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Post-Show Report

10-12 December 2024

Riyadh Front Exhibition & Convention Center,
Saudi Arabia

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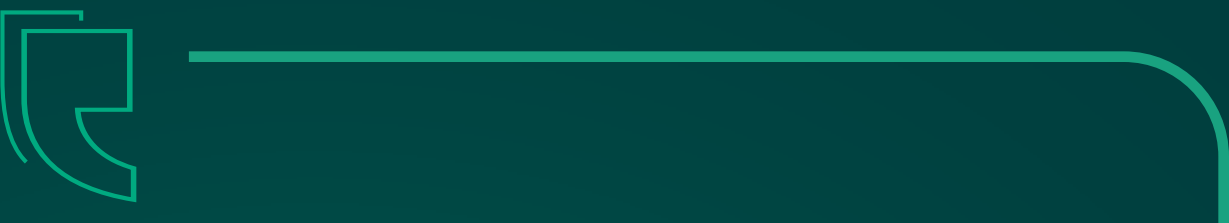
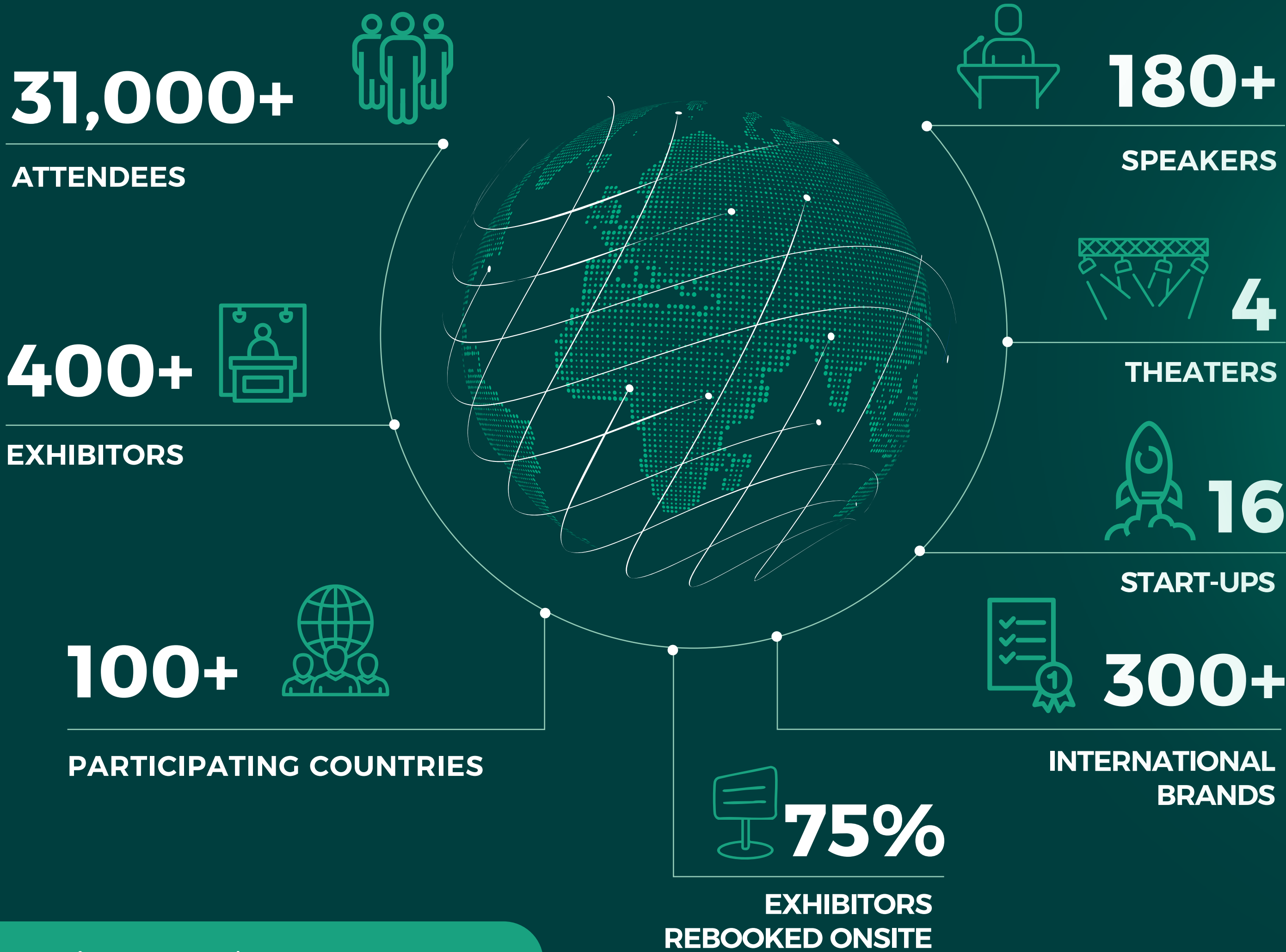
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www.cphi.com/middle-east/en/home

World's Largest Debut Pharma Event in History

Show In Numbers




“Innovation in the pharmaceutical industry is at the forefront of the Kingdom's objectives to enhance individual and community health”

H. E. Fahad Al-Jalajel
Minister of Health
Saudi Arabia




Supporting Saudi Leadership's Vision on Driving Pharma Progress



Fahad AlJalajel • 2nd

Minister of Health | Strategy, Leadership

2w • 

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With the support of SA the wise leadership, the leadership is Saudi


#مجلس_الوزراء praised the agreements and releases of more than (10) billion riyals included in the CPHI International Pharmaceutical Exhibition held in Riyadh to localize gene therapies and support the production of biopharmaceuticals and vaccines in a way that enhances the Kingdom's global leadership in health innovation.

Innovation in the field of pharmaceutical industries comes at the forefront of the Kingdom's goals to enhance the health of the individual and society, in order to achieve the goals of the [رؤية_السعودية_2030](#) and the health sector transformation program and access to leadership in the field of biotechnology.

<https://lnkd.in/d3dsUGc3>

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Fahad AlJalajel • 2nd

Minister of Health | Strategy, Leadership

2w • 

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بدعم القيادة الرشيدة: الريادة السعودية SA

إشادة [#مجلس_الوزراء](#) بما اشتمل عليه المعرض الدوائي العالمي [CPHI](#) الذي عُقد بالرياض، من اتفاقيات وإطلاقات تجاوز (10) مليارات ريال لتوطين العلاجات الجينية ودعم إنتاج الأدوية الحيوية واللقاحات بما يعزز ريادة المملكة عالمياً في الابتكار الصحي؛ يجسد رؤية القيادة الرشيدة -حفظها الله- لتأكيد مكانة المملكة ودورها القيادي الرائد في تعزيز الصحة العالمية وجودة الحياة وصناعة مستقبل مشرق للعالم.

يأتي الابتكار في مجال الصناعات الدوائية في طليعة أهداف المملكة لتعزيز صحة الفرد والمجتمع، تحقيقاً لمستهدفات [#رؤية_السعودية_2030](#) وبرنامج تحول القطاع الصحي والوصول للريادة في مجال التقنية الحيوية.

<https://lnkd.in/d3dsUGc3>

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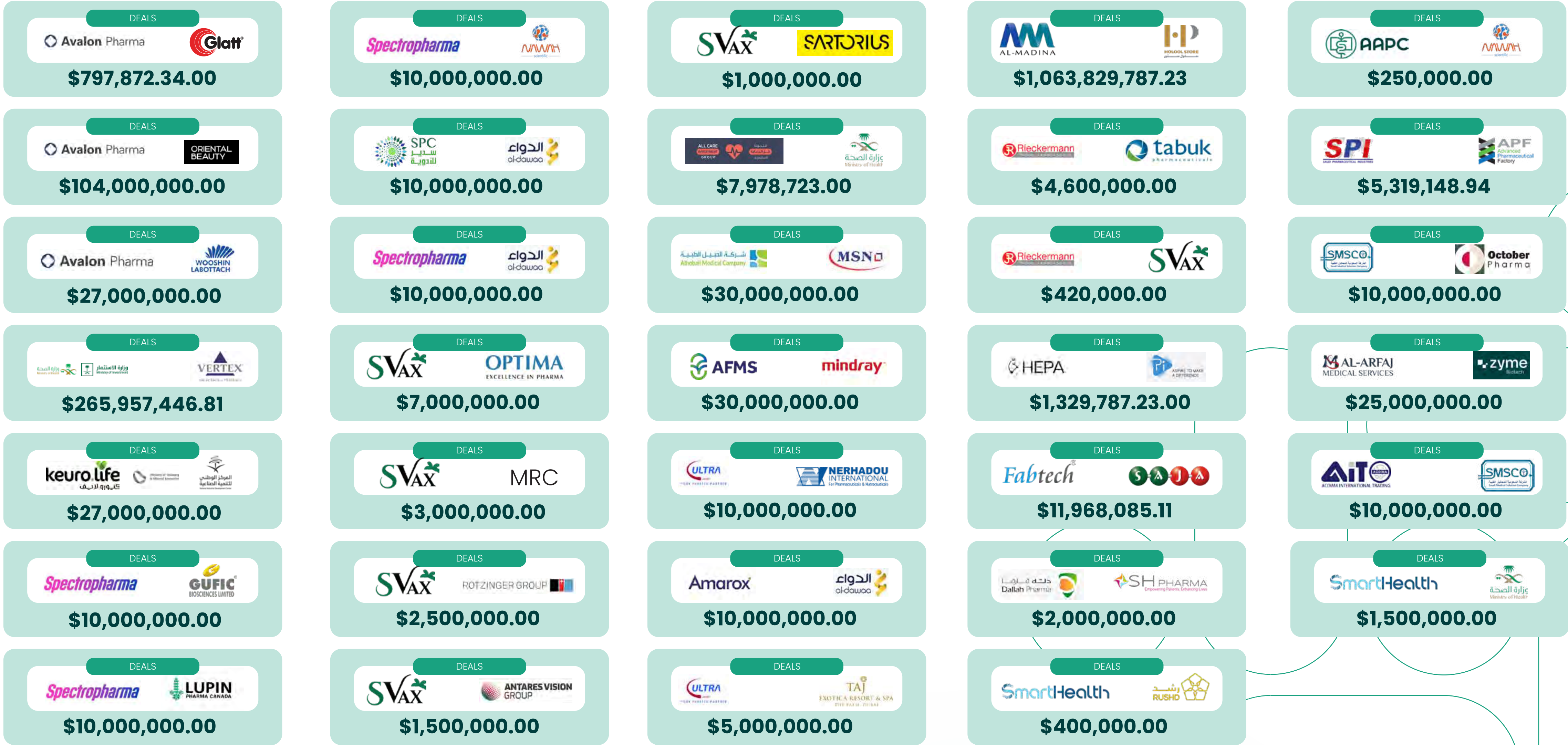
BRONZE SPONSOR



Supercharging Business Growth: Global Partnerships worth US \$2.7 bn Signed



The Year's Most Powerful Pharma Deals Happened Here



Relive The Action: Best of Show Highlights



DAY 1 Highlight video



DAY 2 Highlight video



DAY 3 Highlight video



Sparking Buzz Across Worldwide Pharma Communities



Abdoul Kader Goni Boulama • 3rd+
Directeur général chez PHARMACIE LAMORDE
4w •

+ Follow

At CPHI Middle East 2024

Great ideas are being discussed with stakeholders





Suheyl ZAKERI • 3rd+
Neutec Pharmaceutical
3w • Edited •

+ Follow

CPHI Middle East - Saudi Arabia 2024

Saudi Arabia is rapidly emerging as a hub for life sciences innovation. There is much to do and much to talk about in the pharmaceutical industry.

#Cphi #MiddleEast #pharmaceutical #Saudi #Turkiye #Neutec #inhaler





Nicolas Morais • 3rd+
Associate Director of Sales, EMA and Commercial Developme...
3w •

+ Follow

Day 2 @ #cphi Middle East.

Another great day on the field with this great team.





Osama Ojeh • 2nd
Business Development Manager @ Galenika | B.B.A.
4w •

+ Follow

Great opportunity to be a part of CPHI Middle East in Riyadh ... Looking forward to get exposure to new projects and connections ..





Tabuk Pharmaceuticals Manufacturing Company
258,207 followers
3w •

+ Follow

With a value of 100,000,000 SR, Tabuk Pharmaceutical Company signs a strategic partnership with Bio-Thera Solutions in the presence of the Minister of Health, Mr. Fahad AlJalajel and the Chief Executive Officer of the Food and Drug ...more



You and 325 others

20 comments • 9 reposts



Khushbukhat Khan, Ph.D. • 3rd+
Cancer Prevention and Early Detection Advocate | Biotech Entrepreneurial E...
3w • Edited •

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Day 2 of CPHI-ME, Riyadh

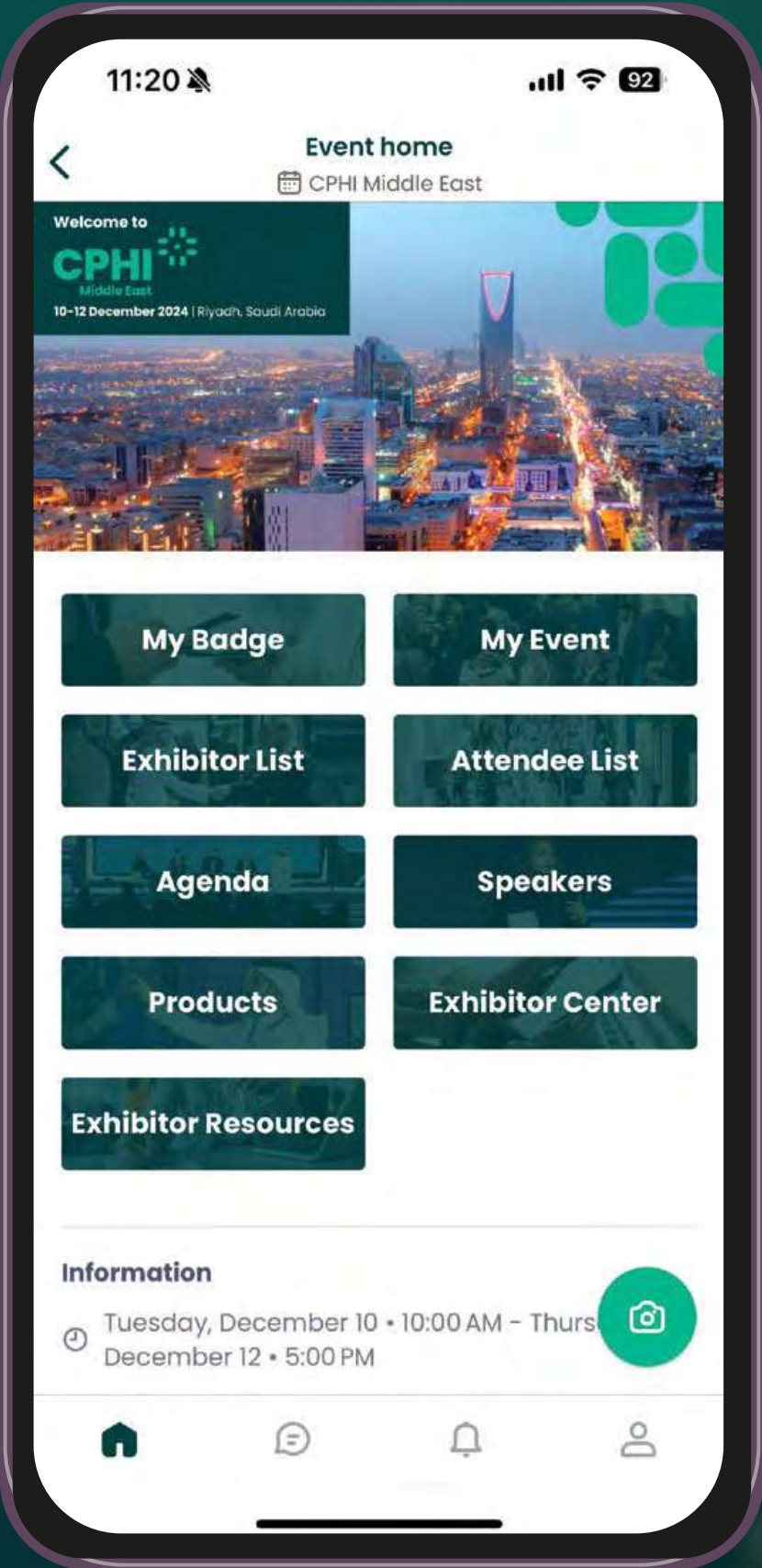
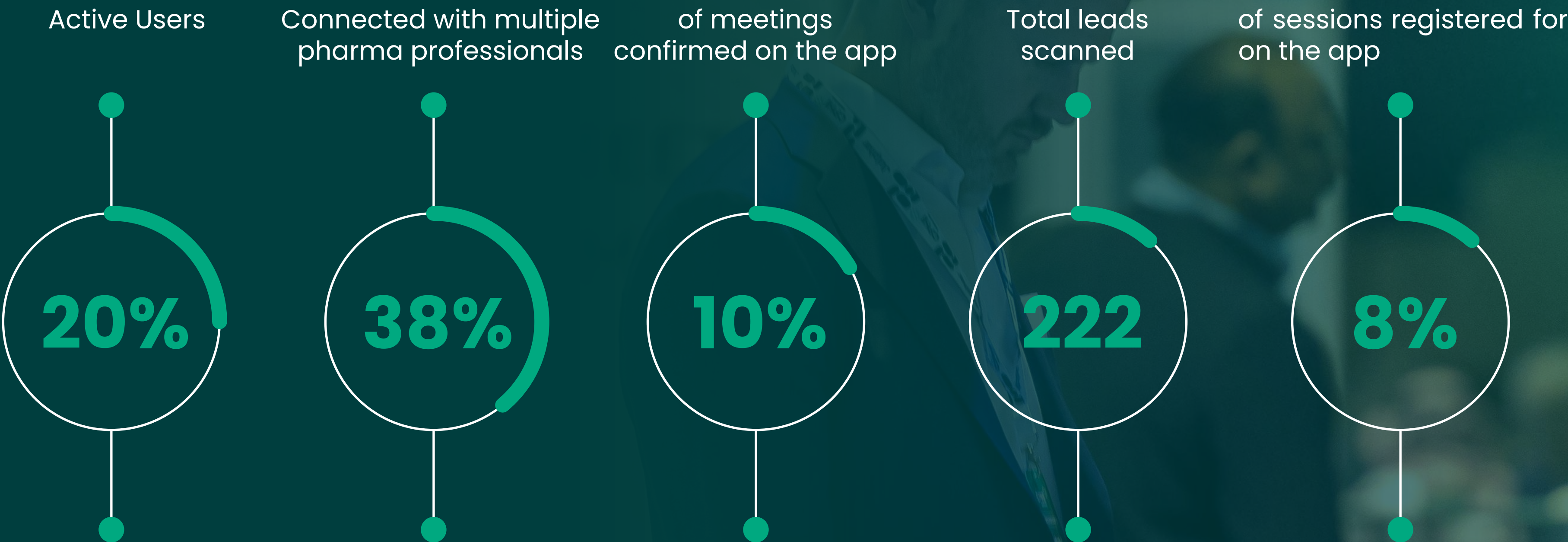
The Middle East is investing a huge chunk in the pharma industry. And today is the right time to invest there.

#cphi #pharmaindustry #clinicaltrials



Fast moving business connections

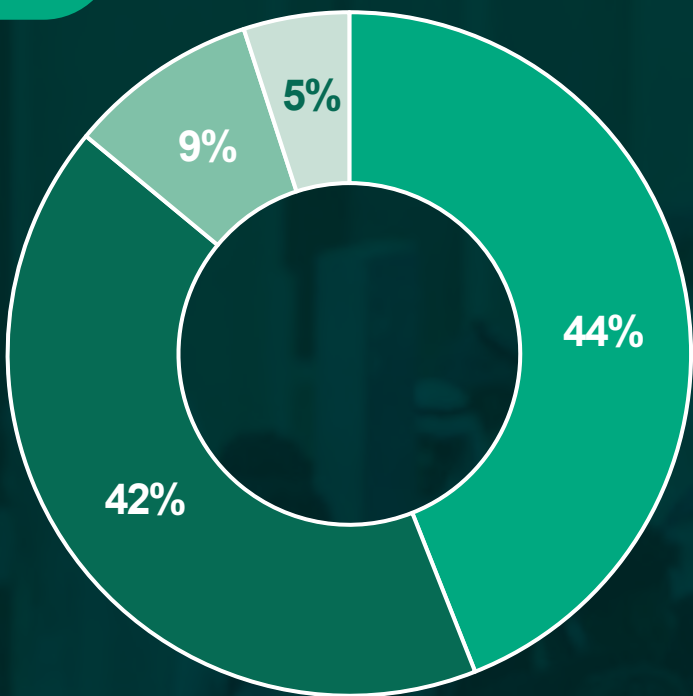
Statistics from the mobile app usage and lead capture



Visitor insights: More pharma professionals, business and government leaders than other pharma events in the region

Attendee Job Position Breakdown

- 44% CEO/Chairman/VP/Director
- 42% Management
- 9% Non-Management
- 5% Others



74% of attendees have purchasing power

Top Featured Attendee Countries



International Attendees

Visitors came from over 100 countries, with:

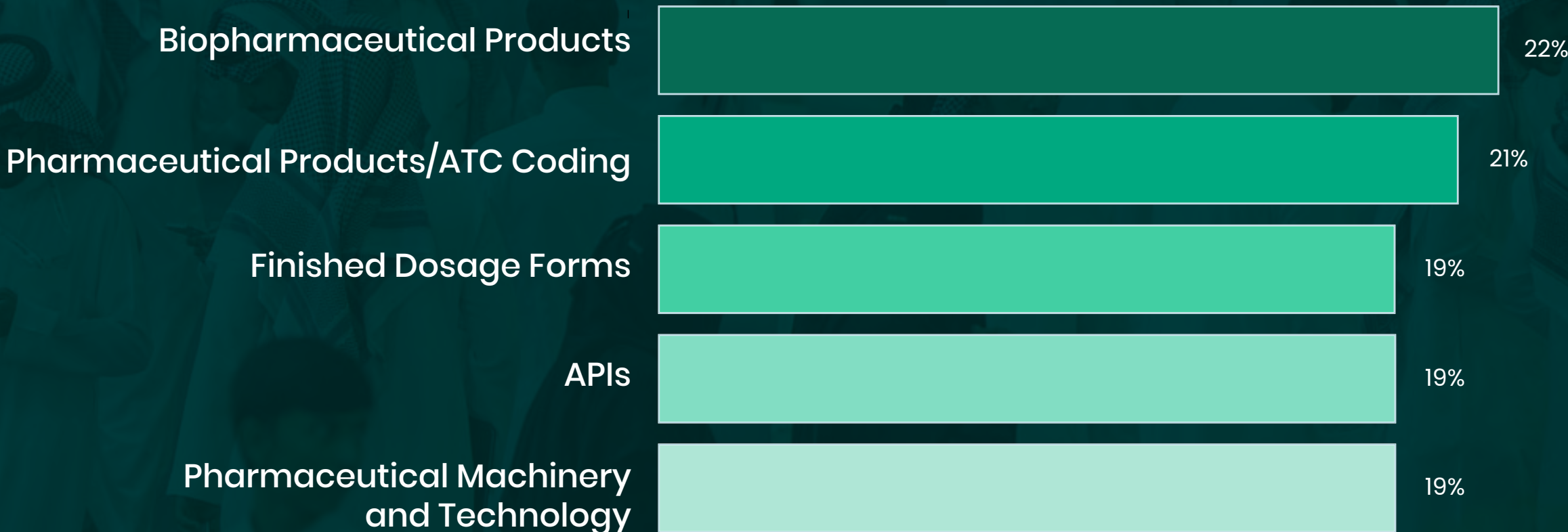
69%

from the MEA Region

31%

from the Rest of the World

Top Five Products in High Demand



Visitors Net Promoter Score: 53

More Pharma Professionals, Business And Government Leaders Than Other Pharma Event In The Region

23%

SENIOR MANAGEMENT
(DECISION MAKERS)



- ❖ Chairman
- ❖ Managing Director
- ❖ President
- ❖ Vice-President

41%

MANAGER
(INFLUENCER)



- ❖ Manager with staff
- ❖ Head of department
- ❖ Consultant
- ❖ Manager without Staff

31%

PHARMA PROFESSIONALS
(END USERS)



- ❖ Procurement manager
- ❖ R&D manager
- ❖ Quality assurance manager
- ❖ Production manager
- ❖ Other Pharma professionals

The Definitive Destination For Pharma Success

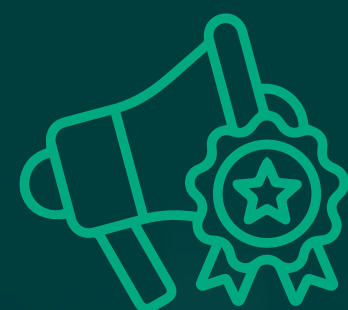
Why Pharma Companies Exhibit At CPHI Middle East

75% of exhibitors rebooked onsite, with more than 50% at least doubling their stand.

Exhibitors Net Promoter Score : 53



Find new buyers



Build brand awareness



Find new distributor or channel partners

"CPHI ME provided an excellent platform for SPIMACO to connect with industry leaders, explore emerging trends, and enhance our understanding of the evolving pharmaceutical market. The event's comprehensive exhibition and insightful sessions allowed us to gain valuable knowledge and forge meaningful partnerships that will contribute to our growth and innovation in the region. We look forward to participating in future editions to continue strengthening our position in the healthcare sector."

Prof. Ahmed Al Jedai
Chairman
SPIMACO



"CPHI Middle East has brought together key stakeholders from across the global pharmaceutical industry, for the first time in KSA, providing a myriad of opportunities for collaboration and partnerships. Thanks to the pragmatism and grit of the organizers, CPHI Middle East is showcasing the region's immense potential and serves as a catalyst for growth in the pharmaceutical sector, essentially driving the national biotech strategy."

Ivo De Maddalena
NEOM Biotechnology
Global Industrial
Partnerships



"The CPHI Middle East presents an exciting opportunity for professionals to connect, share insights, and explore potential partnerships that can enhance our research and development efforts."

At CPHI AJA Pharma is pleased to present our latest initiatives and product developments, which are designed to revolutionize patient care."

Eng. Thamer AlMuhid
Group CEO & Managing
Director
Saudi Chemical
Company Holding



"We are proud to have participated in CPHI MENA in Riyadh, a pivotal event that united key stakeholders from across the pharmaceutical industry in the region. As a leader in MENA, this platform provided an excellent opportunity to showcase our innovations, foster meaningful partnerships, and reaffirm our dedication to advancing healthcare solutions."




The event's vibrant atmosphere, impactful connections, and strong governmental support underscored the immense potential of the pharmaceutical industry in Saudi and MENA. We leave inspired and motivated to actively contribute to future events and continue elevating our healthcare offerings and solutions."





Basel Ziyadeh
CEO
Julphar



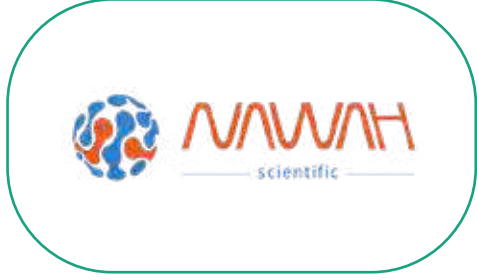







Game-Changing Breakthroughs Powered By Startups From 10 + Countries

16 exhibiting start-ups were carefully selected by a panel of judges at CPHI Middle East 2024. These start-ups pitched their groundbreaking ideas to a live audience and a panel of industry experts. Each presentation was followed by a Q&A session, allowing judges to dive deeper into their plans and potential. After thorough evaluation, CCP Logistics was announced as the winner, earning recognition for their innovative approach to pharma logistics. This competition highlighted the vibrant entrepreneurial spirit driving the future of the pharmaceutical industry.











Where The Most Invaluable Business Connections Are Made

Match and Meet Lounge

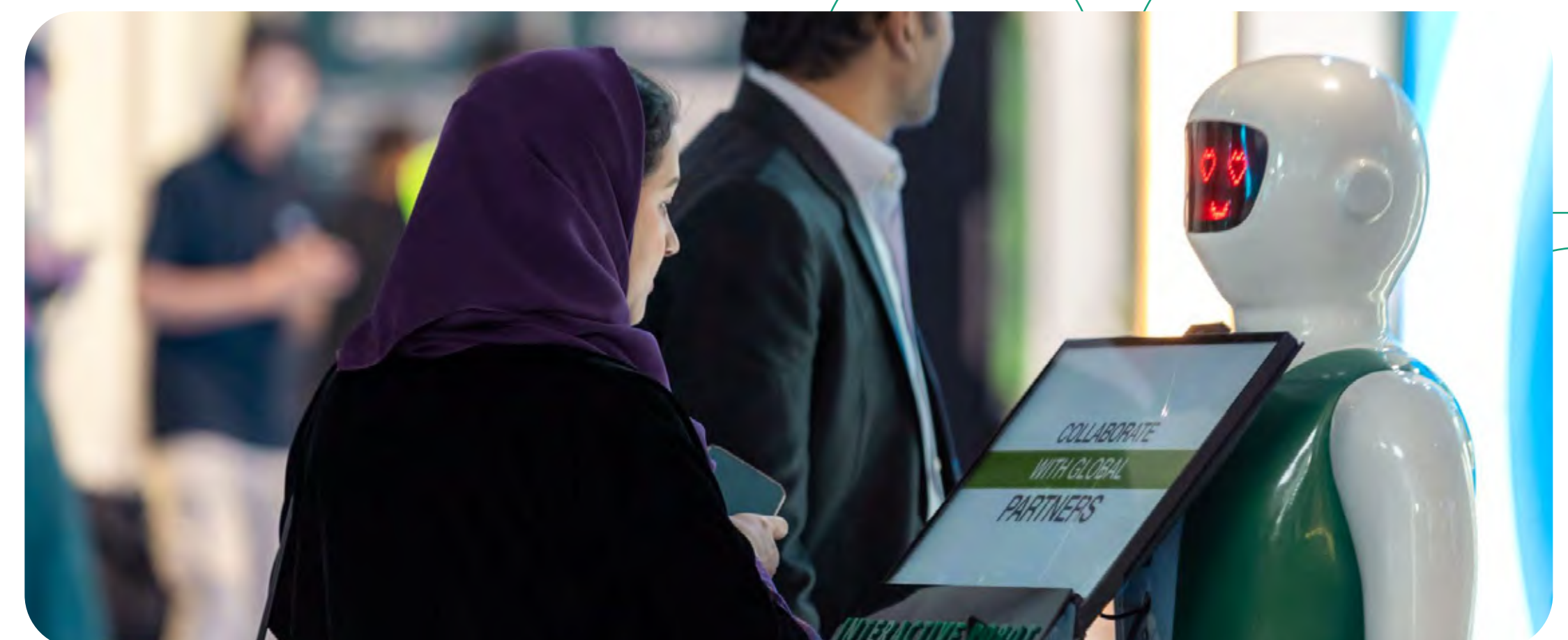
The Connections Program at the Match & Meet Lounge successfully brought together industry leaders and innovators, fostering meaningful relationships and inspiring transformative ideas. This dedicated space facilitated impactful networking opportunities, driving collaborations that will shape the future of the pharmaceutical industry.



Beyond Business – Exciting, Engaging Features & Experiences

Exclusive Lounges: Connected, Recharged, and Delivered Insights at CPHI Middle East 2024

CPHI Middle East offered a range of exclusive features, creating a vibrant and engaging atmosphere. Attendees enjoyed relaxing in luxurious lounges, participated in exciting activities, captured unforgettable moments with photo opportunities, and challenged themselves with engaging games.



High-impact marketing trending worldwide

CPHI Middle East saw record levels of engagement across social and digital platforms from the pharma community....

25 M
of impressions
across Google Ads,
display network,
LinkedIn, Facebook,
Instagram and X
platform

10 M+
of audiences
reached via trade
and media partners

1 M+
Pharma
Professionals
Reached Through
30+ Targeted Email
Campaigns

500 K+
Pharma
Professionals
Reached Through
12+ Targeted
WhatsApp
campaigns

2M+
of Audiences
Reached Through
14+ Targeted SMS
campaigns



CPHI Middle East in the news



500+
articles featured
CPHI Middle East



1M+
views across
20+ countries



450M
regional audience
breakdown (MENA)



550M
international
views



Region's Most Anticipated Pharma & Biotech Talks: Global Headline-Makers Take Centerstage



CPHI ME 2024 Conference: Shaping the Future of Pharma

The CPHI Middle East 2024 Conference delivered dynamic dialogues, debates, and game-changing perspectives. Featuring groundbreaking panels, the event sparked discussions on big pharma opportunities, supply chain advancements, and global manufacturing trends, positioning it as a hub for innovation and collaboration in the pharmaceutical industry.

Speaker Hall of Fame



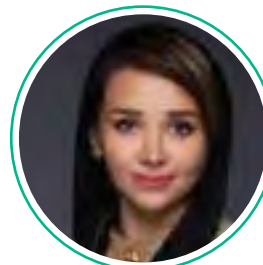
Marisa Cruz
VP Global Digital Medicine
Amgen



Prof. Adah Almutairi
Prof of pharmaceutical
Chemistry
U.C. San Diego



Khaudeja Bano
Vice President / Head of
Global Device Quality
Genentech / Roche



Dr. Munira Al-Aboudi
Director General of the Human
Capital and Innovation Sector
**Ministry of Investment, Kingdom of
Saudi Arabia**



**His Excellency, Professor
Hisham Bin Saad Al-Jadhey**
CEO
Saudi Food & Drug Authority



Eng. Nizar Al-Hariri
Senior Advisor to
**H.E VM of Industry and Mineral
Resources**



Dr. Khalid AlBurikan
Strategic Advisor to His Excellency
the Vice Minister of Health for
Planning and Development and
Head of Biotechnology Portfolio,
**Ministry of Health, Kingdom of
Saudi Arabia**



Dr. Raed Al Suwayed
VP Pharmaceutical &
Biotechnology National Industrial
Cluster Program
**Ministry of Industry and Mineral
Resources, Kingdom of Saudi
Arabia**



Ibrahim Al Subaihi
Executive Director of Clinical
Trials Department
**Saudi National Institute of
Health**



Dr. Abdulgader Almoeen
Executive Vice President, Shared
Services
**Health Sector Transformation
Program (HSTP)**



Khalid Al Ghamdi
CCO
NUPCO



Mr. Ashraf Al Grain
Health care & Pharma Director
**Local Content And government
procurement Authority**



Mohammad Ghazi
MEA Regional Headquarters
Managing Director
Siemens Healthineers

Region's most anticipated pharma and biotech conferences: Global headlines makers take center stage

Future Theatre

The Future Theatre at CPHI Middle East 2024 showcased discussions on AI, digital innovation, and big pharma opportunities, shaping the future of pharma.

Speakers



Lamia Tazi
CEO
SOTHEMA



Thrasyvoulos (Thras) Karydis
Co-Founder and CTO
DeepCure



Morrey atkinson
CTO
Vertex Pharmaceutical

Next-Gen Bio Theatre

The Next-Gen Bio Theatre highlighted breakthroughs in genomics, vaccines, and biomanufacturing, aligning with Saudi Arabia's National Biotechnology Strategy. Discussions on biosimilars, AI-driven biotech, and local vaccine production reinforced the Kingdom's commitment to innovation and self-sufficiency.

Speakers



Willie Reaves
Head of Public Engagement
Cellino



Hala Audi
CEO
Unizima, part of Univercells



Mubarack Muthalif
VP Global Program Leadership
Sangamo Therapeutics

Discovery Theatre

The Discovery Theatre at CPHI Middle East 2024 spotlighted regional and national Pharmaceutical landscapes, featuring country spotlights on Saudi Arabia, West Africa, Morocco, Rwanda, Jordan, Oman, and Iraq, covering market growth, investment, and local manufacturing.

Speakers



Kassem Younes
Senior Managing Director
Ankura Limited



John M. Mwangi
Regulatory Policy & Science Lead EEMEA
Bayer Pharmaceuticals



Sofie Tolk
Business Development Manager
SOHAR Port and Freezone

“The Convention on Pharmaceutical Ingredients (CPHI) is a key milestone in this journey.

Empowering the pharmaceutical industry, both locally and globally.”

H. E. Prof. Hisham Bin Saad Al-Jadhey
CEO of the Saudi Food and Drug Authority (SFDA)



Region's most anticipated pharma and biotech conferences: Global headlines makers take center stage

Innovation Theatre

The Innovation Theatre at CPHI Middle East 2024 spotlighted cutting-edge R&D, propelling the pharmaceutical industry into the future.

Speakers



Anand Govindaluri
Founder & CEO
Govin Capital Singapore



Edward J. Cupler
Executive Director, Research
and Innovation / Consultant,
Neurologist
King Faisal Specialist Hospital
and Research Centre



Manel CHIKH BESNARD
Founder and CEO
MYBUBBLEHEALTH

Cutting-Edge Pharma Innovations

1

Cold Chain Saudi Arabia

Advanced cold chain logistics ensuring safe transport of temperature-sensitive pharmaceuticals.

2

Nanopalms

Nanotech-based drug delivery for enhanced efficacy and targeted treatment.

Women in Pharma & CPHI Talent Hub: Empowering Industry Leaders and Shaping Future Pharma Professionals

The Women in Pharma program at CPHI Middle East 2024 celebrated the achievements and contributions of women shaping the future of the pharmaceutical industry.

Speakers



Dr. Nadia Cheaib
President DNCI
QSI & CLINGROUP



Vivien Santillan
Regional Director,
Novatek International



Dalia Samra-Rohte
Delegate of German Industry & Commerce for
Saudi Arabia, Bahrain, and Yemen
German-Saudi Arabian Liaison Office for
Economic Affairs (GESALO)

CPHI Talent Hub

The CPHI Talent Hub connected pharmacy graduates with industry experts through sessions on management, entrepreneurship, and healthcare practice. Select sessions offered CME points, reinforcing CPHI's commitment to education. The program ended with a Career Fair, highlighting certifications and career growth.









Interested in getting involved next edition?

08 – 10
December
2025
Malham, Riyadh

Please reach out to us for more information.

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At the heart of Pharma

