CPHI by informa

SOUTH EAST ASIA

MALAYSIA | 13-15 JULY 2027

Unlock the potential of ASEAN's pharmaceutical industry



What to expect at CPHI South East Asia 2027

13,000+ Attendees

450 Exhibitors

3 Days networking

Secure your space →

Part of International Healthcare Week 2027

CPHI SOUTH EAST ASIA | WHX World Health Expo Kuala Lumpur | Medtec Southeast Asia

Organised By: informa

Accreditation: ufi Approved International Event

CPHI South East Asia 2027 will take place from 13–15 July 2027, at the Malaysia International Trade and Exhibition Centre in Kuala Lumpur, Malaysia. The event offers a unique platform for exhibitors and attendees to connect, showcase innovations, and forge valuable partnerships within Malaysia's thriving pharmaceutical market and across the broader Southeast Asian region.

Covering the entire pharmaceutical manufacturing industry supply chain

Exhibitor categories

- Finished Dosage Forms
- CMO/ CDMO
- Pharma Packaging
- APIs & Ingredients
- Excipients
- Biopharma -ceuticals
- Natural Extracts
- Pharma Machinery
- Contract Services
- Generic Drugs

Also featured:
Drug Delivery, Lab Equipment, Fine Chemicals, Cleanroom Solutions and Water Treatment

Bringing together the industry's key players

BIOFACT LIFE Manufacturing Group · CAREGEN CO., LTD. · catalysis · Colorcon · COSMED · Farmak INTERNATIONAL · GPO The Government Pharmaceutical Organization · hovid Continuous Innovation & Quality · klöckner pentaplast · NEON · SHINVA 新华医疗 · TRUKING · YANLING · Y.S.P.SAH®

Where Southeast Asia's Pharma leaders connect CPHI South East asia 2027 is coming

NETWORKING



Match & Meet
4000+ pre-scheduled meetings requests facilitated. AI-powered algorithm matching buyers and suppliers based on specific requirements.

Pharma Quest
An annual pharmacy knowledge quiz championship designed to inspire, connect, and challenge pharmacy students across the ASEAN pharmaceutical professionals.

EXPERIENCE

Pharma Cleanroom Zone
Live demonstrations of contamination control solutions and cleanroom design and validation consultations offered visitors hands-on insights into sterile manufacturing and aseptic processing technologies.

Pharma Lab Zone
Hands-on experience with the latest analytical instruments allowed laboratory professionals to explore cutting-edge testing solutions and quality control equipment in an interactive environment.

Sustainability Square
The zone featured an innovative upcycling workshop where old t-shirts were transformed into new canvas bags, demonstrating practical sustainability principles and highlighting the pharmaceutical industry's commitment to environmental responsibility and sustainable practices.



LEARNING



Conferences and Technical Seminars
90+ Conference and technical seminar sessions. Key focus areas: ASEAN regulatory harmonization, digital manufacturing, biosimilars and animal health.

Innovation Stage
Interactive exhibition zone spotlighting cutting-edge pharma packaging technologies, sustainable material solutions, and digital transformation. It features fast-paced, expert-led presentations and product showcases.

Pharma Innovation Hub
Showcasing Thailand's pharmaceutical research excellence, advanced therapeutics capabilities, and healthcare impact through collaboration between leading national institutions.

Pharma community overview

72%
has decision power

(Last edition insights)

Top 15 Attendee Countries

1 MALAYSIA
2 CHINA
3 INDIA
4 SINGAPORE
5 THAILAND
6 INDONESIA
7 VIETNAM
8 SOUTH KOREA
9 PHILIPPINES
10 JAPAN
11 CAMBODIA
12 BANGLADESH
13 GERMANY
14 MYANMAR
15 HONG KONG

Top 10 Product of Interest

• Biopharmaceuticals	9.02%
• Finished Dosage Formulations	7.80%
• API	7.61%
• Packaging and Drug Delivery	7.24%
• Machinery & Technology	6.47%
• Herbal Medicine	6.25%
• Pharmaceutical Product / ATC Coding	5.56%
• Natural Extracts	5.36%
• Generic APIs	5.30%
• CMO/CDMO	5.24%

What Attendees Say

Visitor
I find this event very important to our industry. It gives us insight into what others are doing right now. I've seen a lot of advanced technologies in both devices and ingredients.
Rainier V. Villanueva, President/CEO, Rainiers Research & Dev. Inc.

Visitor
I was impressed by the range of ingredients and equipment from Southeast Asia. Many of the products align with what we're already using, so it really opened up more options for us.
Paul Felipe Cruz, President, Herbanext Laboratories Inc.

Nature of Business

• Manufacturer/Innovator	40.64%
• Distributor/Import Export	24.60%
• Wholesale/Retail	9.63%
• Consultancy	5.05%
• Academic/Research	4.38%
• Engineering	3.55%
• Contract Service	2.33%
• Association/Government	1.82%
• Licensee	0.54%
• Press/Media	0.38%

SPONSOR BENEFITS	ELITE	PREMIUM (Max 3 companies)	LAUNCH (Max 5 companies)
– DIGITAL OPTIONS –			
Logo on official website, Enewsletters, printed visitor brochure – Sponsor Section	✓	✓	✓
Email Promotion (Postshow) – Email delivered to all attendees within 1 month after the show – Sponsor Section	✓	✓	✓
– ONSITE BRANDING –			
Stand Locator – Logo on booth in event guide	✓	✓	
Gangway Floor Tiles – (Logo and booth No. on exhibition showfloor)	25 pcs	10 pcs	
Onsite Signage – (Signage at registration counter, Registration signage, Sponsor board at Foyer)	5 units	3 units	1 units
Foyer Pillar Wrap	8 Sides – 2 pillars	4 Sides – 1 pillar	2 Sides – 1 pillar
– REGISTRATION –			
Logo on Visitor/VIP badges	✓		
Logo on – Visitor Lanyard	✓		
Registration Confirmation Email – Logo on confirmation email under sponsor section	✓	✓	✓
– THOUGHT LEADERSHIP –			
Technical Seminar Slot – (Attendees list provided after 1 week of the show)	60 min.	60 min.	30 min.
PRICE	USD 35,000 ~~(USD 61,750)~~	USD 20,000 ~~(USD 28,750)~~	USD 10,000 ~~(USD 14,450)~~

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SOUTH EAST ASIA

MALAYSIA | 13-15 JULY 2027

Exclusive entry to South East Asia Pharma Market

informa

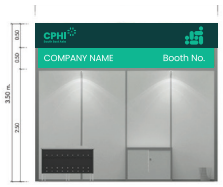
Stand Packages

SPACE ONLY
min. 18 m²

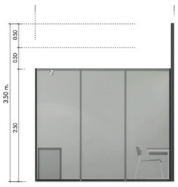
If you are looking to book Space Only, this starts at 18 m² onwards.
- Exhibition Space
- Directory & Website Listing

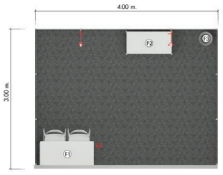
Walk on Package
min. 12 m²

- Exhibition Space
- Stand Panels
- Fascia Board
- Carpet
- 1 Reception Desk
- 2 Folding Chairs
- 1 Lockable Cabinet
- 1 Waste Paper Basket
- 2 Spotlights 100 w.
- 1 Socket
- Directory & Website Listing



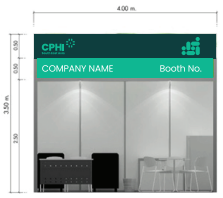
Front


Side


Lay-Out Plan

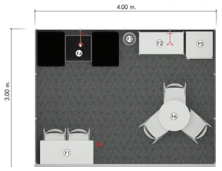
Walk on Deluxe Package
min. 12 m²

- Exhibition Space
- Stand Panels
- Fascia Board
- Carpet
- 1 Reception Desk
- 5 Folding Chairs
- 1 Lockable Cabinet
- 1 Waste Paper Basket
- 1 Fridge
- 2 Sofas
- 1 Round table
- 1 Coffee table
- 3 Spotlights 100 w.
- 1 Socket
- Directory & Website Listing



Front


Side


Lay-Out Plan

CPHI zone

Type		1 side open rate / m²	2 sides open rate / m²	3 sides open rate / m²	4 sides open rate / m²
Space only	Standard Rate	USD 497	USD 532	USD 547	USD 562
Walk on Package	Standard Rate	USD 612	USD 632	USD 647	USD 662
Walk on Deluxe	Standard Rate	USD 657	USD 667	USD 682	USD 697

Packaging materials & drug delivery zone

Type		1 side open rate / m²	2 sides open rate / m²	3 sides open rate / m²	4 sides open rate / m²
Space only	Standard Rate	USD 452	USD 467	USD 482	USD 492
Walk on Package	Standard Rate	USD 602	USD 617	USD 632	USD 642
Walk on Deluxe	Standard Rate	USD 612	USD 627	USD 642	USD 652
Government tax for booth fee			SST 6%		

Compulsory fees	CPHI Online	USD 550
Government tax for non- booth fee		SST 8%

For more Information, please contact

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