

# The world's leading pharmaceutical industry event is coming to Saudi Arabia

CPHI Middle East will be the region's most comprehensive pharma gathering bringing together regional drug manufacturers with global suppliers of raw materials, machinery, packaging solutions, contract services and finished dosage.



# Grow your business in the Middle East

As an extension of the CPHI brand, CPHI Middle East will take place in Riyadh, Saudi Arabia, 2024.

## Opportunities for all!

The MENA region, which is the 5th largest pharma market in the world, makes Saudi Arabia an important international meeting hub for the pharmaceutical community. It is a hugely attractive region for multinational pharma companies as the region's market growth rate is projected as 10%.

CPHI Middle East will attract global suppliers of raw materials, machinery, packaging solutions and contract services and connect them with regional visitors, suppliers and production partners offering a huge business potential.

## Pharmaceuticals & healthcare forecasts (Saudi Arabia 2020–2026)

Indicator	2020	2021	2022*	2023*	2024*	2025*	2026*
Pharmaceutical sales, SARbn	28.754	29.229	30.891	32.526	34.217	35.961	37.758
Pharmaceutical sales, SAR per capita	825.9	827.1	861.8	895.3	929.9	965.4	1,001.9
Pharmaceutical sales, USDbn	7.668	7.795	8.238	8.674	9.124	9.590	10.069
Pharmaceutical sales, USD per capita	220.3	220.6	229.8	238.7	248.0	257.4	267.2
Health spending, SARbn	198.313	200.886	168.290	168.901	172.511	180.944	190.138
Health spending, USDbn	52.883	53.570	44.877	45.040	46.003	48.252	50.703
Pharmaceutical sales, % of GDP	1.09	0.94	0.83	0.85	0.85	0.85	0.85
Pharmaceutical sales, % of health expenditure	14.5	14.6	18.4	19.3	19.8	19.9	19.9

\*Fitch Solutions forecast.

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



# Who you can expect to meet

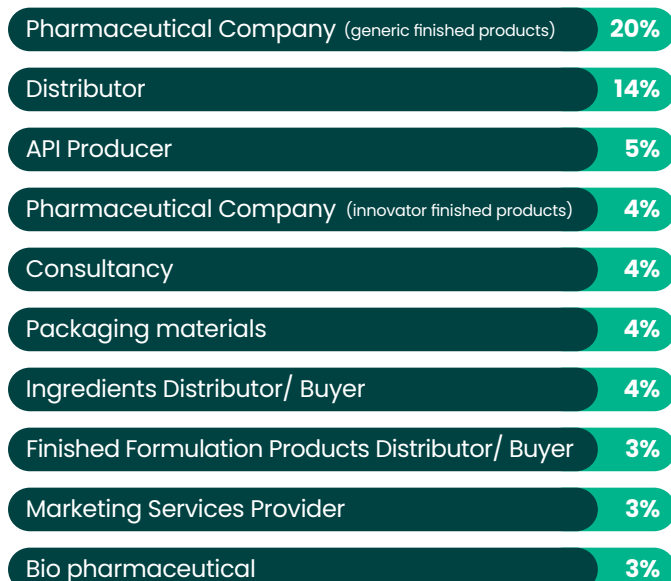
## Top 10 visitor countries



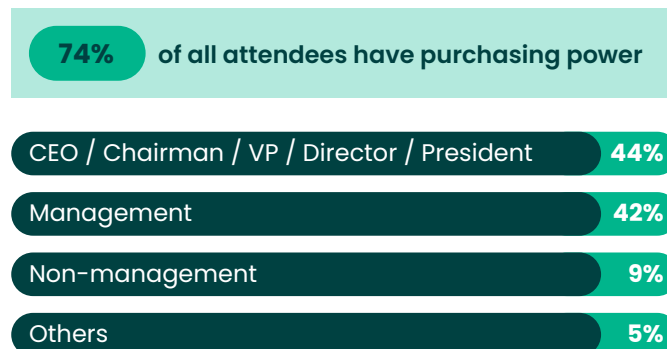
### Other countries include:

Germany, Turkey, Italy, Spain, Algeria, Sudan, Netherlands, United States, Switzerland, Oman, Lebanon, Russian Federation, France, Ethiopia, Afghanistan, Tanzania, Czech Republic, Kuwait, Bangladesh, South Africa, Malta, Greece, Kenya, Ukraine, Qatar, South Korea, Syrian Arab Republic, Japan, Hong Kong, Luxembourg, Uzbekistan, Tunisia, Zambia, Nigeria, Nepal, Thailand, Belgium, Ghana, Malaysia, Uganda, Philippines, Indonesia, Yemen, Somalia, Georgia, Azerbaijan, Austria, Togo, Taiwan, Slovenia, Canada, Bahrain, Denmark, Swaziland, Poland, Slovakia, Portugal, Bulgaria, Costa Rica, Sweden, Singapore, Ireland, Vietnam, Chad, Serbia, Moldova, Palestine, Burundi, Chile, Australia, Hungary, Armenia, Saint Kitts and Nevis, New Zealand, Morocco, Croatia, Mozambique, Latvia, Namibia, Belarus, Turkmenistan, Kazakhstan, Finland

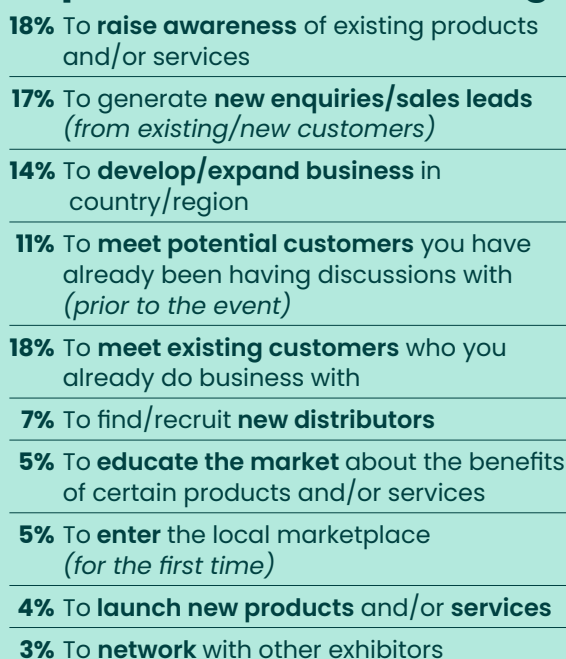
## Top primary business activities



## Visitors' job positions



## Top Reasons for attending\*



\*Research results conducted by our internal Customer Insights team



## Informa Markets global events

Informa Markets is a specialist in helping international markets and the customers who operate in them **to connect, trade, innovate and grow**. Through over 500 leading brands, our exhibitions, specialist digital content and data solutions allow customers operating in specialist markets to meet and trade, and for their businesses and markets to thrive.

**CPHI**

**IFSEC**  
INTERNATIONAL

Africa Health  
By Informa Markets

**Routes**

**black hat**

**Seatrade**

**DECOREX**  
INTERNATIONAL

**SupplySide**  
WEST

**Fi** Food ingredients  
Global

**Vitafoods**  
Europe **V**

### Industry sectors Informa Markets operate in:



Agriculture



Aviation &  
Aerospace



Beauty &  
Aesthetics



Culture &  
Lifestyle



Design &  
Furniture



Energy, Utilities &  
Resources



Fashion &  
Apparel



Health &  
Nutrition



Healthcare &  
Pharmaceuticals



Hospitality, Food &  
Beverage



Infrastructure,  
Construction &  
Real Estate



Jewellery



Manufacturing,  
Machinery  
& Equipment



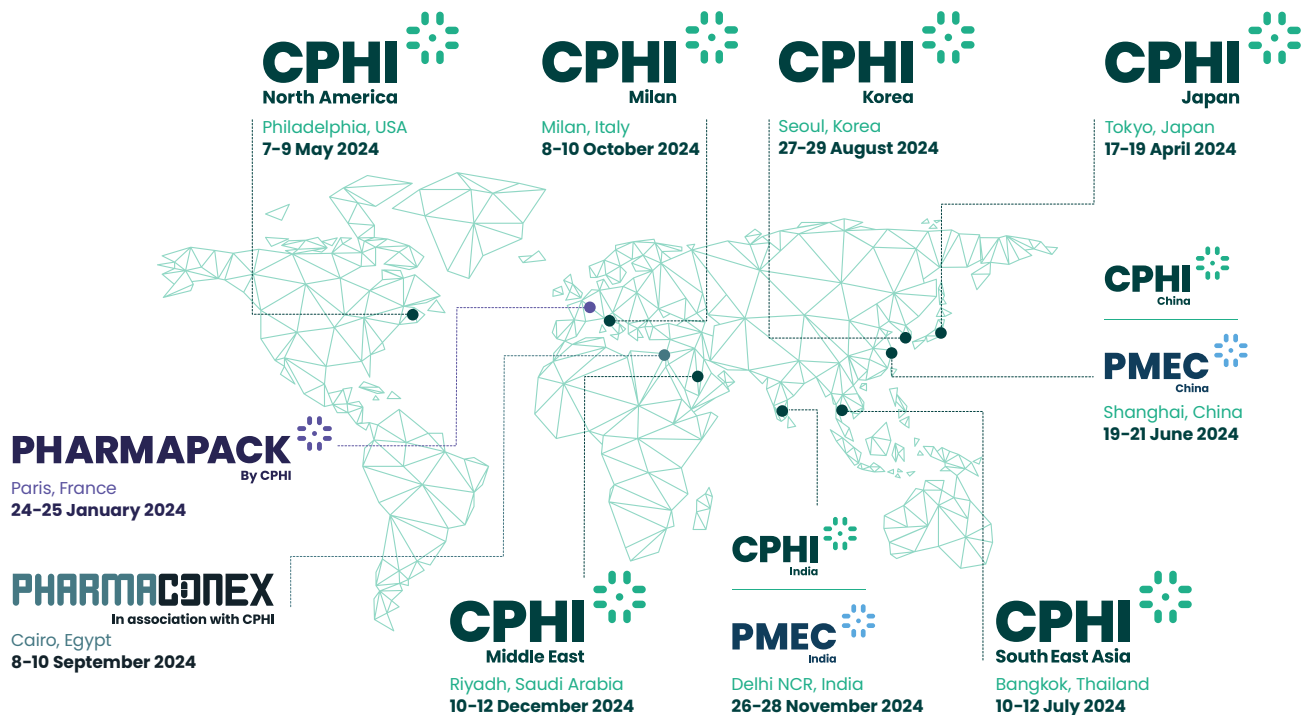
Maritime,  
Transportation &  
Logistics



Media &  
Entertainment

# CPHI stretches across the globe

As part of Informa's Pharmaceutical business, CPHI is the leading global community for pharmaceutical professionals, hosting a portfolio of digital and in-person connection opportunities across the whole pharma supply chain on a scale like no other.



## 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.**

## Covering the entire pharma supply chain

Fine & Specialty Chemicals

Drug Discovery

Drug Development

Manufacturing Ingredients

Bio Processing and Manufacturing

Manufacturing of Finished Dosage

Packaging & Machinery

Contract Services





## Partnering with CPHI

Partnerships are essential to us and we offer a range of opportunities depending on your needs and objectives. Please reach out to us for more information.

Want to learn more? Let's talk!

**Çiğdem Çelen**

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