

The most important event for the Pharmaceutical Industry in Latin America is inaugurated in Rio

Full of novelties and promoting large global networking, CPhI South America definitively enters the pharmaceutical market's global agenda.

English, Spanish, Japanese, German, French, Mandarin and Dutch. These are just some of the languages that can be heard in the aisles and at the stands of the South American version of the CPhI – International Pharmaceutical Ingredients Fair, which began this Tuesday, August 19 and continues until the 21st at the SulAmerica Convention Center in Rio de Janeiro.

The symbolic opening act had the participation of Walter Figueira, president of ALANAC – National Association of Pharmaceutical Laboratories, Onésimo Ázara Pereira, Executive President of ABIQUIF – Brazilian Association of Pharmochemical Industries and José Abdallah Nehme, president of ABRIFAR – Brazilian Association of Importers and Distributors of Pharmaceutical Ingredients, as well as Annemieke Timmers and Joris Van Wijk, representatives of CMP, which organizes the event around the world.

With a strong presence of international visitors and exhibitors, the fair gathers professionals from the pharmaceutical area as well as representatives from the largest companies and the most important regulatory bodies in the world. Since opening day the event has pleased the visiting public and exhibitors and has been considered an absolute success. It is expected that by 8:00pm on Thursday (21 September) more than 6,000 executives, 60% from abroad, will have visited the event.

Full of novelties and promoting great networking, CPhI ensures Brazil and Latin America the ideal showcase in the context of the global pharmaceutical industry. "The fair is of utmost importance for the market, ensuring that foreign companies, like mine, which is Australian, have contact with Latin American industries," says Julio Ribeiro, director of Inventia Pti Ltd, who although Brazilian, resides in Australia and came to Brazil exclusively for the fair.

And this showcase was well-deserved. According to IMS Health data, the Latin American pharmaceutical market is one of the most promising in the world, growing more than 12% in 2007. Brazil, in turn, is the most important, with more than 30% of medication sales volume.

The event's arrival in South America precisely meets the demand for an event dedicated to the pharmaceutical ingredient

market with the prestige of CPhI Worldwide, which has been held for 18 years by CMP in Europe.

“Every year, the global pharmaceutical market stops just before CPhI Worldwide, because the companies wait to do business at the fair. In its first edition, CPhI South America already created this same scenario here. The Latin American market also stopped during the days preceding the event,” observed ABRIFAR president, José Abdallah Nehme.

The first edition of the P-MEC – Pharmaceutical Machinery and Equipment Convention was inaugurated parallel to the CPhI with novelties in processes, equipment, packaging and machinery.

Together, CPhI and P-MEC have more than 180 exhibitors, 80% international. Those companies present at the event include Nortec Química, Fischer Chemicals, Croda, Lipoid, Almapal, Campak, Optima, Laboratórios Aché, Alpharma, Neoquímica, Glenmark, Blausiegel, among others.

Integrated events

The CPhI and P-MEC events have a schedule of integrated events that aim at promoting scientific updates and promoting business.

The sixth edition of the Pharma Congress, the Technical-Scientific Congress of Pharmaceutical Production, which became part of CPhI's program, began yesterday. Throughout the entire day, nearly 250 congress members filled the three rooms in the convention center's mezzanine. The themes debated included Project Management in the Pharmaceutical Industry, Impacts of Legal Decisions on Pharmaceutical Patents and the Legalization of Health.

Another program further heated up the business climate that characterizes the events. The 1st Latin American Pharma Business Forum, held on the morning of the 19th, offered its more than 80 participants from nearly 20 countries valuable information about the Brazilian market.

One of the high points of the presentations was the lecture by José Abdallah Nehme, president of ABRIFAR, about ANVISA Public Consultation no. 30, of July 23, 2008, CP 30/08. The proposal suggests a debate on the obligatory registry of pharmaceutical ingredients. The controversial project would create conditions to compete in the foreign market, but could mean a barrier for those that are unable to adjust. “It will be necessary to use good sense when adopting the measure. Otherwise, the immediate effects could

be an increase in medication costs for the final consumer and could even generate a possible shortage of medications," says Abdallah.

The first session of the Match & Meet program was also held with the objective of promoting business. It will be held until the 21st. An absolute success, the program gathered nearly 90 executives from 30 different countries, who were placed before possible partners on the first day alone.

The CMP VIP lounge was also ripe for business. During the first three hours of the event alone, more than 20 visiting companies had already looked up the organizer interested in reserving space for the fair's next edition, which is already scheduled.

CPhI and P-MEC South America will be held August 26-28 at the Transamerica Expo Center, in São Paulo. Starting 2010, the events will be held in other Latin American countries during even-numbered years and in Brazil on odd-numbered years.

Service:

CPhI and P-MEC South America 2008

Date: August 19-21, 2008

Place: SulAmerica Convention Center

Av. Paulo de Frontin, 1 – Cidade Nova – Rio de Janeiro/RJ –

Brazil

www.cphi-sa.com.br

www.pmec-sa.com.br