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ASIA EDITION

CPHI events report strong performance in Asia

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CPHI Japan sees large attendance as CPHI & PMEC China prepare to open the pharma portfolio's largest event in Asia



The CPHI series of pharma events, the largest exhibitions in pharma, have seen significant growth in Asia in the first half 2023. Double digit attendee growth is expected across most editions – CPHI will host events in China, Japan, India, Korea and Thailand in 2023 – with audiences recovering to pre-pandemic levels and further growth expected in the second half of the year.

CPHI Japan 2023, which celebrated its 20th anniversary, took place in April (19-21) at the Tokyo Big Sight Exhibition Centre and recorded nearly 17,000 unique visitors, with a total of 24,000+ visits over the events three days. Significantly, international audiences have also returned in large numbers with 217 international exhibitors from a total of 434.

Over 3000 exhibitors are expected at CPHI & P-MEC China (19-21 June, 2023), with 80+ conference sessions and some 55,000 attendee visits exploring 180,000sqm of the Shanghai New International Expo Center.

CPHI & PMEC China will feature a plethora of exhibitor promotional tools including Innovation Gallery and Tours, exhibitor showcases, and hosted buyer programme.

To further boost international partnering in China, this year's edition will be complemented by an extra international initiative. The CPHI & PMEC China roadshow will be held in Guangzhou during September – a region that, crucially, provides visa free entry for 53 eligible countries significantly easing access for international audiences.

In the second half of 2023, CPHI will host CPHI South East Asia (12-14 Jul 2023) at QSNCC, Bangkok, Thailand) and CPHI & PMEC India (28-30 November 2023) at the India Expo Mart, Greater Noida, Delhi NCR – Delhi, India.