



iCSE

P-mec

BioPh

Hi Health ingredients  
Korea



## 2018 Post-Show Report

28 - 30 August 2018



4,900+

unique attendees  
from 64 countries



190

exhibitors  
from 18 countries



30+

Seminars and  
conference sessions

## Make the most of the booming pharma industry in Korea

CPhI Korea provides a dynamic meeting place for a wide range of industry suppliers to engage with purchasers and decision makers from the pharmaceutical industry in Korea and the surrounding region. The exhibition showcases the whole pharma supply chain from ingredients, contracting services to machinery and biopharmaceuticals, as well as hosting an extensive conference programme covering the latest trends and topics within the regional market.

**Book your stand at:** [gotocphi.com/korea-book](http://gotocphi.com/korea-book)

For more information contact  
**International Exhibitors:** [salesoperations@ubm.com](mailto:salesoperations@ubm.com)  
**Domestic and Asia-region:** [evelyn.kang@ubm.com](mailto:evelyn.kang@ubm.com)

Organized by:



한국의약품수출입협회  
Korea Pharmaceutical Traders Association

## 5 events under one roof

CPhI Korea and its co-located brands provide access to the entire regional and Korean pharma industry – from manufacturing and machinery to contract services, ingredients, bio, packaging, final product and more, all centralised in one event.



**CPhI Korea** is dedicated to ingredient manufacturing such as APIs, generics and bio.

**NEW:**  
An FDF zone dedicated to Finished Dosage Products from big pharma to end product distributors.



**iCSE Korea** is dedicated to contract services by offering outsourcing solutions such as clinical trials, biotechnology and contract research.



**P-MEC Korea** offers an exclusive trading platform for accessing the Korean pharma market for companies in pharma machinery, equipment and technology.



**BioPh** focuses on bio-technology and related fields offering an ideal platform for biopharma companies, drug discovery organizations, pharma manufacturers and scientific research institutions to create new partnerships and discuss the latest trends.



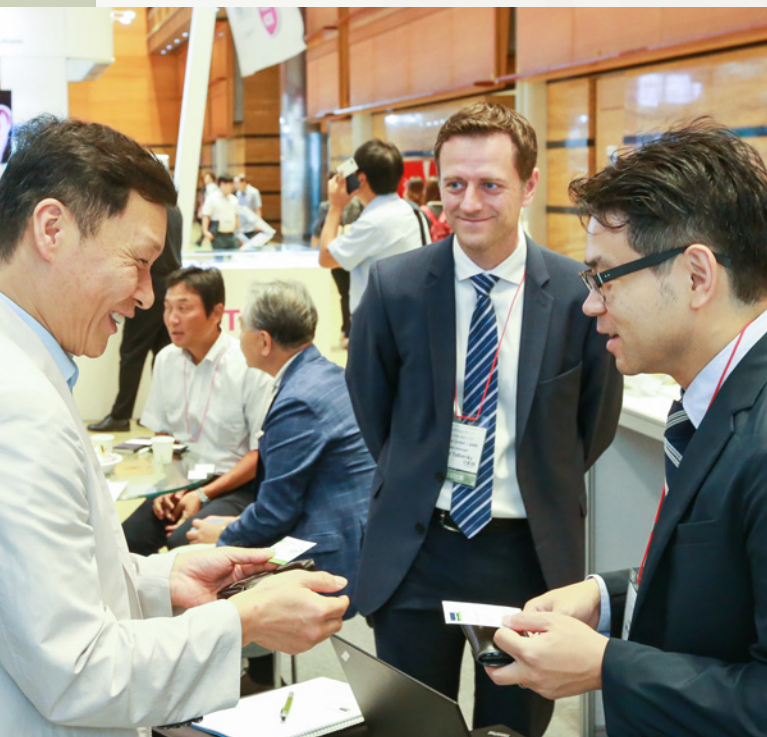
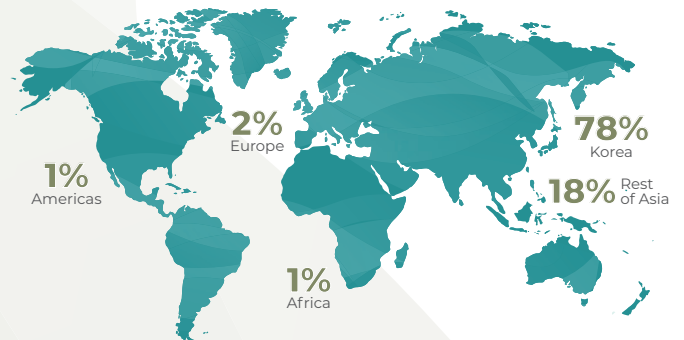
**Hi Korea** is a global meeting place for worldwide health ingredients manufacturers, traders, service providers, and other related professionals.

# Visitors Facts & Figures 2018

## Top 10 visitor countries

- |               |             |
|---------------|-------------|
| 1 Korea       | 6 Vietnam   |
| 2 China       | 7 U.S.A     |
| 3 India       | 8 Russia    |
| 4 Japan       | 9 Taiwan    |
| 5 Philippines | 10 Mongolia |

## Attendees by geographic regions



## Job positions

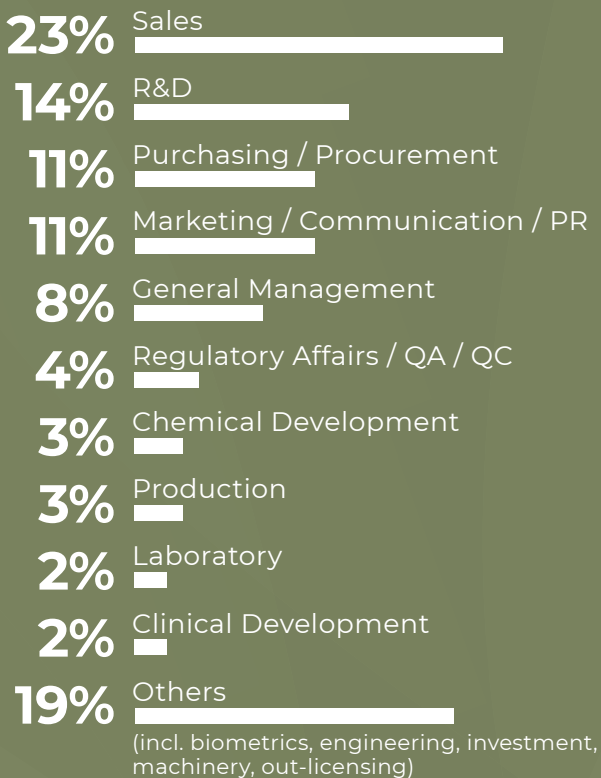


**40%**  
President,  
Chairman, CEO

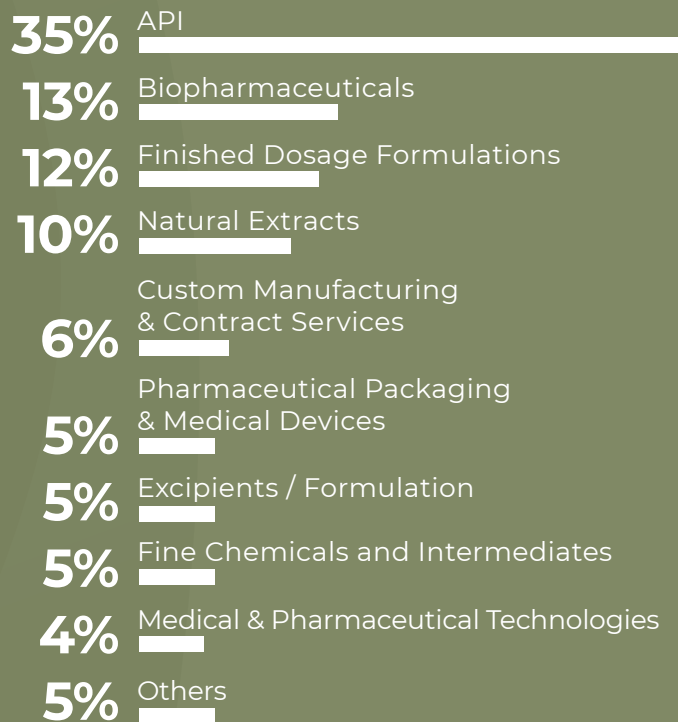


**28%**  
Managers

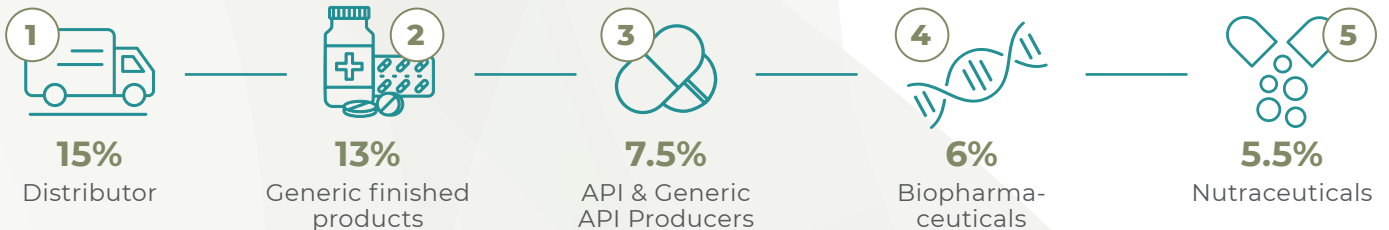
## Visitors' departments



## Visitors' area of interest:



## Top 5 Visitors' Profile



"This conference is compact and it is easy to meet exhibitors. The 1:1 business matchmaking is convenient, useful and allows us to discuss details."

**Julius H. Q. Chen,**  
Chairman, Julius Chen & Company (H.K) Ltd. (Hong Kong)

## Visitor's purchasing power



**82%**

have purchasing powers

- **35%** influence purchase
- **21%** authorise purchase
- **21%** specify suppliers
- **5%** make purchase



## Visitor's main objectives for attending



"I am very satisfied with the meetings I've had. I've received a yearly update on what's going on, what's new, which direction the industry is going and news on what kind of new technologies are currently being developed, really very good."

**Dr. Oleg Siarkevych,  
Farmak JSC (Ukraine)**



## Main areas of interest at Health Ingredients Korea 2018



## Top 10 ingredients looked for at Health Ingredients Korea 2018

1. Cosmeceuticals
2. Nutraceuticals
3. Functional Foods
4. Confectionery products
5. Enzymes
6. Plant Extracts
7. Vitamins
8. Proteins
9. Minerals
10. Dairy products



# Exhibitors

## Facts & Figures 2018

### Top 10 visitor countries

- |             |              |
|-------------|--------------|
| ① Korea     | ⑥ U.S.A      |
| ② China     | ⑦ Thailand   |
| ③ India     | ⑧ Germany    |
| ④ Japan     | ⑨ France     |
| ⑤ Hong Kong | ⑩ Uzbekistan |



“Our main objective was to introduce regulatory expertise and the services required to get products approved outside of the Korean market, and during the event we received many queries. Under the same roof you can find many high achievers in their respective fields, so it was a good platform for us to display our expertise and how we can help them further.”

**Parminder Kaur,**  
**Founder, RegPak BioPharma (Netherlands)**



“

“For our first time exhibiting at CPhI Korea we came looking for a distributor, and to understand the regulatory side for distributing our herbal medicine in Asia. We found a company that matches perfectly with our profile, and even found a plan B in case the first one doesn't work. Through the *Meet the Expert programme* we met a consultant who explained to us everything we needed to know about regulatory procedures, contacts with the local FDA, what needs to be done in English and what in Korean – it was very useful.

**Gunter Haesaerts,**  
**CEO, Pharmatoka SAS (France)**

”

# Onsite Features

## Business Matchmaking

**Over 2,300 meetings** were requested between the exhibitors and buyers pre-show through the buyer invitation programme and online matchmaking programme.

Throughout the show period, **more than 538 meetings** took place at the business matchmaking room and numerous at the exhibitors' booths.



## Meet the Expert



In partnership with the **Korea Pharmaceutical Traders Association**, 'Meet the Expert' slots were provided to international pharmaceutical companies wishing to understand the specifications of the Korean market and access hands-on advice on how to register their products via a **free 30 minutes 1-2-1 session**.

"We really thought the *Meet the Expert Program* was a valuable addition to the CPhI. We found the expert we spoke with very knowledgeable and he was able to provide us with a lot of hands on information on the Korean regulatory landscape. The fact that this was a "one -on-one" session meant that we could raise all our points."

**Marieke Van Dalen,**  
Global Regulatory Specialist,  
APIC - Active Pharmaceutical  
Ingredients Committee  
(Netherlands)

## Hosted Buyer

The Hosted Buyer Programme targets influential purchasers representing well-established companies and organisations looking for Pharma-related products, services and solutions. **The Programme aims at matching these buyers with exhibitors at CPhI Korea that offer the products that the buyer is looking to source.**

"The hosted buyer programme is very useful, I achieved my objective of finding a new product and new partner to work with long-term, I will come back next year for sure. I am very happy with the show and would rate it a 9 or 10, with this event and the hosted buyer programme I can continue to work and collaborate with local partners."

**Mr. Mohd Zul Efendi Hassan,**  
Purchasing Management,  
Porrima (M) Sdn Bhd (Malaysia)



## CPhI Korea conference

The CPhI Korea conference programme offered high-level sessions featuring opinion leaders from government and academia. As a leading learning platform for trends and issues confronting the pharmaceutical industry in Korea and the region, **the CPhI Korea conference is an integral part of the event**, and gives a realistic assessment of the industry challenges, and strategies for dealing with them.

## Exhibitor showcases

As an extra meeting place between exhibitors, visitors & press located on the show floor, exhibitors had 45 minutes to educate the industry about their products, services, new launches, innovations and news.

**These sessions were free to attend to all visitors to CPhI Korea and co-located events.**

### Key sessions included:



- Experience of GMP inspection at PMDA and future perspective of GMP in Japan
- Claims for Foods in the European Union: Key Regulatory Features
- WHO Prequalification Programme, Opportunities for Drug Product and API manufacturers
- Implementation of ICH Q3D (elemental impurities) for APIs
- The Biologics Drug Development in China - CMC and Quality Challenges
- Nutrition and Health Food Claim Regulations in China & What They Mean to Consumers
- Changes in ICH E6 GCP(R2) and Issues Concerning Safety Evaluation and Reporting of Clinical Trials
- Current Trend in Pharmaceutical GMP Policy

### Key sessions included:



- Biosimilar Comparability & Extrapolation Strategies: EU vs. Emerging Markets
- Security Embedded Temp-controlled Transportation for Pharmaceutical Safety
- Current State of Biopharmaceutical Market in Japan
- Bacterial anti-adhesion: an indispensable tool for health care providers
- Data Integrity assurance as a key factor for surviving corporate audits and regulatory
- Security Embedded Temp-controlled Transportation for Pharmaceutical Safety
- Discussion on practical use of AI technologies in a specific stage of the Pharma supply chain; CRO, Drug Development, Marketing, etc
- Introduction of PCD PECX-1 for cGMP
- HRB (Human Residence Bifidobacteria) of Morinaga



## Supported by



## Media partners







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**See you in Seoul!**

21 - 23 August 2019



**Book your stand at:** [gotocphi.com/korea-book](http://gotocphi.com/korea-book)

For more information contact  
**Sales Operations team:** [salesoperations@ubm.com](mailto:salesoperations@ubm.com)  
**Domestic and Asia-region:** [evelyn.kang@ubm.com](mailto:evelyn.kang@ubm.com)

Organized by:

