Post Show Report 2018
The world’s largest pharmaceutical exhibition, CPhI Worldwide houses six individual pharma events covering all industry sectors

44,452 Pharmaceutical Professionals
165+ Countries Participating
2,500+ Exhibiting Companies
70+ Onsite Conferences & Activities

For more information contact:
salesoperations@ubm.com or visit gotocphi.com/europe
CPhI Worldwide returned to IFEMA, Feria de Madrid, Madrid, Spain in 2018 for yet another record-breaking event, with the world’s most prominent pharma executives gathering for three days of collaboration, information dissemination, and discussions that will help to define the future of the industry.

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“The gold standard for pharmaceutical exhibitions on a global scale. Nothing compares.”

Asst. General Manager, Fermenta Biotech Limited
6 Events in 1 Location

The world’s leading pharmaceutical platform, CPhI Worldwide 2018 unites pharma ingredients manufacturers, suppliers and buyers in the following product zones:

1. **CPhI worldwide**
   - Zones: APIs, Custom Manufacturing, Fine Chemicals & Intermediates, Excipients, Integrated Pharma, Natural Extracts
   - The world’s leading platform for pharmaceutical ingredients solution

2. **icse**
   - Zones: General Floor, Logistics & Cold Chain, Analytical & Lab Services, New Exhibitor, CRO & (Pre) Clinical Trials
   - Gathers outsourcing providers, manufacturers & service experts

3. **InnoPack**
   - Zones: General Floor, Labelling
   - Brings together pharmaceutical packaging & drug delivery systems

4. **P-mec**
   - Zones: Laboratory Equipment, Environmental Protection & Clean Room Technology, General Floor
   - Provides access to pharma machinery, technology & equipment

5. **FDF**
   - FDF brings together every aspect of the finished dosage supply chain, from Big Pharma and CMO to in/out-licensing and dossier specialists

6. **bioLIVE**
   - At the heart of business and innovation in Biopharma
“The quality of the visitors is exceptional, everybody here is seriously doing business, looking for business contacts and actively engaging.”

Sales Director North America, Nemera

“We must be here, it’s the most important event in the world for this industry.”

CEO, Procos S.p.a
Visitors: Facts & Figures 2018

Top 5 visitors’ job titles
1. Manager with staff 24%
2. CEO/COO/President/Chairman 18%
3. Manager without staff 15%
4. Managing Director/ Sr. VP/ EVP 10%
5. VP/Director 10%

Top 10 visitor countries
1. Spain 13%
2. India 8%
3. Germany 7%
4. UK 6%
5. U.S. 6%
6. Italy 5%
7. France 5%
8. Switzerland 4%
9. China 3%
10. Netherlands 2%

165+ countries represented

Top 10 primary business activities
16% Pharmaceutical Company*
15% CRO/CMO
14% Distributor
9% Pharmaceutical Company**
4% Pharmacy
4% API Producer
4% OTC
4% Nutraceuticals
4% Academic
4% Other

*generic finished products
**innovator finished products

Top 10 objectives for visiting
33% To get in touch with new vendors/suppliers
17% Look for new products
14% Maintain contact with existing suppliers
10% Familiarise with new market segments
6% To promote own products/services
5% To become familiar with new products / services / technologies
5% To get a general overview of the market and market developments
5% To network with industry peers
4% To learn about the latest technologies
1% To place orders / purchase
Exhibitors: Facts & Figures 2018

**Top 10 objectives for exhibiting**

72% Maintain relations with existing clients
47% Generate new sales leads
42% Showcase existing brands/products
42% To raise awareness of company/brand
35% To further your international reach
31% Network with other exhibitors
25% Meet new suppliers
23% Find new distributors/agents
22% To be seen as a thought leader
19% Collect competitor intelligence

**Top 10 exhibitor countries**

1. India 15%
2. Spain 11%
3. Italy 11%
4. Germany 8%
5. France 5%
6. China 7%
7. U.S. 4%
8. UK 3%
9. Switzerland 3%
10. Belgium 3%

"It is the must-attend event in the pharma calendar each year."

Marketing Communications Manager, Sharp
Your CPhI Experience

Customer Experience
A free complimentary service to be enjoyed by both visitors and exhibitors. This includes VIP & exhibitor parties, massage areas and shoe shine services.

Mobile App
Event information at visitor’s fingertips.

Pharma Insight Briefings
A series of in-depth seminars on specialist topics and regional updates.

Charity
CPhI partnered with International Medical Corps UK. A stand and signage onsite were used to engage with visitors & exhibitors.

Innovation Gallery
Located in the Pharma Forum, the Innovation Gallery presented three eye catching segments.

Supplier finder
An interactive floor plan to find your existing business partners or meet new suppliers.

Bus Shuttle Service
Complimentary & convenient bus shuttles to transport attendees to various halls across the venue.

Pharma Discovery Lounge
Open for the three days of the event, visitors and exhibitors join the discussion and share thoughts on their overall CPhI Experience.

Innovation Tours
Discover the latest industry trends and innovations, guided by industry experts.

CPhI TV
Highlights and activities of CPhI Worldwide broadcasted across screens through CPhI TV.

Live Pharma Connect
Live Pharma Connect is open to visitors and exhibitors, allowing both parties to make pre-arranged pharma specific, mutually beneficial meetings during the event.

“Excellent opportunity to meet so many relevant exhibitors engaged in a range of therapeutic areas and to see the latest innovative products and technology being showcased under one roof.”
Offering Manager, IQVIA

“The show is very important for the pharmaceutical industry, I advise all people working in the field to visit CPhI Worldwide for the development of their activities.”
Supply Chain Manager, GEOPHARM
5 - 7 November 2019 | Frankfurt, Germany
Uniting the Pharmaceutical Industry

See you in Frankfurt...
at CPhI Worldwide 2019 – the world’s largest pharmaceutical exhibition

Book your stand at: cphi.com/europe

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Organized by: UBM
Pharma Global Events

CPhI south east asia®
cphi.com/bkk
12 - 14 March 2019
QSNCC, Bangkok, Thailand

CPhI japan®
cphi.com/japan
18 - 20 March 2019
Tokyo, Japan

CPhI north america®
cphi.com/northamerica
30 April - 2 May 2019
Chicago, Illinois, USA

MedtecLIVE
medteclive.com
21 - 23 May 2019
Nuremberg, Germany

CPhI china®
cphi.com/china
18 - 20 June 2019
SNIEC, Shanghai, China

CPhI korea®
cphi.com/korea
21 - 23 August 2019
Hall D, COEX, Seoul, South Korea

CPhI middle east & africa®
cphi.com/mea
16 - 18 September 2019
ADNEC, Abu Dhabi, UAE

CPhI India®
cphi.com/india
26 - 28 November 2019
Greater Noida, Delhi NCR, India

Pharmapack
pharmapack.com/india
26 - 28 November 2019
Greater Noida, Delhi, NCR, India

5 - 7 November 2019
Messe Frankfurt, Germany

CPhI worldwide®