

# CPHI

South East Asia

16-18 July 2025  
MITEC, Kuala Lumpur

Malaysia

## POST SHOW REPORT

### 2025

Organised by



Accreditation



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## CPHI South East Asia Overview



**11,038**  
Attendees



**403**  
Exhibitors



**73**  
Conferences



**72**  
Countries Represented



**2,090**  
Business Matching Requests

## 8 International Pavilions

- Bavaria
- China
- India
- Indonesia
- Korea
- Latvia
- Malaysia
- Thailand

## 5 Events Under One Roof

For the first time ever, **International Healthcare Week (IHW) 2025** in Kuala Lumpur united five of the most influential events in the industry, creating an unparalleled platform for innovation, knowledge sharing, and networking across the entire healthcare ecosystem.



**CPHI South East Asia**  
The exhibition that covers the entire production of Pharmaceutical.



**WHX**  
The exhibition that covers Medical Device, hospital services and healthcare system.



**WHX Labs**  
The exhibition that covers medical laboratories and its services.



**Medtec Southeast Asia**  
The exhibition that covers Design & Manufacture of Medical Device & Technology : Southeast Asia to the World



**HIMSS**  
The Healthcare Information and Management Systems Society

# Visitor facts & figures

 **StatisFaction** 8.1 / 10

 **NPS Score** +44

(Based on onsite survey)

**Visitor Breakdown:**  
72 Countries Represented

**55%**  
Domestic

**45%**  
International

## Top 15 Attendee Countries

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

## 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%

## Attendee department

• Sales/ Business Development	35.23%
• General Management	9.92%
• Purchasing/ Procurement/ Sourcing	9.43%
• Research & Development	7.72%
• Marketing/ Communications/ PR	7.50%
• Regulatory Affairs/ QA/ QC	5.54%
• Production	5.07%
• Engineering	3.77%
• Laboratory	3.39%
• Machinery	1.66%
• Clinical Development	1.59%
• Category Management	1.28%
• Investment	1.17%
• Biometrics	1.10%
• Corporate Social Responsibility/Sustainability	0.63%
• Out-licensing	0.36%

## Top 10 Product of Interest

• Biopharmaceuticals	9.02%
• Finished Dosage Formulations	7.80%
• APIs	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%

## Job Function

• Manager / Team Leader / Supervisor	31.96%
• Director / VP / Head of Department / Senior Manager	23.79%
• Employee / Staff Member	20.85%
• CEO / CFO / COO / President / MD	14.47%
• Business Owner / Proprietor	2.89%
• Trainee / Intern	1.95%
• Consultant / Advisor	1.93%

### 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.*



**72%**  
has decision power

# Exhibitor facts & figures

## Exhibitors profile per continent



## Top 10 Exhibit Countries

- 1 • CHINA
- 2 • INDIA
- 3 • MALAYSIA
- 4 • KOREA
- 5 • GERMANY
- 6 • THAILAND
- 7 • SINGAPORE
- 8 • INDONESIA
- 9 • ITALY
- 10 • LATVIA

## Exhibitor Categories:



## Exhibitors include:



... and many more

### Exhibitor

This year, we met many new buyers as well as our existing customers. It was a great opportunity for us

*Ployphand Chotipatoomwan, Sales Manager, N.R. Industries Co., Ltd.*

### Exhibitor

It has been a great experience for us. We also participated in the conference. It's always a great platform to connect with our customers — and sometimes even with competing companies — to see what trends are ongoing in the market. It's a great opportunity to establish our footprint in the region, connect with customers, and showcase our technology.

*Anand Hiremath, Vice President, Aptar Pharma India Pvt. Ltd.*

### Exhibitor

This year at CPHI South East Asia in Malaysia, we had a great time. We got to meet partners from places like Hong Kong, Vietnam, the Philippines, and even some from Africa — countries like Uganda and Yemen. It was a great opportunity for us to explore new markets and build connections.

*Tanapat Chavanothai, General Manager, Union Drug Labs. Ltd.*

### Exhibitor

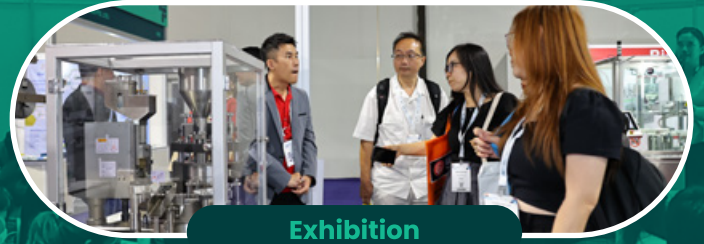
We thought it was an excellent event. A lot of visitors came to our booth, and we were very excited to welcome them from all over the ASEAN countries

*Oranut Seateaw, Teamlead Sales Pharma, Kloeckner Pentaplast (Thailand) Ltd.*

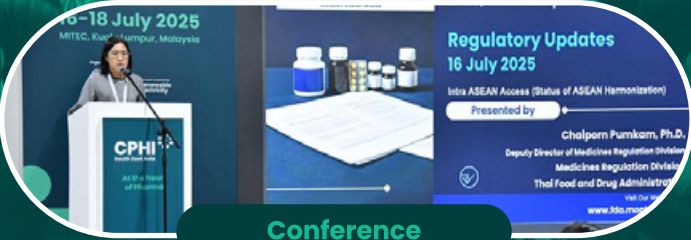
# Event Highlights



Opening Ceremony



Exhibition



Conference



Business Matching



Technical Seminar



International Forum



VIP/Buyer Tour



Networking Night



Pharma Quest



ISPE Hackathon



## Better Stands Awards: Recognizing Sustainability at CPHI South East Asia 2025

### Gold Awards

- PERFECT CARE MANUFACTURING S.R.L.
- HOVID BERHAD

### Silver Awards

- THE WAVE INNOVATION GROUP
- ALFA VITAMINS® LABORATORIES, INC.

### Bronze Awards

- XEPA-SOUL PATTINSON (MALAYSIA) SDN. BHD.
- BAVARIA PAVILION



# Special thanks to all our partners

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## SEE YOU NEXT YEAR IN BANGKOK!

8-10 July 2026 | QSNCC, Bangkok, Thailand



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