

PHARMA CONEX

IN ASSOCIATION WITH



4-6 September 2022

Egypt International Exhibition Center
Cairo

Unveiling Africa's Pharma Growth Opportunities

9TH
EDITION

Event Brochure



organized by



Unveiling Africa's Pharma Growth Opportunities

Pharmaconex is Africa's pharmaceutical Manufacturing 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.

Exhibition Sectors



Active Pharmaceutical
Ingredients &
Generic APIs



Biopharmaceuticals



Lab
Equipment



Fine Chemicals,
Intermediates &
Excipient



Packaging
Materials



Cleanrooms



Machinery &
Process



Contract
Manufacturing



Pharmaceutical Industry Outlook

Pharmaceutical Industry in the MENA region

The MENA region is rapidly developing and extremely diverse, spanning both countries at the cutting-edge of innovation and technology as well as emerging economies. According to Trade Arabia, the territory's pharmaceutical market stands to grow to USD 60 billion by 2025 in North African giants Egypt and Algeria.

Pharmaceutical Industry in Egypt

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.

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.

Egypt maintains a Risk/Reward Index of 44.3 out of 100, remaining above the regional average of 40.4, making it the 4th most attractive pharmaceutical market in Africa. The market is forecasted to expand at a CAGR of 8.0% to reach a value of USD 5.2 Bn by 2025.

The market is also expected to receive a boost from the initiatives taken up by the EDA 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.

2021 Key Highlights



200

Exhibitors



12

Participating
Countries



4,100

Visitors



4,680

Total Visits



21

Visiting
Countries



300+

Conference
Delegates



40

Conference
sessions



35

Conference
Speakers

Digital reach:



35,000

Regional audience
databases



150k

Website page
visits



70k

Website unique
visitors



60k

Engaged
users



11,000

Page views for
companies &
products online
listing



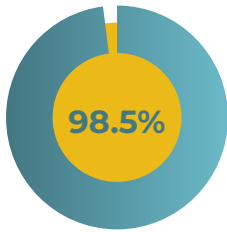
16k

Social media
followers

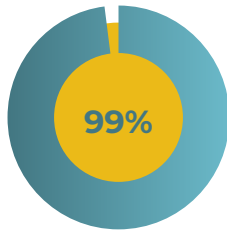




2021 Exhibitors' Statistics



of exhibitors stated that Pharmaconex is important to their business



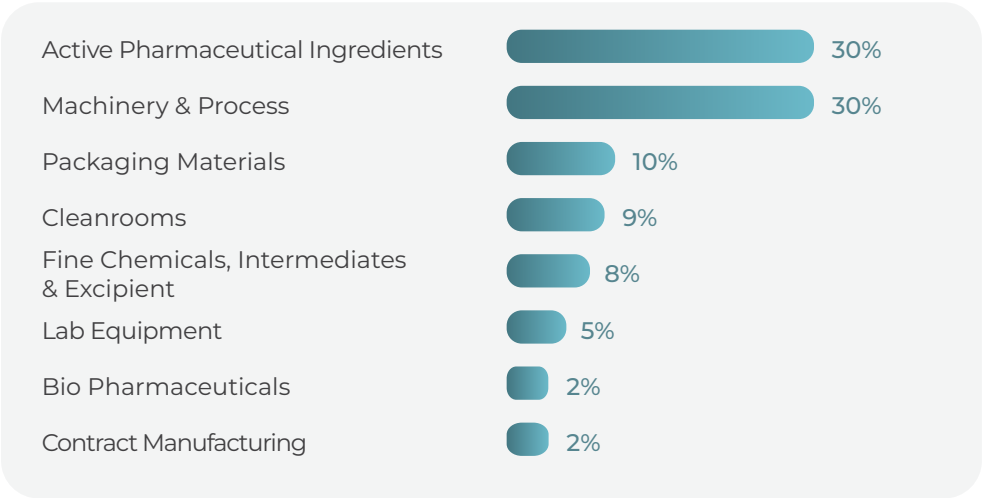
of exhibitors are likely to exhibit at Pharmaconex 2022 edition

Leads Generated During Pharmaconex 2021 by Exhibitors



- 10-6 Leads
- 20-11 Leads
- 50-21 Leads
- More than 50 Leads

Exhibitors profiles 2021



Top exhibiting countries



Germany



India



Spain



China



Italy



What our exhibitors had to say

Frankly, I was amazed about Pharmaconex this year, we didn't expect to have so many people to come and so many contacts. I think now in Egypt the industry of Pharma is booming, we've seen a lot of new customers and interests, I think in Egypt this market will be more and more by the time, the quality of visitors is very good because we have decision-makers, R&D people and all kind of people coming in. Lonza will be very excited to come back next year and to have new partners to work with and perhaps to have more of a global approach of presentations

Nicolas MADIT

Business development manager – Lonza

community given the kind of restriction that the whole pharmaceutical industry has been having. Egypt and North Africa are very important markets for us, we've been serving these markets for 10 years. Pharmaconex brings everyone in North Africa and Egypt together in one single place and this is something that no other event could offer, it allows us to interact with partners and customers from various countries and we're excited to participate in the next version of Pharmaconex 2022"

Harsha V Nadepu

(Chief Operating Officer) - Metrochem API

We've been regularly participating at Pharmaconex for the past 7 years Pharmaconex, I see a lot of enthusiasm and my member companies also had very good meetings and they're very happy...Egypt is the gate of western Africa, it's also very strong in formulation manufacturing and it's one of the important destinations in Africa for India as we've exported 164\$ million worth of drugs in 2021.

Ravi Uday Bhaskar

(Director General - Set up by Ministry of Commerce & Industry. Govt. of India) - Pharmexcil

We're glad to participate this year in Pharmaconex, one of the most successful events in the Pharmaceutical industry in Egypt, it helps us to increase our presence in the market and display our brand.

Ahmed Fathy

Managing Director - Innox Engineering

Visitors' Profiles 2021

Nature of business



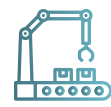
Pharmaceutical
Manufacturers



Government
officials and
Pharma trade
associations



Procurement
& Supply
Management



Production



Quality Assurance



Research and
Development



Product
Development



Distributors



Importers &
Exporters



Cosmetics
manufacturers



API Producer

Job function

- Owner/Chairman/CEO/GM
- Engineering
- Procurement
- Production/ Plant management
- Business Development
- Quality control
- Research & Development
- Academic





Top visiting Countries in 2021



Egypt



India



Yemen



South Africa



Jordan



United Arab Emirates



Saudi Arabia



Libya

Sectors that our visitors are most interested in

Fine Chemicals & Intermediates



Contract Manufacturing



Biopharmaceuticals



Cleanrooms



Generic APIs



Excipients



Lab Equipment



Finished Dosage Forms



Pharmaceutical Packaging



Pharmaceutical Machinery



Pharmaceutical Product



Active pharmaceutical ingredients



Reasons for Visiting

- Purchase Products and machineries
- Learn about the latest market trends
- Discover the latest products
- Meet existing & new suppliers
- Get knowledge on the industry and business challenges



Visitors that found new suppliers



Top Pharmaceutical and cosmetics companies attended Pharmaconex in 2021

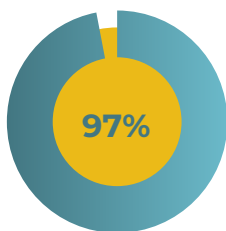
Pharmaceutical Companies



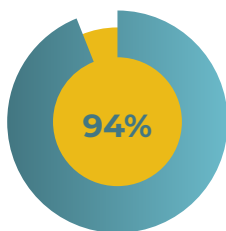
Cosmetics Companies



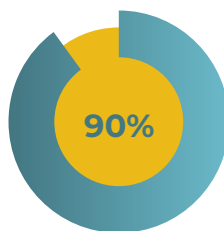
Visitors' satisfaction in 2021



of visitors stated that Pharmaconex is important to their business



of visitors were satisfied with Pharmaconex 2021 edition



of visitors are likely to recommend Pharmaconex to a friend or colleague in the industry

What our visitors had to say

“

Pharmaconex is a milestone in Egypt, it helps to gather all suppliers with the Egyptian manufacturers especially the big names. We had important meetings in the event with suppliers from different countries and made deals that will help to secure strategic quantities of medicines in Egypt in 2022

Michael Nageh ”

(Sourcing and Procurement Manager) - Eva pharma

“

I'm glad to see you organized Pharmaconex despite the pandemic, this is the first physical exhibition since the pandemic begin

Pharmaconex is important because it provides a platform for Indian companies to meet their business partners, display their products and it is an important access point to the market in Egypt where India is one of the main suppliers of APIs and bulk drugs, and other formulations, Indian companies supply about 16% of the total Pharmaceutical import that Egypt has every year

Shri Ajit Gupte ”

Indian ambassador in Egypt

What to expect at Pharmaconex 2022?



250

EXHIBITORS



20

Countries



5,000

Visitors

How can you benefit from being part of Pharmaconex 2022?



Meet leading manufacturers, distributors, dealers, and small & medium traders from Africa's top pharmaceutical manufacturing industry.



Enjoy a unique networking opportunity through our matchmaking program and pre-arranged meetings.



Connect with government authorities and trade associations looking to guide growth of the industry in Egypt & Africa.



Showcase your latest products and services.



365 brand awareness and advertising opportunities.

Key Features



Conferences



Promotional webinars

New features



Pre-arranged matchmaking

Pharmaconex is offering this year a Matchmaking program which will benefit both its exhibitors and visitors. The program will target all our visitors to identify their needs and interests and to match these needs with the eligible exhibitors, in addition to pre-schedule their meetings prior to the event.



Lead retrieval

Our lead retrieval system is a mobile application that enables exhibitors to gather leads with a single, consistent application capture, qualify, and follow up with leads generated from our tradeshow.



On-line company & product listing

Our yearlong online company and product listing allow you to showcase your valuable offerings (products & services) in front of millions of new customers. This can give your brand regional exposure and the possibility of going into cross-border e-commerce.



Cleanroom Technology Zone

With cleanroom technology, engineering, and validation being key aspects in drug factories, this year Pharmaconex will organize a dedicated zone for the cleanroom technology sector.

The cleanroom zone will include a pavilion of companies from Egypt, Germany, and Switzerland that specialize in building, engineering, maintaining, and servicing cleanrooms.

Key Highlight
in 2022!

Conferences 2022

This year, Pharmaconex is organizing 2 distinguished conferences gathering the top local and international experts in the industry to discuss, demonstrate and share the latest trends in the pharmaceutical and cleanroom industries.

Experts from all around the world will be tackling topics that serve the whole pharmaceutical industry and will be sharing their experience and extensive knowledge with the audience.

Pharmaconex Technical Conference

Pharmaconex conference 2022 will focus on demonstrating the new shape of the pharmaceutical manufacturing industry post the Covid era and its effects, all designed by Agon, one of the leading consultancy houses in the region, and executed by Pharmaconex, the Africa's pharmaceutical hub.

Pharmaconex Conference Partner



Cleanroom Technology Conference

For its 2nd edition, the Cleanroom technology conference this year is taking place in partnership with Vali.sys gmbh over 2 days. The conference will explore cleanroom containment, regulation, validation & monitoring, PPE, design & build, and microbiology through the eyes and experience of top Cleanroom technology professionals from several countries

Cleanroom Conference Partner



Pricing



Space Only

Allows you to design and produce an original stand.

Minimum Area: 15 m²
Minimum Area: **340\$/SQM**



Standard Shell Scheme

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

*One table and two chairs for each 9 sqm

Minimum Area: 9 m²
Minimum Area: **380\$/SQM**



Wooden Stand

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

*One table and two chairs for each 12 sqm

Minimum Area: 12 m²
Minimum Area: **430\$/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.

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

Pharmaconex team

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#Pharmaconex2022

www.pharmaconex-exhibition.com

Organized by

