



United Business Media

PRESS RELEASE

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Sao Paulo hosts strong second year for South American pharma events

Maarsse, The Netherlands, 9 October 2009: **Held in the heart of Brasil's pharmaceutical industry, Sao Paulo, late August's CPhI South America and P-MEC South America pharma ingredients and production technology events built strongly on their 2008 debuts.**

At just over 4,900, visitor numbers for the 150 + exhibitors at the Transamérica Expo Center were almost 10% ahead of the 2008 launch event in Rio, with a major international presence. Organisers UBM International Media say that over 70% of space for the 2010 events has already been sold.

Led by Brazil, the markets of Latin and Central America are joining China and India as regions of dramatic future opportunities for pharma-related services.

Eliane van Doorn, UBM International Media's Pharma Portfolio Group Director, commented: *"Against the challenging business background since their launch last year, the 2009 events clearly delivered for both exhibitors and visitors, laying deep foundations for next year!"*

Providing coverage across the pharma ingredients, contract services and production equipment and technology sectors, co-location of CPhI and P-MEC is a proven formula that ensures a high level of networking and business opportunities in a single event visit.

Key Brazilian pharma trade organisations supporting the 2009 exhibitions included ABIQUIF, ABRIFAR ABIMIP, ABIFINA, Alanac, ANVISA, ASSOCIQUIM, CRF-SP, Interfarma, Pró-Genéricos, and Sindusfarma.

Alongside the exhibitions, the wide-ranging conference programme included the *ISPE Brazil Life Sciences Congress*; the *1st CRF-SP Clinical Research Seminar*; the *2nd. Latin American Pharma Business Forum*; the *1st. Sindusfarma Symposium of Pharmaceutical Management* and the *BioPh-Biosolutions for Pharma* conference on *The Brazil Regulatory Scenario*.

Returning after the successful 2008 debut in Rio, the buyers' and sellers' *"Match and Meet"* networking sessions - on pharmaceutical ingredients, contract services and licensing - underlined the networking depth of the event.

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"The good feedback on the quality of visitors and business networking value clearly reflects the perceived importance of the event – and exceeding last year's visitor numbers was a great bonus", said Eliane van Doorn. "With continuing market growth across South and Latin America, and the quickening pace of international partnerships as the standout themes, we are very positive for 2010", she added.

For 2010, CPhI South America and P-MEC South America move to Argentina's La Rural – Hall Ocre facility in Buenos Aires, on 17 – 19 August. Next year will also mark the full debuts of ICSE South America and BioPh South America. In 2011, the fourth edition of the events will return to Sao Paulo.

UBM International Media's annual sister events for the pharma ingredients and services sector include Japan (April); China (June); Worldwide (Europe – October) and India (December).

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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