

## CPhI Japan wins prestigious AEO Excellence Award

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**Singapore:** CPhI Japan won the Organiser Team of the Year award at the Association of Event Organisers (AEO) Excellence Awards. CPhI Japan is a collaboration of UBM Asia in Japan and UBM Live, which is also a UBM company based in Amsterdam.

CPhI Japan, which organizes the leading pharma event, demonstrated the highest levels of dedication and professionalism. In the wake of Northeast Japan earthquakes and tsunami in 2011, the team moved the event to Osaka in three months, retaining 50 percent of its original clients and subsequently helping the Japanese pharma market recover under the extraordinary circumstances.

In 2012, CPhI Japan returned to the Tokyo Big Sight Exhibition Center with a record attendance of 14,473 attendees, representing a 17 percent increase over 2010. The success revealed the loyalty of the markets towards CPhI Japan, as well as the strength and resilience it had demonstrated to the Japanese pharma market in times of adversity.

Mr Jime Essink, president and CEO, UBM Asia, said that, "We are very honoured to have won UBM's first AEO award, which recognizes and celebrates our excellence and innovation in serving customers. I would like to congratulate the CPhI Japan team and applaud their hard work. Their dedication in delivering a record event in April 2011 when the natural disaster hit just four weeks before the event is absolutely impressive."