- Personalized Medicine
- Research, Innovation, and Services for Health and Wellness Industry.
- Drug Delivery
- 3D Printing technology: Future of pharmaceutical manufacturing



# Sustainability Booth Awards



## Sustainable Booth Design Award

1. Thailand Institute of Scientific and Technological Research (TISTR)
2. Rama Production Co., Ltd.



## Creativity Award

1. OLIC (Thailand) Limited
2. Optimus Drugs Pvt., Ltd.



## Informative Award

1. The Government Pharmaceutical Organization (GPO)
2. Anzen Exports Pvt., Ltd.



## Outstanding Award

1. Rianthai Interplas Co., Ltd.
2. Seven Stars Pharmaceutical Co., Ltd.

# Your CPHI SEA 2022 Experience

## Customer Experience

A free complimentary service to be enjoyed by both visitors and exhibitors.

- Business Matching lounge
- Discussion Area



## VIP Lounge

Offer free drinks at a private bar, and catered food throughout the event to truly give your visits AS the VIP experience with additionally WIFI services to promptly connect your business

## Pharma Insight Briefings

A series of in-depth seminars on specialist topics and regional updates.

## Supplier Finder



An interactive floor plan to find your existing business partners or meet new suppliers.

## Transportation Service

Complimentary & convenient shuttles to transport attendees to the venue.



## Discovery Lounge

Open for the three days of the event, visitors and exhibitors join the discussion and share thoughts on their overall CPHI

Experience with its perks as the massaging chair



## Networking Night

CPHI partnered with TPMA . a gathering area event to engage and connect with professional visitors & exhibitors.



## The Show Guide

Our pocket guides keep vital information at your fingertips such as floor plan, exhibitor list, and any conference and seminar schedule



## E-Show Catalogue



SCAN HERE TO DOWNLOAD

Help you discover the supplier/ exhibitors with their contact /company information to extend their business opportunities



# Here's What Others Said

## About CPHI South East Asia 2022



**Yoshihiro Takada**  
MS, MBA  
Managing Director,  
OLIC (Thailand) Limited

With one more jam-packed day remaining of CPHI South East 2022, the show has already been a success for exhibitors and attendees alike. But don't take our word for it, read what others had to say:

"OLIC as CMO we appreciated that CPHI SEA is back after 2 years absence due to COVID-19 situation. Thank to CPHI, we have great opportunity to meet our business partners, as well as our future business collaborators from machinery, software services and materials. And we do hope to get Moving Together with Trust with all we met here at CPHI SEA 2022."



**Ms. Panita  
Noranitiphadungkarn**  
CMO- Mednova (Thailand)



"Thank you to CPHI that allowing us opportunity to update ourself knowledge with pharmaceutical regulations in ASEAN, as pharmaceutical experts are invited to share several issues and developments during an educational seminar especially the halal pharmaceutical industry session to let's us understand more and more on the ASEAN Halal concepts."



"CPHI SEA is increase the visibility of Pharmaceutical industry in Thailand.

Many good conferences and forums for the Pharmaceutical industry to meet and networking with the related industry that could benefit to their business.

CPHI SEA benefit the Eco-system during the strategy of Thai Pharmaceutical industry development."

**Assistant Professor Rungpetch  
Sakulbumrungsil,**  
Ph.D.



# Special thanks

to all our supporter and media partners

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