BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

CPHI Southeast Asia 2023 to kickstart from 12 to 14 July in Bangkok, Thailand

July 3, 2023 | Influencers

Supply chain security revolution fuels international partnering surge at CPHI South East Asia 2023



CPHI South East Asia (12-14 July 2023) returns to Queen Sirikit National Convention Centre in the heart of Bangkok, as improving drug supply chain security is identified as the key macro trend driving growth in the region. In fact, a quickly improving reputation for supply chain standards is providing a boon for manufacturers regionally and creating a uniquely compelling business proposition when aligned with the highly competitive costs in the region.

Emphasising this surge in international partnering, the event is expecting a record attendance of over 8,000, with a significant number coming from overseas. This represents a near doubling of visitors compared to 2022. Furthermore, the floor space has risen to an impressive 15,000 sqm, and the event showcases nearly 340 exhibitors, up from 200 last year. This remarkable growth provides further evidence of the rapid internationalization witnessed in the region in recent years.

The Association of Southeast Asian Nations (ASEAN) is a key component of this evolution underway and within the last two years has made significant advancements.

Rungphech Chitanuwat, Regional Portfolio Director, Informa markets (Thailand): “What we are seeing in Southeast Asia is that many international pharma companies are looking to widen their Asia networks beyond just India and China. Manufacturers in the region are major beneficiaries due to lower costs and a rapidly improving reputation for well-developed regulatory pathways, security, and standards in manufacturing. In response to this greater international demand, we have introduced a special focus at this year’s event to explore the new regional approaches.”

A key highlight of this year’s event includes a Pharma Market Hub, conceptualised and supported by ASEAN based Pharma Associations. The Hub will serve as a platform for companies looking to expand into Southeast Asia by accessing a pool of potential buyers. Another feature, the Innovation stage will showcase ground-breaking sustainable packaging solutions for pharmaceuticals.

In total CPHI South East Asia will host of 50 content sessions in Thai and English on related themes. The sessions will cover topics like herbal medicine, animal nutrition and health, pharmaceutical packaging and a special session by FDA, Thailand on regulatory framework in the region.

For the first time, CPHI SEA will also feature an ‘Animal Health’ zone, where exhibitors will be showcasing products formulated specifically for animal delivery. Additionally, a quiz show called Pharma Quest is being held to attract young talent, especially students from pharmaceutical sciences.

Finally, the Business Matchmaking Programme, designed to support international partnering at the event, makes a comeback. This program offers international attendees a tailored one-to-one matchmaking service, connecting them with suitable domestic and regional suppliers.