

CPHI Middle East 2025 Overview

About the Event:

CPHI Middle East, under the patronage of Ministry of Health Saudi Arabia, is the premier and most attended pharmaceutical event in the region. It will connect regional manufacturers with international suppliers across the entire supply chain.

Market Insights:

- Saudi Arabia's Pharmaceutical Market Growth:**
Projected to reach USD 19.76 billion by 2028, with a CAGR of 5.5%.
- Economic Growth:**
Post-COVID recovery and economic diversification are boosting the healthcare sector, with Saudi Arabia leading as the region's largest pharmaceutical market.
- Vision 2030:**
Aligning with Saudi Arabia's Vision 2030, CPHI Middle East plays a pivotal role in driving innovation and positioning the Kingdom as a key global pharmaceutical hub.
- Biotech:**
The biotech market in Saudi Arabia is rapidly expanding, driven by government investments in research, innovation, and a growing focus on healthcare and sustainable development initiatives.

Event Highlights:

- Global Reach:** The event draws over **38,000 attendees** from more than 100 countries and features over **600 exhibiting companies**.
- Key Sectors:** The exhibition focuses on Ingredients, Contract Services, Machinery, Pharma Packaging, Finished Dosage Formulation, and Biopharma.
- Networking Opportunities:** Attendees can connect with industry leaders, decision-makers, and experts through a combination of online and in-person interactions.



Attendee Profile:

- **Visitor Demographics:** 62% from the MEA region and 38% from the rest of the world. A significant portion (74%) of attendees have purchasing power.
- **Job Positions:** Majority are in senior management roles, including CEOs, Directors, and VPs.

Why Attend:

- 1 **Networking:** Engage with global and regional pharmaceutical leaders.
- 2 **Market Access:** Direct entry into the fast-growing Saudi and broader MENA markets.
- 3 **Industry Insights:** Stay updated on the latest trends and regulatory developments.
- 4 **Product Sourcing:** Access a wide range of products and services spanning the entire supply chain.
- 5 **Vision 2030 Synergy:** Align with Saudi Arabia's economic and healthcare sector goals.

From MoU's to milestones:

\$400 million in strategic deals will power **CPHI Middle East**, setting the stage for innovation and growth.

Interested? Please reach out to us for more information.



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