

# CPHI

## Korea

# 세계 제약 · 바이오 · 건강기능 산업 전문 전시회

2023년 8월 30일(수) - 9월 1일 (금) | 코엑스 A홀

제약, 바이오, 건강기능 산업의 든든한 파트너  
연구개발, 제조, 임상, 유통, 공정을 한자리에서 확인하세요!

 7,000+ 방문객

 60+ 참가개국

 250+ 참가사



주최  

후원        

# Why

## 세계 제약·바이오·건강기능 산업 전문 전시회

### 01 EFFICIENCY

국내에서 해외바이어를 만남으로써 비용, 시간, 에너지 및 리스크 절감

### 02 NETWORK

국내 제약산업 전문가 및 결정권자들과의 네트워킹 기회

### 03 GLOBAL

압도적인 해외 참가업체 및 바이어 비율

### 04 EXPANSION

건강기능성원료 전시회 Hi Korea의 동시개최로 비즈니스 영역 확대

### 05 MAXIMUM EXPOSURE

해외 네트워크를 활용한 전 세계 홍보기회로 참가업체 노출도 증가



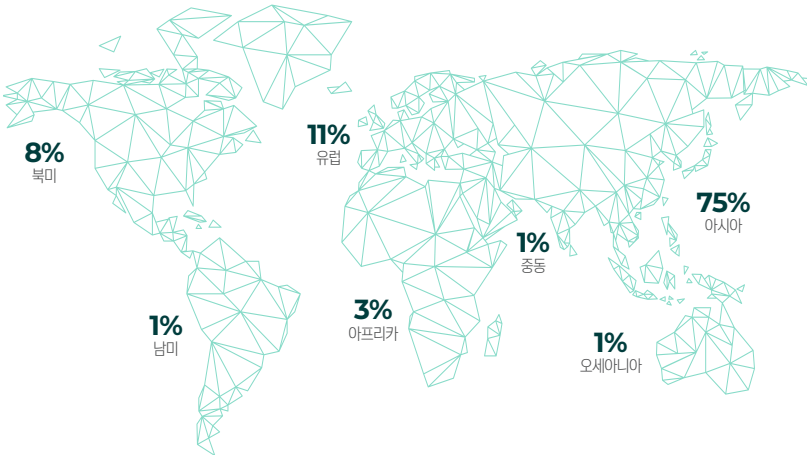
## 2022 지난 전시회



참가 - 24개국 228개사

방문 - 66개국 6,325명

### ■ 대륙별 방문객 분포도



### ■ 해외 방문국가 상위 10개국

- |          |       |        |        |           |
|----------|-------|--------|--------|-----------|
| 1. 인도    | 2. 일본 | 3. 미국  | 4. 몽골  | 5. 싱가포르   |
| 6. 말레이시아 | 7. 독일 | 8. 필리핀 | 9. 스위스 | 10. 인도네시아 |

### ■ 전시회 방문 주요 목적

- 38% 신제품 및 신기술 동향 파악
- 17% 시장 정보 습득
- 14% 신규 거래업체 접촉
- 11% 향후 협업을 위한 신규 파트너 탐색
- 10% 컨퍼런스 및 세미나 참석
- 6% 기존 거래업체 관계 유지
- 4% 동종업계 관계자들과의 네트워킹

### ■ 방문객 구매 결정 능력



## 77%

전체 방문객의 77%가 구매에 관여

- 36% 구매 결정에 의견을 제시
- 21% 직접 구매
- 14% 구매를 결정
- 6% 공급업체를 지정

# CPHI

## Korea

30 August - 1 September 2023 | COEX Seoul, Korea

# Make The Most of the Booming Pharmaceutical · Bio · Nutraceutical Industry in Korea!



7,000+ Attendees



60+ Countries in attendance



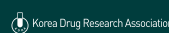
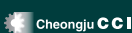
250+ Exhibitors



Organised by



Sponsored by



# Take part in Korea's Leading Pharma ·Bio·Nutraceutical Event!

CPHI Korea is the most trusted event in Korea and provides the ideal platform to gain insights and do business with decision makers in the regional market.

## 01 Meet

7,000+ key buyers and decision makers from Korea and surrounding regions

## 02 Experience

Unrivalled practical business opportunity at a pharma, bio and nutraceutical focused business platform

## 03 Learn

About the latest Korean market trends through high-content conference programme & exhibitor showcase

## 04 Expose

Your brand via diverse online and offline promotional opportunities utilizing the CPHI/Hi network



## Pharmaceutical Industry in Korea



### Increased Pharmaceutical Spending

With a rapidly aging population demographic, Korea will rank as the second-oldest country in the world by 2050. Government spending on health care and the demand for international pharmaceutical ingredient suppliers will increase, particularly for those with chronic diseases such as diabetes, arthritis, cardiovascular problems, and blood pressure.



### Ranked #6 - Clinical Trials

Korea ranked 6th in the world for the number of clinical trials conducted in the country, and Seoul topped the list with the most clinical trials per city since 2017. The fast start-up time, world-class expertise, and well-defined regulatory and review processes continue to make Korea a growing global destination to conduct clinical trials.



### Powerhouse of Biopharmaceuticals

Korea has achieved remarkable growth in the global biopharmaceutical industry and is becoming a global biopharmaceutical power based on its advanced IT technology, superior development and production capabilities, and the mutual collaboration between overseas and domestic companies.



### Advanced Production- Management System

Advanced production and quality management systems are factors that make Korea's pharmaceutical industry globally competitive. MFDS joined the PIC/s in 2014 and became the sixth regulatory member of ICH in 2016. Furthermore, after meeting the EU's standards, Korea became the seventh country to be listed on the EU's "whitelist" in 2019.