

PHARMACONEX

IN ASSOCIATION WITH



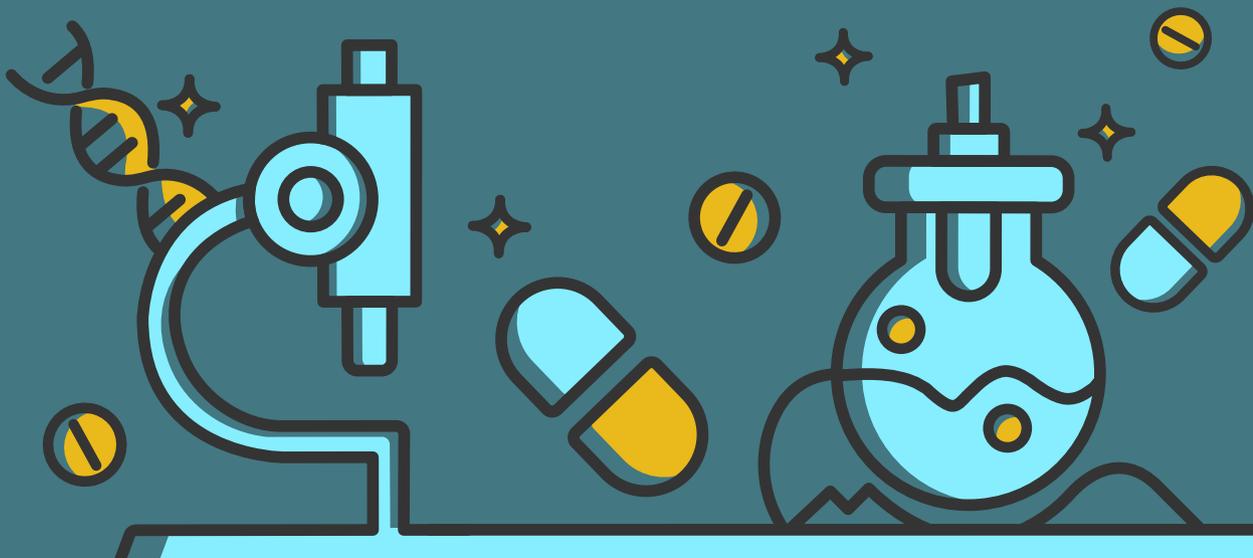
“UNVEILING AFRICA’S **PHARMA**
GROWTH OPPORTUNITIES”

8TH
EDITION

3-5 OCTOBER 2021

📍 EGYPT INTERNATIONAL EXHIBITION CENTER
CAIRO, EGYPT

EVENT BROCHURE



ORGANIZED BY:



SUPPORTERS:



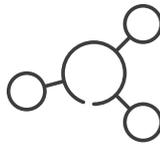
Unveiling Africa's Pharma Growth Opportunities

Pharmaconex is North Africa's pharmaceutical hub, connecting the entire supply chain in Egypt, the largest producer of the pharmaceutical market in the MENA region. It offers a 365 Marketplace for our communities to interact, network, and build knowledge around the latest industry trends through physical and online opportunities.

Product Sectors:



Active Pharmaceutical
Ingredients &
Generic APIs



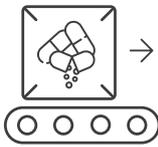
Biopharmaceuticals



Lab
Equipment



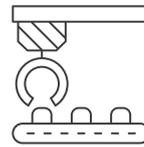
Fine Chemicals,
Intermediates &
Excipient



Packaging
Materials



Clean
Rooms



Machinery &
Process



Contract
Manufacturing

What to expect at Pharmaconex 2021?

As we adapt to the new normal and take positive steps towards the recovery of the industry, the show will offer a mix of physical and online solutions for companies to engage with decision makers, strengthen partnerships, showcase latest products and services, and conduct business deals.



250+

Exhibitors
(physical and hybrid)



15

Countries

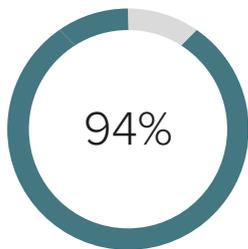
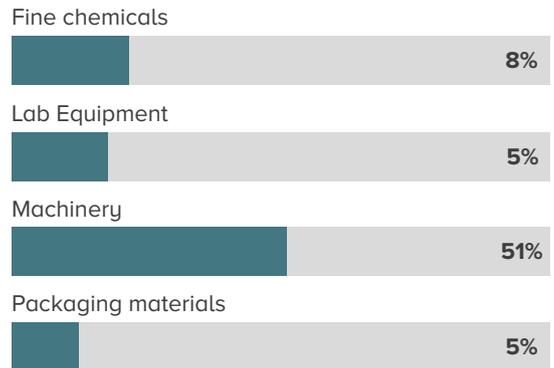
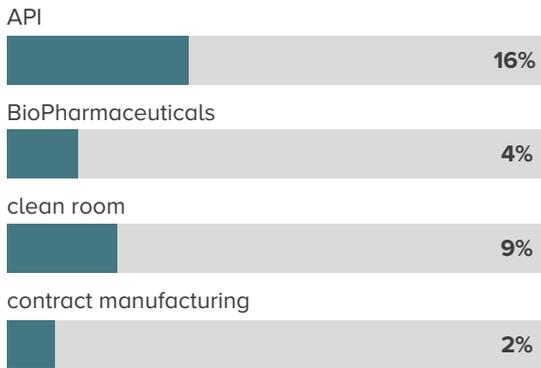


3500

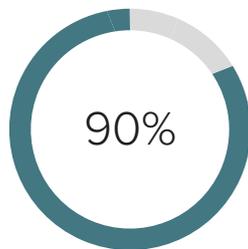
Visitors

Pharmaconex at a Glance

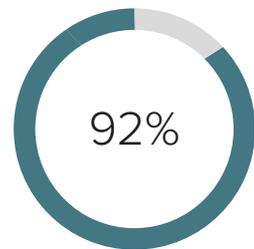
2021 Product Sectors:



94% of exhibitors rated Pharmaconex as an important platform for their business



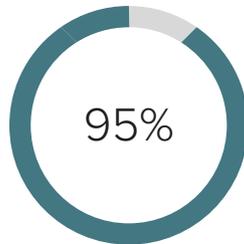
90% of exhibitors are likely to return next week



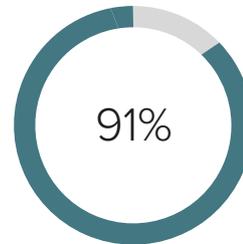
92% of exhibitors found the show effective in generating new business enquiries

Who you will meet at Pharmaconex 2021?

- ✦ Key decision makers from the Pharmaceutical Manufacturers.
- ✦ Government officials and trade associations.
- ✦ Procurement Managers.
- ✦ Production, QA & QC Managers.
- ✦ Research and Development Managers
- ✦ Distributors.
- ✦ Importers & Exporters.



of visitors rated Pharmaconex as an important platform for their business



of visitors are likely to recommend the show to a friend or colleague

Digital reach:



30,000

regional audience databases



130k

website page visits



50k

website unique visitors



13k

social media followers



60k

engaged users

Pharmaceutical Industry Outlook: Global and North Africa

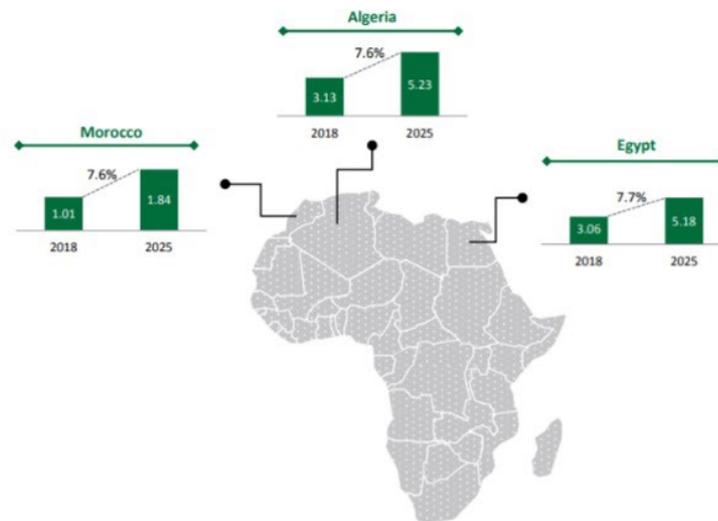
The Global Pharmaceutical Industry is in a state of flux, working towards win-win transformations across all value chains from manufacturers, providers, and patients. The global pharmaceutical market is expected to reach to about USD 1.9 trillion by 2025, growing at a CAGR of about 6.2%. Growth in the market is majorly attributed to the launch of novel therapies, expansion of existing therapies, market expansion in emerging countries and growth of the ageing population in the developed countries.

North Africa - Pharmaceutical Industry Outlook

The North African pharmaceutical market was valued at USD 12.98 Bn in 2018 and is expected to grow at a CAGR of 8% to reach to about USD 22.23 Bn by 2025.

The growth of the pharmaceutical market in this region is driven by several demographic factors like rapidly changing population dynamics, where populations are expanding, but also ageing.

Government policy is also encouraging local manufacturing of drugs, as imports currently outweigh exports. In addition, the rise in the incidence of non-communicable diseases and rising healthcare costs are likely to attract foreign investment into the continent, as well as the further development of domestic manufacturing capabilities.



North Africa: Algeria, Egypt, Morocco, Tunisia, French West Africa, Libya, Sudan

Source: Frost & Sullivan Analysis

Egypt - Pharmaceutical Industry Outlook

Egypt's pharmaceutical market is among the most attractive in the MENA region. With the reforming economic and regulatory environment, there has been an increase in interest and investment from multinational pharmaceutical companies to enter this market. Egypt's healthcare market is set for a period of transformation as Egypt is attempting to achieve universal healthcare access through the implementation of a comprehensive health insurance system.

Novartis, Glaxosmithkline, and Sanofi are the market giants in terms of their total pharma sales, which stood at EGP 4.9 billion, EGP 4.1 billion, and EGP 3.5 billion respectively in 2018

Key numbers:



Egypt has a strong manufacturing industry; it is the largest producer of pharmaceuticals in the MENA region with around 90% of the drugs consumed in the country being manufactured locally with a much greater market share for generics.



The pharmaceutical market in Egypt was valued at USD 3.1 Bn in 2018 and is estimated to grow at a CAGR of around 8% to reach to about USD 5.2 Bn by 2025.



The growth in the Egyptian market will be driven by the country's growing demand for prescription medicines, a rapid increase in the country's population and growing health awareness.



The market is also expected to receive a boost from the initiatives taken up by the MoH to improve the regulatory environment as well as the implementation of the comprehensive health insurance system.

Gypto Pharma - Middle East biggest pharma city in Egypt



Also known as the Medicine City, inaugurated in April 2021 and covering 180,000 sqm. The city is one of the largest of its kind in the Middle East as it will include 160 manufacturing lines and 150 types of medicines by 2023. Gypto Pharma uses the latest technologies and automated machines to ensure production is of the highest quality. This will increase cooperation between the state and the private sector to transform Egypt into a regional centre for the pharmaceutical industry in the Middle East.

NEW FEATURES

Available for all exhibitors



Pre-arranged matchmaking



Training & education session
(Live & Online)



Company/product listing
(online directory)



African advisory committee

Brings unique set of knowledge and skills to effectively guide growth of the industry in Africa

HYBRID BOOTH PROGRAM

Available ONLY for companies who are unable to participate due to travel restriction



Hybrid booth



Free promotional webinars



Company/Product listing
(online directory)

Pharmaconex Conferences

This year, Pharmaconex offers two distinguished conferences: The main one, Pharmaconex will be focusing on the pharmaceutical manufacturing, bringing you some of the best experts in the industry who will be sharing the latest insights and know-hows of the industry and will be discussing major pharmaceutical manufacturing disciplines.

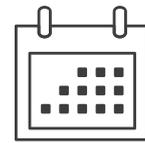
In parallel, the second one in partnership with Dittel Engineering from Germany, for the first time, we are introducing the Cleanroom technology conference, featuring 2 of the most renowned institutes in the industry.



300+
DELEGATES



20+
TOPICS



3
DAYS

Pharmaconex conference topics include:

- ✦ HVAC system establishment & qualification in pharmaceutical industry.
- ✦ Pharmaceutical Statistical Issues.
- ✦ Six Sigma in Pharmaceutical Industry
- ✦ Computerized System Validation (CSV)
- ✦ Validation of chemical test method. Quality by Design (QBD)
- ✦ Product & System Criticality Assessment

Clean Room conference topics include:

- ✦ Cleanroom (Aspetic and non Aspetic)
- ✦ Laboratories (S1 – S4)
- ✦ Cosmetic Industry
- ✦ Domain of surface technology
- ✦ IVF technology
- ✦ Vertical Farming

Pricing



Space Only

Allows you to design and produce an original stand.

Minimum Area

15 m²

Pricing

340\$/SQM



Standard Shell Scheme

Includes ready built stand with power, lights, carpet and name board.

Minimum Area

9 m²

Pricing

380\$/SQM



Wooden Stand

Includes ready built wooden stand with power, lights, carpet and name board.

Minimum Area

12 m²

Pricing

430\$/SQM



Hybrid booth

- Computer with internet, camera, and sound.
- TV for video & presentation.
- Usher (English–Arabic) other languages will have the additional fee. Ushers will act as an exhibitor representative by distributing brochure/ arrange meetings/ collect name cards/ generate interest and share interested with the exhibiting company.

Minimum Area

9 m²

Pricing

\$380/SQM

Pharmaconex Commitment to Sustainability

We want to play a role in helping the market to improve its sustainability by connecting people with the networks and knowledge to help solve the big challenges in the energy sector. Being a sustainable business is central to how we run our events, how we make decisions and how we do business every day.

Our three aims:



Placing your safety at the heart of our events

Pharmaconex will be organised in accordance with Informa's AllSecure health and safety standard. When you join our event, you can expect to see that health and safety is a priority, and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive and high-quality organised event experience.



Informa
AllSecure



Get in touch with us to find out more about how we can help grow your business through our diverse exhibiting and sponsorship opportunities:



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#Pharmaconex2021

www.pharmaconex-exhibition.com

