One of the strongest emerging markets in the global pharma industry

The 12th edition of CPhI & P-MEC India 2018 was held on December 12 – 14 in Greater Noida, with great anticipation from both visitors and exhibitors. After 11 years in Mumbai, the show moved to Delhi in order to bring the event and the whole pharma supply chain under one roof again. As one of the strongest emerging markets in the global pharma industry, India offers great opportunities for multinational pharmaceutical companies to explore and expand businesses.

43,693 attendees

28,083 visitors

1,561 exhibiting companies

40,303 m²

India Pharma Week once again championed a week of celebration with the following activities:

1. Pharma Leaders Golf
2. India Pharma Awards
3. Pharma Connect Congress
4. Women in Pharma
5. CEO Roundtable
6. CPhI & P-MEC India exhibition

Join us in 2019: gotocphi.com/book_in19
**Visitors Facts & Figures**

### Top 10 visitor countries

1. India
2. China
3. Nepal
4. Bangladesh
5. Iran
6. Japan
7. USA
8. Egypt
9. Afghanistan
10. South Korea

### Visitors by geographic regions

- **Americas**: 0.5%
- **MEA**: 1.5%
- **Europe**: 2.5%
- **Rest of Asia**: 89.5%
- **Other**: 6%

### Visiting companies:

- Pfizer
- GlaxoSmithKline
- Merck
- Novartis
- Bayer
- Aspen Pharmacare
- Fresenius Kabi
- Otsuka Chemical
- Abbott
- Lupin
- AstraZeneca
- Sun Pharmaceutical Industries

### Visitor purchasing power

- **36%** make purchase
- **27%** authorise purchase
- **11%** specify suppliers

74% of all attendees have purchasing power

### Job positions

- **40%** manager with staff
- **13%** CEO/COO/President/Chairman
- **13%** board director
- **12%** managing director / sr. VP / VP
- **10%** manager without staff
- **7%** non-management
- **5%** consultant

38% C-Suite
**Top 10 business activity**

<table>
<thead>
<tr>
<th>Business Activity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmaceutical Company (generic finished products)</td>
<td>26%</td>
</tr>
<tr>
<td>API Producer</td>
<td>9%</td>
</tr>
<tr>
<td>Distributor</td>
<td>7%</td>
</tr>
<tr>
<td>Pharmaceutical Company (innovator finished products)</td>
<td>6%</td>
</tr>
<tr>
<td>Ingredients Distributor / Buyer</td>
<td>3%</td>
</tr>
<tr>
<td>Contract Manufacturer</td>
<td>3%</td>
</tr>
<tr>
<td>Engineering</td>
<td>3%</td>
</tr>
<tr>
<td>Intermediates Manufacturer</td>
<td>3%</td>
</tr>
<tr>
<td>Packaging materials</td>
<td>3%</td>
</tr>
<tr>
<td>Consultancy</td>
<td>3%</td>
</tr>
</tbody>
</table>

**The other 34% of business activities include:**

**Top 10 departments**

<table>
<thead>
<tr>
<th>Department</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing / Procurement</td>
<td>18%</td>
</tr>
<tr>
<td>Marketing / Communications / PR</td>
<td>17%</td>
</tr>
<tr>
<td>Sales</td>
<td>17%</td>
</tr>
<tr>
<td>General Management</td>
<td>10%</td>
</tr>
<tr>
<td>Production</td>
<td>9%</td>
</tr>
<tr>
<td>Research &amp; Development</td>
<td>8%</td>
</tr>
<tr>
<td>Engineering</td>
<td>6%</td>
</tr>
<tr>
<td>Regulatory Affairs / QA / QC</td>
<td>4%</td>
</tr>
<tr>
<td>Chemical Development</td>
<td>3%</td>
</tr>
<tr>
<td>Machinery</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Main reasons for attending**

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get in touch with new vendors / suppliers</td>
<td>37%</td>
</tr>
<tr>
<td>Become familiar with new products/ services / technologies</td>
<td>25%</td>
</tr>
<tr>
<td>Familiarise with new market segments and get a general overview of the market and market developments</td>
<td>18%</td>
</tr>
<tr>
<td>Maintain contact with existing suppliers</td>
<td>6%</td>
</tr>
<tr>
<td>Promote own products / services</td>
<td>6%</td>
</tr>
<tr>
<td>Network with industry peers</td>
<td>4%</td>
</tr>
<tr>
<td>Place orders / purchase</td>
<td>2%</td>
</tr>
<tr>
<td>Visit the conference / workshops</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Visitors are looking to meet with:**

- **Manufacturers**: 77%
- **Distributors**: 16%
- **Contractors**: 6%
- **Licensee**: 1%

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“The show is good and the venue is very good compared to Mumbai. Initially, a few of us were worried about visitors but the flow has been excellent, we have customers coming from all over the world, we are having good interactions with our buyers and we are glad UBM has chosen a bigger venue.”

Suresh Pareek, Managing Director, Ideal Cures

“It’s the hub of pharma companies, we get amazing exposure here.”
Prachi Tripathi, Senior Executive, Zydus Cadila
Onsite Features

Live Pharma Connect
Taking your business needs into consideration, this Match & Meet service fuels, arranges and guarantees mutually beneficial face-to-face meetings onsite. In 2018, 877 meetings were arranged via the platform pre-show and took place during the 3-days event.

“On behalf of Apex Pharma, I must thank you and your team to organize so wonderful moments at LPC area for the visitors. It was really very convenient for us to plan the appointments and sit down for a face to face talk.”
David, Apex Pharma

Supplier Finder
This interactive floor plan made easy work of navigating CPhI & P-MEC India. Searches could be made by company name, stand number or product type to view how to get to exactly who or what visitors were looking for.

In 2018, 34,000 searches were made on the Supplier Finder, 34% were done on products, 31% on exhibitors and 25% on stand locations. Top searched products were paracetamol, vaccines, clean room, ibuprofen, gloves, soft gelatins, vials, API, insulin pens and roll compactor.

Innovation Gallery
Showcasing some of CPhI & P-MEC India’s most exciting new products, this was the place for all visitors to see and hear companies talking about what is at the forefront of pharma innovations.

“It is my pleasure to comment on pharma-connect. What a nicely organized event with great professionalism. Congratulation to you and your team for their endless efforts. For me, this was the best thing I came across the entire CPhI and PMEC.”
Manoj Kumar Sharma, VP – Operations
India Pharma Week

For the third consecutive year, India Pharma Week offered 5 days of activities across the city, focusing on business, leadership, knowledge, innovation, recognition and networking.

Pharma Leaders Golf
This insider event united leaders from top pharma companies over a friendly game of golf. Innumerable business opportunities and contacts present themselves on the greens – this was a perfect way to warm up a few days before the grand CPhI & P-MEC India Exhibition opening.

Pharma Connect Congress
Ideate - Innovate - Integrate. The key topics discussed at this year’s Pharma Connect Congress included the regulatory landscape of the Indian pharmaceutical industry, strategies and plans to propel the industry towards the next level of growth, developing India’s potential as an R&D hub, addressing the talent gaps in the industry and strengthening the culture of quality in organisations.

India Pharma Awards
The event gathered industry champions and visionaries from around the world. The awards’ journey has proved interesting with increased nominations, partnerships and audience footfalls year upon year.

Women in Pharma
The Women in Pharma Summit celebrates the doers and the doing; an initiative aimed at acknowledging and celebrating the significant and continued contribution of women to the pharmaceutical industry. The summit brought together women luminaries from the world of pharmaceuticals, biopharmaceuticals, and life sciences on a common platform to share their success stories, experiences, and knowledge.

CEO Roundtable
The CEO Roundtable stands out as one of the most distinguished and successful events of India pharma Week. This exclusive, closed door CEO Roundtable has been eminently successful as a strategic gathering of CEOs of leading Pharma companies who deep dive into thought-provoking discussions.

“"The location has changed but the essence and spirit are the same. So I am very happy.”
Shaunak J Dave,
CEO and MD, India, Optel

“Our team is very satisfied, we see real opportunities here.”
Ould Lhadj Ahmed,
Quality Assurance Manager,
Bioalenic"
CPhI & P-MEC India brings the whole pharma supply chain together

This event focuses on API, Finished Formulations, Outsourcing, Generics, Excipients and Drug Formulation, Fine Chemicals, Lab Chemicals, Biotechnology and Biosimilars.

The show is divided in the following zones:

- **API**
  Gathering the experts in alkaloids, amino acids, antibiotics, enzymes, peptides and more, this is the zone for ingredient manufacturers.

- **Excipients**
  This zone gathers high-quality pharmaceutical excipients providers offering products ranging from preservatives, antioxidants, coating material, sweetening agents and colorants.

- **Fine Chemicals**
  Whether you are a Custom Manufacturing Organisation or a Contract Research and Manufacturing Organisation, this is the zone to showcase your process, synthesis, chemical, extraction & purification and fine chemical manufacturing expertise.

- **FDF**
  Brings every aspect of the finished dosage supply chain together in one global location, from Big Pharma to in/out-licensing specialists, end product distributors and end-user agents.

- **Natural Extracts**
  Dedicated zone showcasing the latest natural extract products, applications and solutions ranging from plant extracts, animal extracts, health product raw materials, supplements, covering each market segment of the plant extract industry.

The show is divided in the following zones:

- **Machinery**
  This zone dedicated to robotics and automation brings all aspects of machinery, from fluid to preparation, logistics, purification, packaging and environmental protection as well as automation equipment, robotics and engineering together.

- **Lab & Analytics**
  With a focus on R&D, this is the place for inspection and analysis solutions providers for the pharmaceutical chemical and biotechnology fields.

- **Clean Room**
  This zone is dedicated to pharma professionals showcasing clean clothes & material, air filters, clean air conditioning, stainless steel equipment, cleanroom engineering design, cleanroom certifications and more.

- **InnoPack**
  Gathering first-line packaging equipment and material enterprises, this zone will offer pharmaceutical manufacturers a comprehensive range of glass, pouches, bottles, caps, tubes, plastic packages as well as printing and trademarks solutions.

“CPhI is a very big event. It gives us a lot of opportunities to come across new customers, understand their requirements, and at the same time it allows us to catch-up with our existing customers.”

Ajeeth Meht,
K.P. Manish Global Ingredients

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