



## SOUTH EAST ASIA

THAILAND | 8-10 JULY 2026

# The gateway to the ASEAN pharma industry

Where global and Southeast Asian pharmaceutical leaders connect to harness ASEAN's rapidly evolving pharma ecosystem, advance market access, regulation, collaboration, and build strategic ties unavailable elsewhere.

[www.cphi.com/sea](http://www.cphi.com/sea)



Co-located

WHX  
Bangkok

WHX Labs  
Bangkok

Medtec  
Southeast Asia

Organised by



**Secure**  
your space today!

# Why exhibit?



Meet high-value buyers through tailored matchmaking and hosted buyer programmes



Engage decision-makers covering the full pharma value chain



Gain access to fast-growing and hard-to-reach markets where centralized procurement is rare, but buyer potential is strong

## A strategic platform for growth



**10,000+**  
Attendees



**400+**  
Exhibitors



**70+**  
Countries

Ensuring wide networking and business opportunities across the entire pharma value chain

## Who attended CPHI South East Asia 2025

### Top visiting country

- |                                                                                                   |                                                                                                   |
|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
|  1 MALAYSIA    |  9 PHILIPPINES |
|  2 CHINA       |  10 JAPAN      |
|  3 INDIA       |  11 CAMBODIA   |
|  4 SINGAPORE   |  12 BANGLADESH |
|  5 THAILAND    |  13 GERMANY    |
|  6 INDONESIA   |  14 MYANMAR    |
|  7 VIETNAM     |  15 HONG KONG  |
|  8 SOUTH KOREA |                                                                                                   |

### Top visitor product interest

|                                       |       |
|---------------------------------------|-------|
| • Biopharmaceuticals                  | 9.02% |
| • Finished Dosage Formulations        | 7.80% |
| • API                                 | 7.61% |
| • Packaging and Drug Delivery         | 7.24% |
| • Machinery & Technology              | 6.47% |
| • Herbal Medicine                     | 6.25% |
| • Pharmaceutical Product / ATC Coding | 5.56% |
| • Natural Extracts                    | 5.36% |
| • Generic APIs                        | 5.30% |
| • CMO/CDMO                            | 5.24% |

### Job function

|                                                       |        |
|-------------------------------------------------------|--------|
| • Manager / Team Leader / Supervisor                  | 31.96% |
| • Director / VP / Head of Department / Senior Manager | 23.79% |
| • Employee / Staff Member                             | 20.85% |
| • CEO / CFO / COO / President / MD                    | 14.47% |
| • Business Owner / Proprietor                         | 2.89%  |
| • Trainee / Intern                                    | 1.95%  |
| • Consultant / Advisor                                | 1.93%  |



**72%**

has decision power

**Secure**  
your spot today!

# Exhibit category

## Comprehensive solutions for pharmaceutical supply chain



## Connect with top industry leaders



and many more

## Elevate your brand at CPHI South East Asia 2026

Connects global suppliers directly to buyers, innovators, and decision-makers across ASEAN's fragmented but high-potential markets.

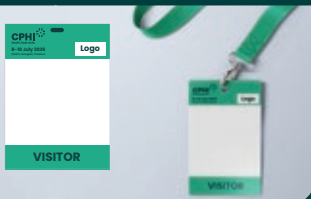
Scan here and explore right opportunity for your brand



### Explore popular opportunities:

#### VIP & visitor badges

All visitors wear their badge from registration throughout the show, providing continuous brand visibility and repeated exposure across every hall, meeting, and business networking.



**USD 7,000** (Exclusive)

#### VIP lounge sponsor

Highlight your brand directly in front of high-level buyers and decision-makers. Unlock premium visibility throughout the lounge and drive brand recall across multiple touchpoints.



**USD 7,000** (Exclusive)

#### Pharma innovative packaging showcases

Position your brand in the Innovation stage zone and gain direct exposure to buyers and decision-makers looking for innovative pharmaceutical packaging.



**USD 700** POD

#### Technical seminar

Share your expertise through onsite presentations on your latest products and innovations, directly at your booth.



**USD 750**

**USD 450**

#### Exhibitor

This year at CPHI South East Asia in Malaysia, we had a great time. We got to meet partners from places like Hong Kong, Vietnam, the Philippines, and even some from Africa — countries like Uganda and Yemen. It was a great opportunity for us to explore new markets and build connections.

*Tanapat Chavanothai, General Manager, Union Drug Labs. Ltd.*

#### Returning exhibitor

##### Exhibitor

We thought it was an excellent event. A lot of visitors came to our booth, and we were very excited to welcome them from all over the ASEAN countries

*Oranut Seateaw, Teamlead Sales Pharma, Kloeckner Pentaplast (Thailand) Ltd.*

## Stand packages

|                                                         |                                                                                                                                                                                |                                                                                                                          |                                                                                                     |
|---------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <b>Space only</b><br>min. 18 m <sup>2</sup>             | If you are looking to book space only, this starts at 18 m <sup>2</sup> onwards.<br>• Exhibition space<br>• Directory & website listing                                        |                                                                                                                          |                                                                                                     |
| <b>Walk on package</b><br>min. 12 m <sup>2</sup>        | • Exhibition space<br>• Stand panels<br>• Fascia board<br>• Carpet<br>• 1 Reception desk<br>• 2 Folding chairs                                                                 | • 1 Lockable cabinet<br>• 1 Waste paper basket<br>• 2 Spotlights 100 w.<br>• 1 Socket<br>• Directory & website listing   | <br>Perspective   |
|                                                         |                                                                                                                                                                                |                                                                                                                          | <br>Side         |
|                                                         |                                                                                                                                                                                |                                                                                                                          | <br>Lay-Out Plan |
| <b>Walk on deluxe package</b><br>min. 12 m <sup>2</sup> | • Exhibition space<br>• Stand panels<br>• Fascia board<br>• Carpet<br>• 1 Reception desk<br>• 5 Folding chairs<br>• 1 Lockable cabinet<br>• 1 Waste paper basket<br>• 1 Fridge | • 2 Sofas<br>• 1 Round table<br>• 1 Coffee table<br>• 3 Spotlights 100 w.<br>• 1 Socket<br>• Directory & website listing | <br>Perspective   |
|                                                         |                                                                                                                                                                                |                                                                                                                          | <br>Side         |
|                                                         |                                                                                                                                                                                |                                                                                                                          | <br>Lay-Out Plan |

## CPHI

| Type            | 1 side open<br>rate / m <sup>2</sup> | 2 sides open<br>rate / m <sup>2</sup> | 3 sides open<br>rate / m <sup>2</sup> | 4 sides open<br>rate / m <sup>2</sup> |
|-----------------|--------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Space only      | USD 460 / THB 16,500                 | USD 490 / THB 17,470                  | USD 510 / THB 18,030                  | USD 525 / THB 19,030                  |
| Walk on package | USD 575 / THB 18,450                 | USD 605 / THB 19,420                  | USD 625 / THB 20,350                  | USD 640 / THB 21,350                  |
| Walk on deluxe  | USD 620 / THB 20,150                 | USD 650 / THB 21,120                  | USD 670 / THB 22,050                  | USD 685 / THB 23,050                  |

## Packaging materials & drug delivery

| Type            | 1 side open<br>rate / m <sup>2</sup>                               | 2 sides open<br>rate / m <sup>2</sup> | 3 sides open<br>rate / m <sup>2</sup>          | 4 sides open<br>rate / m <sup>2</sup>    |
|-----------------|--------------------------------------------------------------------|---------------------------------------|------------------------------------------------|------------------------------------------|
| Space only      | USD 430 / THB 13,700                                               | USD 445 / THB 14,700                  | USD 460 / THB 15,700                           | USD 475 / THB 16,700                     |
| Walk on package | USD 545 / THB 17,350                                               | USD 595 / THB 18,350                  | USD 610 / THB 19,350                           | USD 625 / THB 20,350                     |
| Walk on deluxe  | USD 590 / THB 19,050                                               | USD 605 / THB 20,050                  | USD 620 / THB 21,050                           | USD 635 / THB 22,050                     |
| Compulsory fees | <b>USD 7 / THB 255 per m<sup>2</sup></b><br>For venue related cost |                                       | <b>USD 550 / THB 17,600</b><br>For CPHI Online | <b>7% of value</b><br>For government vat |

### For more information, please contact

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