

# Better Stands Case Study CPHI Milan Hovid

**Hovid** is a leading Malaysian pharmaceutical company with over 10 years of participation in CPHI events. As the largest importer and exporter of pharmaceuticals in Malaysia, Hovid has established itself as a key player in the industry.

The company differentiates itself from other Malaysian exhibitors by maintaining a separate booth at CPHI events, showcasing its commitment to quality and innovation.

**This case study explores Hovid's sustainability journey with the Better Stands programme**, highlighting their progression from Bronze to Gold status and their approach to sustainable stand building.

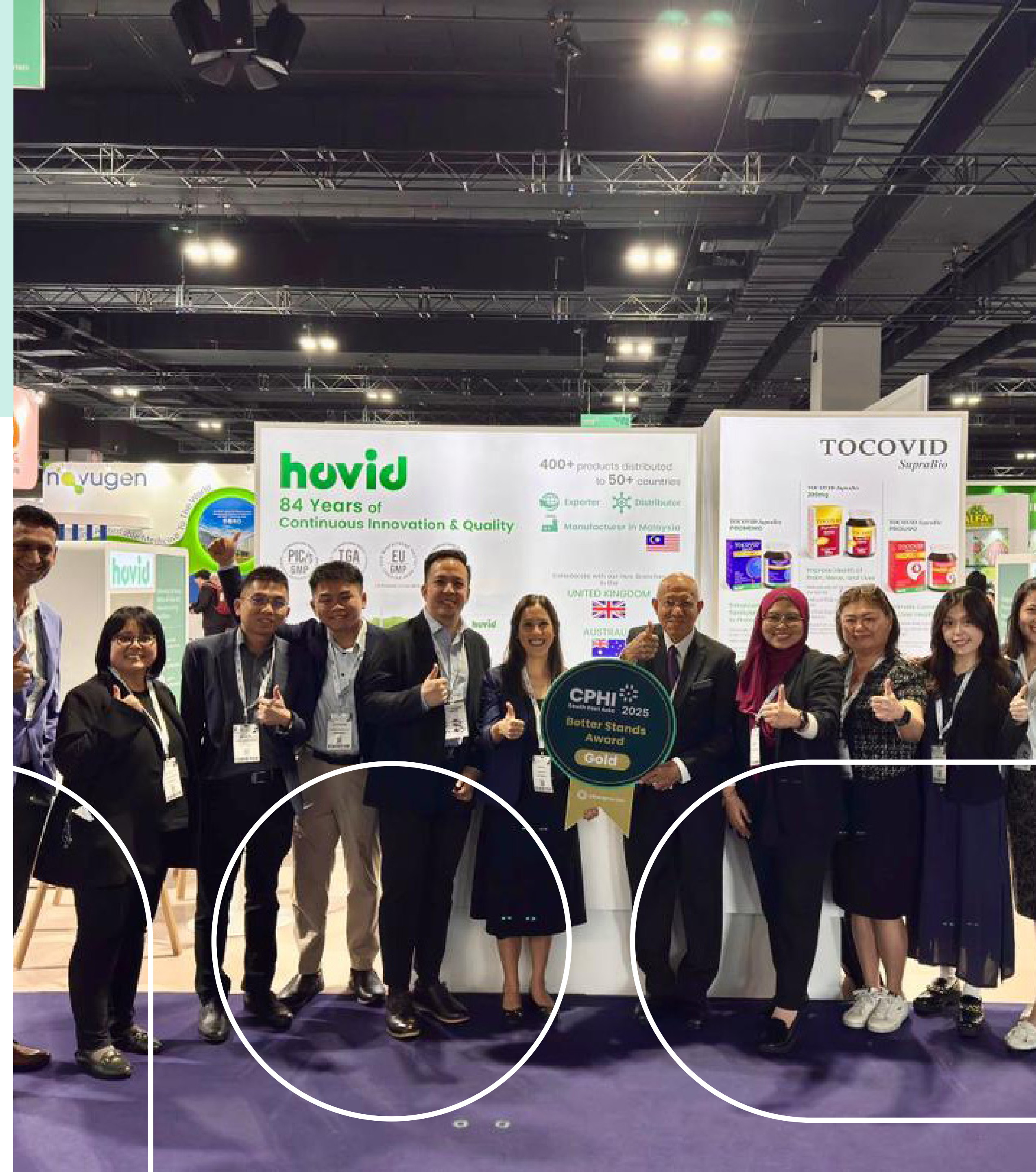


# Sustainable Exhibition Strategy: From Bronze to Gold

**Hovid's** journey with the Better Stands programme began under the leadership of Mr David Ho, the Managing Director, and Ms Sarah Ho, the Executive Director, who took over responsibility for CPHI exhibitions after the COVID pandemic. Hovid recognises the importance of sustainability and places it at the forefront of their decision-making.

**Hovid** first achieved Bronze status at CPHI Frankfurt 2022 and has since progressed to Gold status at CPHI Barcelona 2023, CPHI Milan 2024, CPHI South East Asia 2025 in Malaysia.. Their consistent approach to stand design across different CPHI events, including Frankfurt and India, reflects their commitment to sustainability and branding.

**Better Stands** is a global programme which encourages and inspire sustainable innovation by promoting the use of recyclable and sustainable materials, ensuring our events leave a smaller environmental footprint.



# Building Sustainability Through Design

**Hovid's** approach to sustainable stand building is rooted in resourcefulness and adaptability. Key elements of their strategy include:

- **Material Reuse:** Incorporating existing materials from vendors into their stand designs.
- **Modular Elements:** Utilising reusable components like glass panels to create adaptable layouts.
- **Consistency:** Maintaining similar stand sizes across different events to streamline design and branding.

This approach not only supports sustainability but also ensures cost-effectiveness in the long run, despite rising exhibition costs.



# Balancing Sustainability with Business Priorities

While sustainability is part of Hovid's overall business strategy, quality remains the most important factor for their pharmaceutical operations. Their sustainability efforts extend beyond exhibitions, including the use of solar power in their manufacturing plants.

Hovid's commitment to sustainability is balanced with their focus on delivering high-quality products, demonstrating that environmental initiatives can coexist with business priorities.



# Overcoming Challenges and Maximising Benefits

Hovid has faced several challenges in their exhibition journey, including:

- **Booking Process:** Securing preferred locations early while navigating pricing differences between early and late bookers.
- **Cost Management:** Balancing the cost of sustainable practices with overall exhibition expenses.

Despite these challenges, Hovid has found that sustainable practices yield significant benefits, such as consistent branding across events and long-term cost savings.



# Looking Ahead: Future Plans and Opportunities

Hovid is actively evaluating new opportunities to enhance their presence at CPHI events and expand into new markets. Their future plans include:

- **Signage and Promotion:** Assessing the effectiveness of promotional investments at CPHI India.
- **Market Expansion:** Exploring opportunities in Middle Eastern, Latam, CIS, African and EU markets
- **Booking Strategies:** Collaborating with the Malaysian pavilion to secure earlier booking access.

As Hovid continues its sustainability journey, they remain committed to integrating sustainable practices into their exhibition strategy while exploring new avenues for growth and innovation.

## Conclusion

Hovid's experience demonstrates how a leading pharmaceutical company can achieve sustainability in exhibition design through thoughtful planning, material reuse, and adaptability. Their journey with the Better Stands programme highlights the importance of balancing environmental initiatives with business priorities, paving the way for a more sustainable future in the pharmaceutical industry.





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About Better Stands

