



SOUTH EAST ASIA

THAILAND | 8-10 JULY 2026

The gateway to the ASEAN pharma industry

Where global and Southeast Asian pharmaceutical leaders connect to harness ASEAN's rapidly evolving pharma ecosystem, advance market access, regulation, collaboration, and build strategic ties unavailable elsewhere.

www.cphi.com/sea



Co-located

WHX
Bangkok

WHX Labs
Bangkok

Medtec
Southeast Asia

Organised by



Secure
your space today!

Why exhibit?



Meet high-value buyers through tailored matchmaking and hosted buyer programmes



Engage decision-makers covering the full pharma value chain



Gain access to fast-growing and hard-to-reach markets where centralized procurement is rare, but buyer potential is strong

A strategic platform for growth



10,000+
Attendees



400+
Exhibitors



70+
Countries

Ensuring wide networking and business opportunities across the entire pharma value chain

Who attended CPHI South East Asia 2025

Top visiting country

 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	

Top visitor product 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%

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%



72%

has decision power

Secure
your spot today!

Exhibit category

Comprehensive solutions for pharmaceutical supply chain



API & Ingredients



Finished Dosage Formulations



Herbal Products



Pharmaceutical Machinery



Pharmaceutical Packaging & Labeling



Pharma IT



Laboratory Equipment



CMO / CDMO



Logistics & Warehousing



Intermediates, Fine & Specialty Chemicals



Natural Extracts



Cleanroom

Connect with top industry leaders



and many more

Elevate your brand at CPHI South East Asia 2026

Connects global suppliers directly to buyers, innovators, and decision-makers across ASEAN's fragmented but high-potential markets.

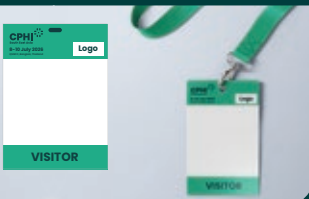
Scan here and explore right opportunity for your brand



Explore popular opportunities:

VIP & visitor badges

All visitors wear their badge from registration throughout the show, providing continuous brand visibility and repeated exposure across every hall, meeting, and business networking.



USD 7,000 (Exclusive)

VIP lounge sponsor

Highlight your brand directly in front of high-level buyers and decision-makers. Unlock premium visibility throughout the lounge and drive brand recall across multiple touchpoints.



USD 7,000 (Exclusive)

Pharma innovative packaging showcases

Position your brand in the Innovation stage zone and gain direct exposure to buyers and decision-makers looking for innovative pharmaceutical packaging.



USD 700 POD

Technical seminar

Share your expertise through onsite presentations on your latest products and innovations, directly at your booth.



USD 750 (60 min) **USD 450** (30 min)

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.







Returning exhibitor

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.

Stand packages

Space only min. 18 m ²	If you are looking to book space only, this starts at 18 m ² onwards. <ul style="list-style-type: none"> • Exhibition space • Directory & website listing 				
Walk on package min. 12 m ²	<ul style="list-style-type: none"> • Exhibition space • Stand panels • Fascia board • Carpet • 1 Reception desk • 2 Folding chairs 	<ul style="list-style-type: none"> • 1 Lockable cabinet • 1 Waste paper basket • 2 Spotlights 100 w. • 1 Socket • Directory & website listing 			
Walk on deluxe package min. 12 m ²	<ul style="list-style-type: none"> • Exhibition space • Stand panels • Fascia board • Carpet • 1 Reception desk • 5 Folding chairs • 1 Lockable cabinet • 1 Waste paper basket • 1 Fridge 	<ul style="list-style-type: none"> • 2 Sofas • 1 Round table • 1 Coffee table • 3 Spotlights 100 w. • 1 Socket • Directory & website listing 			

CPHI

Type	1 side open rate / m ²	2 sides open rate / m ²	3 sides open rate / m ²	4 sides open rate / m ²
Space only	USD 460 / THB 16,500	USD 490 / THB 17,470	USD 510 / THB 18,030	USD 525 / THB 19,030
Walk on package	USD 575 / THB 18,450	USD 605 / THB 19,420	USD 625 / THB 20,350	USD 640 / THB 21,350
Walk on deluxe	USD 620 / THB 20,150	USD 650 / THB 21,120	USD 670 / THB 22,050	USD 685 / THB 23,050

Packaging materials & drug delivery

Type	1 side open rate / m ²	2 sides open rate / m ²	3 sides open rate / m ²	4 sides open rate / m ²
Space only	USD 430 / THB 13,700	USD 445 / THB 14,700	USD 460 / THB 15,700	USD 475 / THB 16,700
Walk on package	USD 545 / THB 17,350	USD 595 / THB 18,350	USD 610 / THB 19,350	USD 625 / THB 20,350
Walk on deluxe	USD 590 / THB 19,050	USD 605 / THB 20,050	USD 620 / THB 21,050	USD 635 / THB 22,050
Compulsory fees	USD 7 / THB 255 per m ² For venue related cost		USD 550 / THB 17,600 For CPHI Online	7% of value For government vat

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