

Event Brochure

📍 [Egypt International Exhibition Center \(EIEC\)](#)

📅 1-3 September 2025

Organized by



informa



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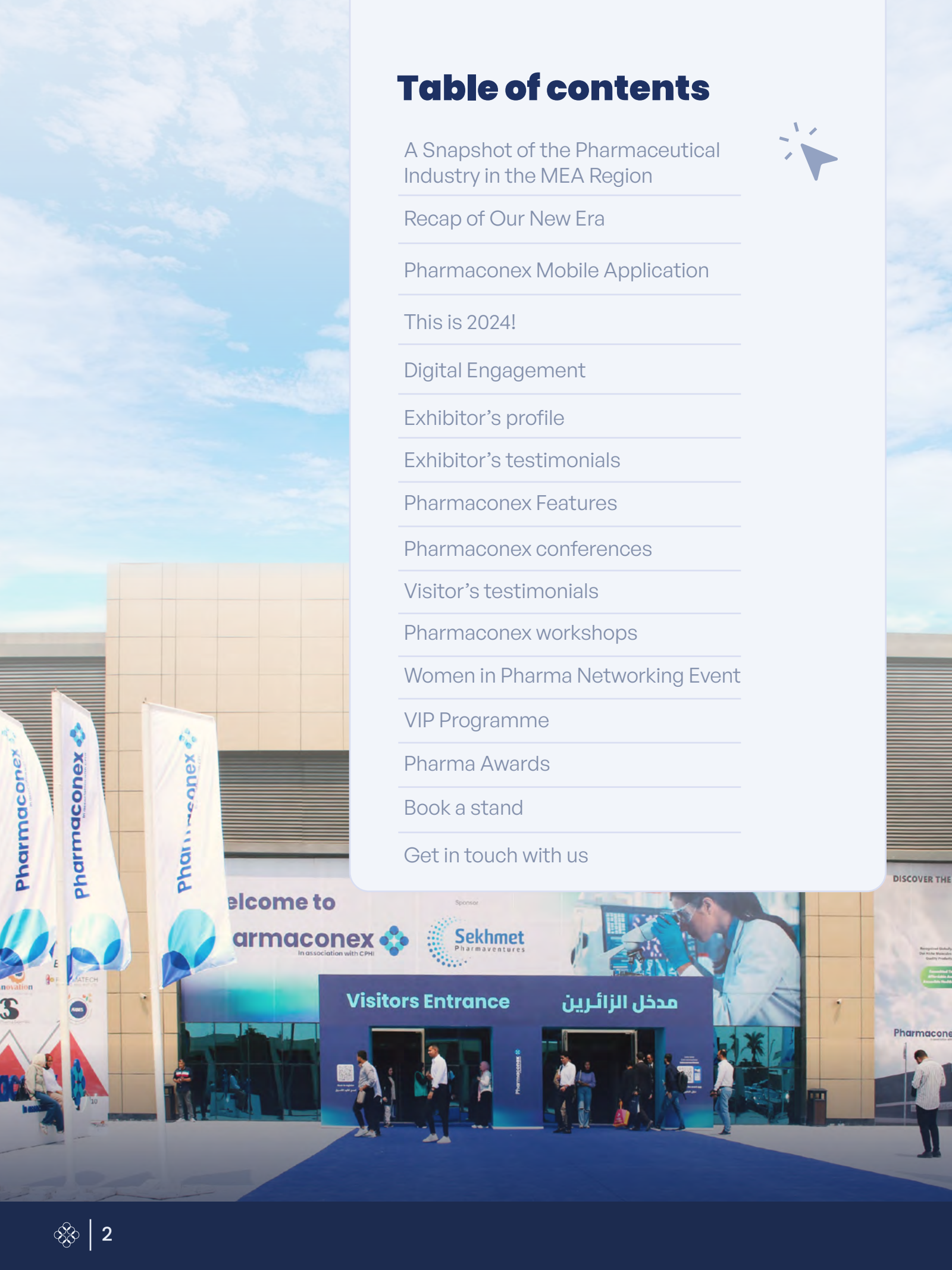
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A Snapshot of the Pharmaceutical Industry in the MEA Region

According to a report from IQVIA, the Middle East and Africa (MEA) pharmaceutical market is poised for substantial growth, with projections indicating it will exceed **\$60 billion by 2028**, driven by expanding local production and rising healthcare needs.

With over 400 million people living in Africa and the Middle East combined, the region's pharmaceutical sector is becoming increasingly attractive to global investors.



Key Growth Drivers in the MEA Pharma Market:

Import Reliance:

Approximately **60-70%** of pharmaceuticals in the MEA region are still imported, with Sub-Saharan Africa's dependency exceeding **80%**. Despite this, countries like Egypt and Morocco are leading the charge to reduce reliance on imports, achieving 85% and 70% local production respectively.





Egypt's Pharmaceutical Powerhouse:

Key Growth Drivers in the MEA
Pharma Market

Egypt is a standout in the region, with:



170

**Pharmaceutical
licensed factories**



being responsible for

85%

**of its domestic
pharmaceutical production**

The sector was valued at 4 Billion dollars in 2022 and is set to grow rapidly with **Gypto Pharma City** (the largest medicine city in the Middle East), capable of producing **150 million medicine packages annually**. By 2030, Egypt aims to export \$5 billion worth of pharmaceuticals, positioning itself as a regional leader.



**GYPTO
PHARMA**

is capable of producing

150 million

medicine packages annually



Strong Market Growth:

Key markets across the MEA region are experiencing double-digit growth.

Annual Projected growth rate:



13.8%



10.9%



8.2%



6.2%

These numbers reflect the increasing demand for pharmaceuticals as healthcare access expands across the region.



Middle Eastern Innovation:

The Middle East is advancing pharmaceutical localization through **joint ventures** and collaborations with global companies. Countries like Saudi Arabia, Jordan, and the UAE have attracted international investments that fuel the sector's modernization, particularly in high-tech pharmaceutical manufacturing.



Vision for 2030:

Egypt is rapidly expanding its production capacity with ambitious goals to become the **central hub for pharmaceutical production in Africa** and the Middle East. With Gypto Pharma City and numerous private sector investments, the country is well-positioned to boost both local supply and export potential.

Increased Investment:

The Egyptian government and private entities are committing significant resources to the pharmaceutical sector, making it a top priority in the country's 2030 Vision for sustainable development. Egypt's large, well-established pharmaceutical base makes it an attractive destination for international collaborations and investments.



Recap of Our New Era



8,500+
Unique Visitors



Roundtable :
“Enhancing Medicine
Access and Regulatory
Collaboration Across
Africa”



2,000+
Delegates



**Women in
Pharma
Networking
Event**



70+
Speakers



25+
Country
Representatives



60+
Sessions



250+
Exhibitors



2 Dedicated
Conferences



400+
Pre-arranged
Meetings



3 Insightful
Workshops



This is 2024!

Visitor Interests



36% _____
Active Pharmaceutical
Ingredients & Generic APIs



29% _____
Fine Chemicals
Intermediates & Excipient



29% _____
Machinery & Process



22% _____
Packaging



17% _____
Lab Equipment



16% _____
Biopharmaceuticals



13% _____
Contract Manufacturing:



11% _____
Nutraceuticals



11% _____
Cleanroom



Visitor Feedback

83% Purchasing Authority

97% Return Rate

90% Found New Suppliers

Satisfaction Rate

90%

Likelihood of return

97%

Digital Engagement

Unique website visits

200,000+

Blog subscribers

5,000

Our monthly newsletter about the pharmaceutical manufacturing industry.

Engagement

1M

People engaged with this content.

Social media

8M

People came across Pharmaconex content.



Top Exhibitors Profile



Active Pharmaceutical
Ingredients & Generic
APIs



Machinery &
Process



Packaging
Materials

Other Profiles



Lab Equipment



Cleanroom



Fine Chemicals
Intermediates & Excipient



Nutraceuticals



Biopharmaceuticals



Contract
Manufacturing



Exhibitor Testimonials



Pharmaconex has been instrumental in helping us expand and build critical business connections. Meeting our clients face-to-face strengthens our relationships while connecting with potential clients allows us to better understand their business locations and price points.

Ramez George Amin

CEO of Luna Industrials, Egypt

We are at Pharmaconex to promote our machines because the African market holds immense potential. Being here allows us to showcase our products and engage directly with our clients, helping them learn more about our company.

Michele Micheletti

General Manager
Coster Tecnologie Speciali, Italy

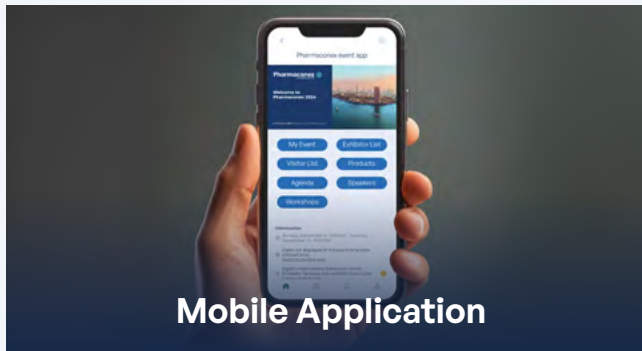
Participating in Pharmaconex has been a valuable opportunity for us to expand our business deals and build relationships with new visitors who align with our profile. This event also allowed us to showcase our products to a targeted audience, contributing to an increase in our revenue. Our current objective is to become a leading supplier in Egypt, and Pharmaconex is helping us reach this goal by attracting the right customers and providing insights into their needs. It's the ideal platform for us to promote our latest products and offerings.

Koteru Kiran

Business Development Manager
Sekhment, India



Pharmaconex 2024 Features



Mobile Application



Technical conference



Cleanroom technology conference



Ongoing educational workshops and trainings



Women in Pharma networking event



**Accelerating intra-Africa trade roundtable
with Nigeria focus country**



Matchmaking Program



Pharma Awards

Introducing the Pharmaconex Mobile Application: Your Event Companion

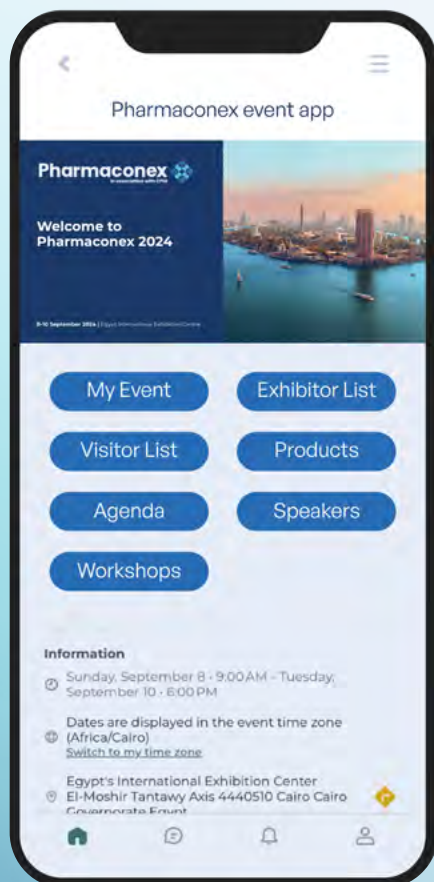
This year, we introduced the Pharmaconex Mobile Application, transforming the event experience by making it easier for both exhibitors and attendees to connect, engage, and plan their time effectively.



For Exhibitors

The app provided a platform to showcase products more effectively, ensuring greater visibility and direct interaction with attendees. Exhibitors could highlight their offerings, schedule meetings, and create lasting connections, all through the app.

Our exhibitors worked on their lead generation using lead capture feature on the app leading them to an increased ROI with 40%.



For Attendees

The app allowed attendees to:



Connect with Exhibitors:

Easily browse through exhibitor profiles and product showcases, simplifying the process of creating meaningful business connections.



Plan Your Visit:

View upcoming sessions, talks, and exhibitions, and bookmark events and exhibitors to create personalized schedules.



Explore Products:

Bookmark favorite products and sessions to ensure you don't miss key opportunities during the event.

Additionally, you can continue to use the app [post-event](#) to maintain and nurture your valuable connections, ensuring that relationships formed at Pharmaconex 2024 can be developed further. The app became an invaluable tool for navigating the event, fostering connections, and continuing engagement beyond Pharmaconex 2024.

Pharmaconex

In association with CPHI



2 Conferences



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Pharmaconex 2024 Technical Conference

Pioneering the Future of Pharmaceutical Innovation

The Pharmaconex 2024 Technical Conference brought together the invaluable insights, experience, and expertise of industry pioneers, government leaders, and academic experts from across Africa and beyond.

It provided a strategic roadmap for navigating the evolving business landscape, innovative manufacturing trends, and the digitalization sweeping through the pharmaceutical industry.



Featured Speakers



H.E. Dr. Ali ElGhamrawi

Chairman of the Egyptian Drug Authority (EDA)



Prof. Samuel Oluabunwa

Principal Consultant at Starteam Consult



Yara al Mouti

CEO of Agon



Dr. Riyad Armanious

CEO of Eva Pharma



Mostafa Ghorab

Business Development & PPP Director (UPA)

Partners:

Under the Patronage of



Certified by



Supported by



Cleanroom Conference 2024: Advancing Cleanroom Technologies

In its 4th edition, the Cleanroom Conference was a pivotal event for industry professionals. Organized in partnership with the esteemed German Cleanroom Institute (DRRI), the conference featured an impressive lineup of speakers from both Europe and Egypt.

Attendees engaged in critical discussions on the challenges faced in the cleanroom industry, explored best practices, and discovered the latest innovations driving the field forward.

A Glimpse of our Speakers:



Mr. Sanky Marzouk

Sales Director at Elis
Cleanroom



Eng. Ahmed Helal

Jamjoom Pharma



Dr. Reham Said

Head of Technical
Compliance at Orchidia
Pharmaceutical Industries



Dr.-Ing. Jürgen Blattner

Founder of BSR
Ingenieur-Büro

Supporting Partners:



Visitors' Testimonials



“

Pharmaconex 2024 was a fascinating event that offered fantastic opportunities to connect with a wide range of professionals across the pharmaceutical industry. It was a unique experience to engage with so many industry experts and peers in one place!

Nourhan Talaat

Senior QA Specialist, EIPICO

Pharmaconex 2024 featured an impressive variety of suppliers, making it easy to explore diverse products and solutions all in one place. It was an invaluable opportunity to connect with top suppliers from across the industry.

Taher Mahdy

Head of Procurement, Viatrix

The market potential in the pharmaceutical industry is vast and still largely untapped, with opportunities across every segment. Pharmaconex 2024 highlighted just how much room there is for growth and innovation in this field.

Sameer vandre

Director of Thrius pharma expertise, India

”



Pharmaconex 2024 Workshops



1 CTD and eCTD Regulations, Requirements, and Regulatory Perspectives

Dates: 8-9 September 2024

Certified by the Egyptian Drug Authority (EDA), this two-day workshop focused on the intricacies of the Common Technical Document (CTD) and electronic CTD (eCTD). Participants were guided by Prof. Loice Kikwai, a seasoned expert from the US FDA, and learned how to manage submissions with a focus on validation and quality control.

Workshop Outcomes:

Attendees left with a comprehensive understanding of the regulatory frameworks for CTD and eCTD submissions. Through interactive sessions and expert-led discussions, participants gained actionable tips on enhancing submission accuracy and regulatory compliance.



Pharmaconex 2024 Workshops



2 Foundations and Advanced Insights in Pharmaceutical Quality

Dates: 8-10 September 2024



This in-depth workshop, hosted by AGON in partnership with the Egyptian Drug Authority, provided a comprehensive look at pharmaceutical quality standards, from the basics of Good Manufacturing Practices (GMP) and Good Storage and Distribution Practices (GSDP) to advanced quality risk management techniques.

Workshop Outcomes:

Participants gained both foundational and advanced insights into quality management, compliance, and risk mitigation. Real-world case studies and interactive sessions allowed attendees to practice applying these strategies within their own organizations.



3 Process Technology Transfer and Scale-Up: Implementation and Troubleshooting

Date: 10 September 2024

This highly focused workshop, led by Dr. Manar Antoune, explored the technical and regulatory complexities of technology transfer and process scale-up in pharmaceutical manufacturing. Attendees were equipped with practical strategies to manage these processes while maintaining compliance and product quality.

Workshop Outcomes:

Participants walked away with actionable knowledge on how to successfully manage technology transfers and scale-up operations. Case studies provided practical examples of troubleshooting common challenges, ensuring that attendees are prepared to handle complex processes efficiently.



Women in Pharma Networking Event 2024

Empowering Leadership and Growth

The Women in Pharma Networking Event in 2024, titled “**Harmony in Leadership, Growth in Business**”, was a dynamic platform for empowering women across the pharmaceutical industry. Organized by Informa Markets in collaboration with Women of Egypt, the event brought together over 16 influential speakers and more than 500 delegates from diverse sectors within the pharmaceutical and biopharmaceutical industries.



Featured Speakers:



Dr. Amany El-Sherif

Dean of Faculty of
Pharmacy, Al-Azhar
University



Egle Hammering

Sustainability
Manager at Elis
Cleanroom



Ola Aly Eldin

Vezeeta Chief
Operating Officer



Seif Hano

Regional Diversity
director at MSD



Yasmine Hassan

Global Policy &
Advocacy Director
Astrazeneca

Main partner:



VIP Programme-Pharmaconex Exhibition 2024

Matchmaking:

Our **exhibition application** has been a vital tool in fostering business connections between exhibitors and visitors, enhancing the matchmaking program that has become integral to the Pharmaconex experience.

The application served as a platform for users to find, connect and schedule meetings with the most relevant companies that align with their business needs, prior to the show. The program is designed to maximize users' time and facilitate impactful meetings, ensuring a productive and engaging experience.



1555+

Booked Meetings



110+

Participating Exhibitors in the matchmaking

VIP Participants:

Pharmaconex was thrilled to host over **235 VIP participants** this year, featuring esteemed representatives from embassies, international organizations, and key government officials.

Notable attendees from leading pharmaceutical companies further underscored Pharmaconex's reputation as a premier platform for high-level engagement in the pharmaceutical sector.



235+

VIPs



12+

Embassies



10+

Government and Associations



Pharma Awards 2024

Celebrating Innovations, Inspiring Connections, and Honoring Excellence

**PHARMA
AWARD**
By Pharmaconex



WINNERS CELEBRATING EXCELLENCE: PHARMACONEX 2024 PHARMA AWARDS WINNERS

Excellence in
Drug Delivery & Packaging
and Export



Excellence in
Digital Transformation
& Patient Care



Excellence in
Sustainability



Rising STARS



NAWAH
scientific



Join us in 2025 as we continue honoring
innovation and outstanding achievements
in the pharmaceutical industry!



What to Expect in 2025



15,500+

Visitors



350+

Exhibitors



40

Countries



Sustainability

We are committed at Pharmaconex having a positive impact on people and the planet. We want to play a key role in helping the pharmaceutical manufacturing industry improve its own sustainability by connecting people with the networks and knowledge they need to help solve the big challenges of the future.

In 2024, dedicated conference talks were added to inspire sustainable practices for pharmaceutical sustainability, waste management, and sustainable packaging, in addition to sustainable development initiatives and practices for the pharmaceutical manufacturing process.



Pharmaconex makes a significant waste reduction by going digital



Using digital QR codes for exhibitor brochures, entrance badges, floor plan, exhibitor directory and much more.



Reusing and repurposing many exhibition items such as carpets and registration shell schemes.



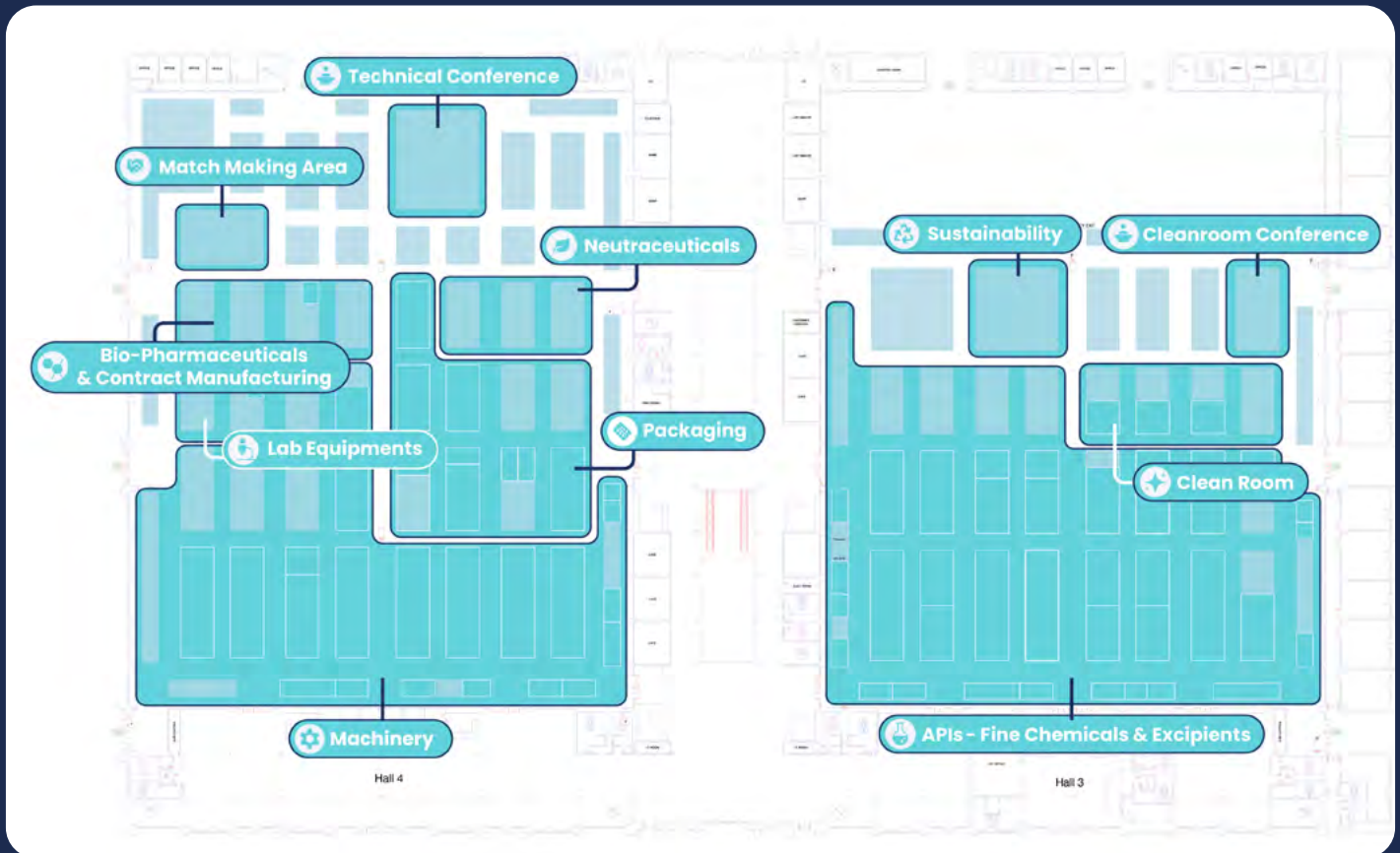
Higher resource efficiency upheld by switching to LED lighting and limiting AC to show days only



We care about organizing an accessible event that's why all our exhibitors are required to have ramps on their stands for wheelchair access which is made available at the venue.

Floorplan

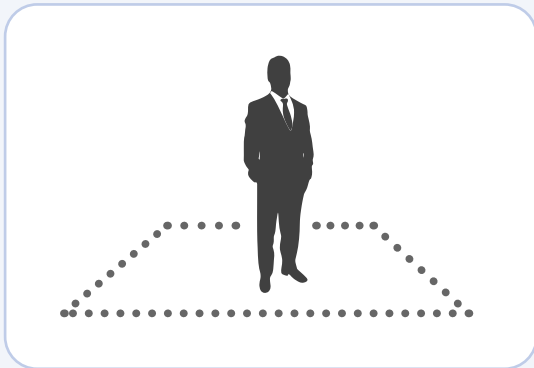
Pharmaconex
In association with CPHI



↑
Hall 4

↑
Hall 3

Book your stand



Space Only

Minimum Area: 15 m²

Allows you to design and produce an original stand.

395 \$



Shell Scheme

Minimum Area: 9 m²

Includes ready-built stand with power, lights, carpet, name board, and waste bin.

*One table and two chairs for each 9 sqm

435 \$



Wooden Stand

Minimum Area: 12 m²

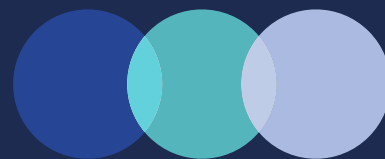
Includes ready-built stand with power, lights, carpet, name board, and waste bin.

*One table and two chairs for each 12 sqm

490 \$

Get in touch with us!

Find out more about how we can help grow your business through our diverse exhibiting and sponsorship opportunities



Governmental/Association/ Agent Partnerships

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See you in 2025!

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