



iCSE

P-mec

BioPh

Hi Health ingredients
Korea

2019 Post-Show Report

21 – 23 August 2019 | Hall D, COEX, Seoul, Korea



6,200+

unique attendees
from 66 countries



266

exhibiting companies
from 20 countries

Your Key to Korea's Pharma Market

Co-organized with KPTA (the Korea Pharmaceutical Traders Association), CPhI Korea is the must-attend event for international pharma companies who want to establish themselves within the Korean market – dubbed the most innovative worldwide. Attracting a quality audience with its 'strictly professionals' policy, CPhI Korea's buyers include big pharma companies in search of ingredients and finished products – a high percentage of which are distributors in search of international suppliers.

Join us in 2020: gotocphi.com/exhibit_korea

For more information contact

International Inquiries: salesoperations@ubm.com

Domestic & Asia-region Inquiries: evelyn.kang@ubm.com

Co-organizer



KPTA

5 events under one roof

CPhI Korea and its co-located brands provide access to the entire regional and Korean pharma industry – from manufacturing and machinery to contract services, ingredients, bio, packaging, final product and more, all centralized in one event.



CPhI Korea is dedicated to ingredient manufacturing such as APIs, finished dosage formulations, bio and consumer healthcare.



iCSE Korea is dedicated to contract services by offering outsourcing solutions such as clinical trials, biotechnology and contract research.



P-MEC Korea offers an exclusive trading platform for accessing the Korean pharma market for companies in pharma machinery, equipment and technology.



BioPh focuses on bio-technology and related fields offering an ideal platform for biopharma companies, drug discovery organizations, pharma manufacturers and scientific research institutions to create new partnerships and discuss the latest trends.



Hi Korea is a global meeting place for worldwide health ingredients manufacturers, traders, service providers, and other related professionals.

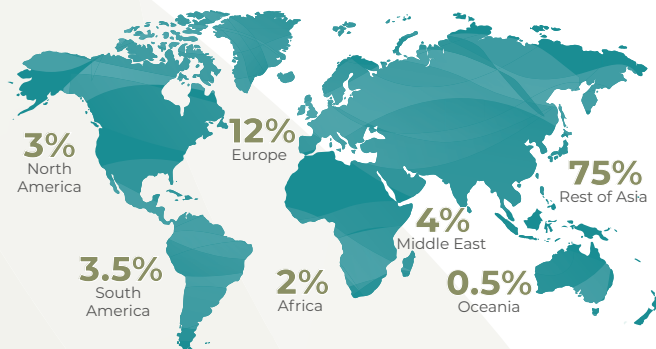
Visitors Facts & Figures 2019

Top 10 visitor countries

- | | |
|---------------|-------------|
| 1 Korea | 6 Hong Kong |
| 2 China | 7 Mongolia |
| 3 India | 8 Vietnam |
| 4 Japan | 9 Taiwan |
| 5 Philippines | 10 USA |

Attendees by geographic regions

83% of attendees were from Korea, the rest of attendees were split as follows:



Job positions



33%

President,
Chairman, CEO



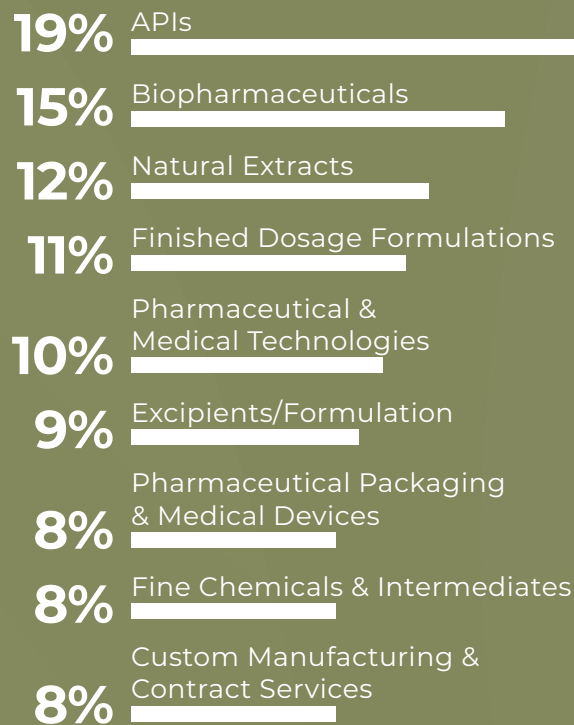
35%

Managers

32% Others (including consultants)



Visitors' area of interest:



Visitor's main objective for attending:



“The meetings with buyers were satisfactory. We were able to meet leading pharmaceutical and bio companies from abroad who took interest in “Peptide Toxin (PTx)”, which is our new biotechnology-intensive product.”

Terry Hong,
General Manager, Caregen

Visitor's purchasing power



81%

have purchasing powers

- 36% influence purchase
- 21% make purchase
- 20% authorise purchase
- 4% specify suppliers



Exhibitors

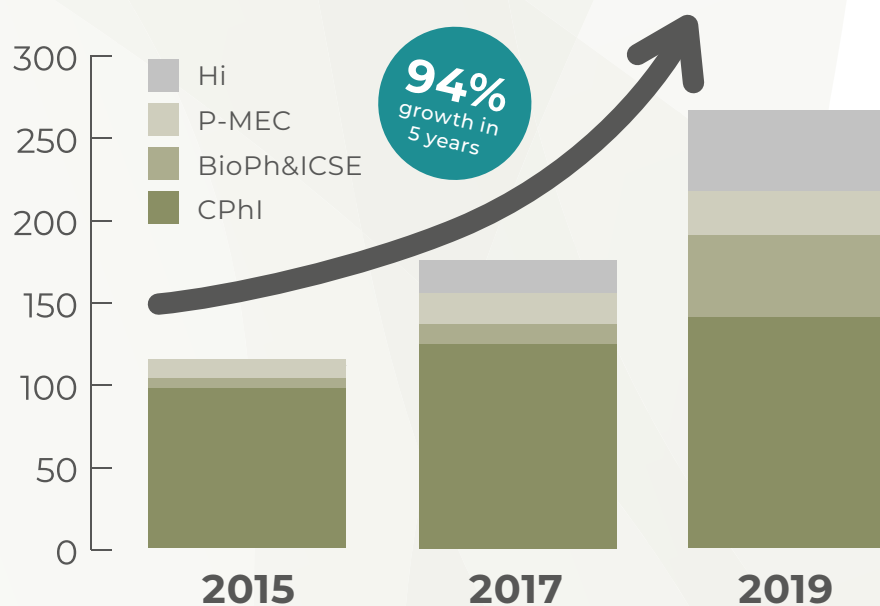
Facts & Figures 2019

Top 10 exhibitors countries

- | | |
|---------|------------------|
| 1 Korea | 6 Czech Republic |
| 2 China | 7 Italy |
| 3 India | 8 Singapore |
| 4 USA | 9 Japan |
| 5 UK | 10 Germany |



Exhibitor growth by zones



87%

of exhibitors said that they feel that the **ROI at CPhI Korea is satisfactory** and even higher than expected.

When asked if they will return in 2020, exhibitor responded:

57%

Very likely

25%

Need to review but overall positive

17%

Need to review this year's results

1%

Not exhibiting again

Onsite Features

Business Matchmaking

Over 4,298 meetings were requested between exhibitors and buyers pre-show through the buyer invitation and online matchmaking programmes.

Throughout the three days of the event, **more than 628 meetings** took place at the business matchmaking area and numerous more at exhibitors' booths.



Meet the Expert



In partnership with the **Korea Pharmaceutical Traders Association**, 'Meet the Expert' slots were provided to international pharmaceutical companies wishing to understand the specifications of the Korean market and access hands-on advice on how to register their products via a **free 30 minutes 1-2-1 session**.

"We are really happy to be able to participate in CPhI Korea, because Cayman Pharma as API Manufacturer is always following our clients and Asia is a very prospective market and Korea is one of the most developed markets in Asia. Korea is increasing the pharmaceutical industrial volume, and it's why we participate in the show."

Matin Knaisl,
Commercial Director
(Czech Republic),
Cayman Pharma,

Hosted Buyer

The Hosted Buyer Programme targets influential purchasers representing well-established companies and organisations looking for Pharma-related products, services and solutions. **The Programme aims at matching these buyers with exhibitors at CPhI Korea that offer the products that the buyer is looking to source.**

NEW in 2019: Buyers were invited through our partner events KOTRA Global Bio & Pharma Plaza (GBPP) which resulted in 84 Hosted Buyers from 38 countries attending the event.

"In the past, we had to travel to CPhI China or Worldwide to meet buyers. However, by participating in CPhI Korea we could also meet many buyers. The demographic of buyers is not limited to Asia, but it encompasses Africa, Latin America and Europe and we could have meaningful meetings with many of them."

Ahn Hyokil, General manager,
Jeil Health Science



CPhI Korea Conference

The CPhI Korea conference programme offered high-level sessions featuring opinion leaders from government and academia. As a leading learning platform for trends and issues confronting the pharmaceutical industry in Korea and the region, **the CPhI Korea conference is an integral part of the event**, and gives a realistic assessment of the industry's challenges, and strategies for dealing with them.



Key sessions included:

- Revolution Beyond Innovation: Topical Application of Botulinum Toxin Type C Peptide in Pharmaceutical and Aesthetic Applications
- Reshaping APAC ecosystem in Life Sciences: Opportunities and Challenges
- Doing Business in Cameroon and Kazakhstan & Investing in Uganda
- Brink's Cold-Chain Expertise for Pharmaceutical Safety
- The Strong Rationale Behind The Use of Human-Residential Bifidobacteria (HRB) for Human Supplementation
- Morishita Jintan's Seamless Capsule Technology
- Wild AFA Microalgae - Nutrients, Health Benefits, Applications
- Design of Isolators for Aseptic Processing of Potent Materials
- Leveraging Computational Technologies for Faster scale-up and Troubleshooting



Exhibitor showcases

As an extra meeting place between exhibitors, visitors & press located on the show floor, exhibitors had 45 minutes to educate the industry about their products, services, new launches, innovations and news.

These sessions were free to attend to all visitors to CPhI Korea and co-located events.



Key sessions included:

- The latest trends of Drugs MF System & Comparison between MF System in Korea and in Japan
- Introduction to the EDQM and the CEP procedure
- The EDQM inspection programme for API manufacturers and how to use of a CEP
- GMP Compliance Inspection by PMDA
- GMP Certification to enter Thailand
- Pharmaceuticals development by Quality by Design for Manufacturing of Tablets
- Trend and Marketing Strategy for Health Supplements industry to enter China
- Challenges and opportunities in the Health sector and pharmaceutical market in Chile



“

“It is my first time at CPhI Korea and the experience was great; the participants, coordination, attention and services were spectacular. For sure I will come again, looking for new partners.”

Gerardo Mena, Commercial Director, Probiomed (Mexico)

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Supported in 2019 by



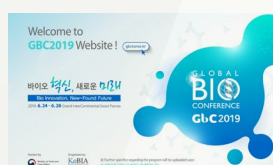
한국신약개발연구조합



Korea Health Supplements Association



Partnering events 2019



Media partners 2019





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See you next Year!

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