



United Business Media

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Japan pharma events rise to market challenge

CPhI Japan – with ICSE Japan and P-MEC Japan – marked its seventh anniversary in April with robust numbers and positive feedback, against the most challenging business background in pharma services for several years.

Organisers UBM International Media were rewarded with good exhibitor and visitor responses to expanded and new features. The co-located events form Japan's leading ingredients, contract services and equipment exhibitions and seminars.

Bookings for next year's Japan shows were also higher than in previous years. In a further positive development for the region, June's CPhI China exhibition has been fully sold, with visitor pre-registrations sharply ahead of 2008.

In total, the events and seminar programmes at Tokyo's Big Sight on 21 – 23 April attracted nearly 14,000 attendees, hosted by 445 exhibitors from 27 countries. Attendance was therefore higher than last year.

Reflecting the increased convergence of pharma and biotech business models, the debut BioPharma Pavilion attracted positive exhibitor feedback on visitor numbers, focus and quality.

Keynote and special seminars hosted by government, industry organisations and manufacturers were notably popular – with the 130+ seminar programme being significantly bigger than last year. Over 700 attendees were recorded for the Japanese pharmaceutical industry speakers on the second day.

Eliane van Doorn, UBM International Media's Group Director for Pharma Ingredients events, commented: *"This year's expanded seminar programme and BioPharma Pavilion debut both helped event attendance to higher numbers than last year"*.

And she continued: *"Most notable is the achievement of significant gains against the background of a very challenging business climate in pharma services. Feedback strongly confirms that both exhibitors and visitors are placing more value on the networking and professional/technical meetings that underpin the business value and reputation of CPhI Japan and its co-located events"*.

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The re-booking rate for 2010 – already including the China and Korea pavilions - was above that of 2008 for 2009, and higher than expected given the business climate.

Formal supporters of the three events include Japan’s Ministry of Health, Labour and Welfare, the Ministry of Economy, Trade and Industry and 17 trade associations and industry organisations.

CPhI Japan, ICSE Japan and P-MEC Japan are staged by UBM International Media and sister company CMP Business Media Co. Ltd. Japan. Co-organizers are The Chemical Daily Co. Ltd. – publishers of *The Chemical Daily* and *Japan Chemical Week*.

The 2010 exhibitions will again be at Big Sight – and on the same dates as this year, 21 – 23 April.

Next month’s CPhI China, with ICSE China and P-MEC China, takes place in Shanghai on 23 – 25 June. The exhibitions and CPhI China International Forum form Asia’s largest networking event for the pharma services sector. By early May, visitor pre-registrations were 30% ahead of the comparable figures in 2008.

Notes for Editors:

- *UBM International Media operates market-leading global exhibition brands and their complementary media products.*
- *The CPhI pharmaceutical ingredients and related sector exhibitions currently number over 12 highly-regarded annual events. The portfolio also includes Informex (speciality chemicals), Food Ingredients, HBA (health & beauty industry) and Sea Trade (cruise industry).*
- *Worldwide locations for its events include China, India, Japan, North America, Brazil, Africa and Europe. More than 330,000 business professionals and marketers visit UBM exhibitions each year.*
- *The exhibitions portfolio is managed from Holland. UBM International Media has approximately 1,200 employees in the UK, US, Asia and Europe. See www.ubm.com*

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