

THE BIGGEST
PHARMA
SECTOR
EVENT OF PAKISTAN

19th Edition

13-15
SEPTEMBER 2022

Karachi
Expo Centre,
Pakistan



Incorporating:
International

**Pharma
Convention**



Owner & Organizer



Official Event of

PPMA

Pakistan Pharmaceutical
Manufacturers' Association



Ministry of
National Health Services,
Regulations & Coordination



Ministry of Health
Government of Sindh



Trade Development
Authority of Pakistan



Board of Investment
Government of Pakistan

Supporters



Pharma Bureau



Healthcare Devices
Association of Pakistan



Pakistan Standards &
Quality Control Authority

Pharma Asia International Exhibition & Conferences

The International Pharma Asia in conjunction with Health Asia Exhibition is one of the most promising and enduring exhibition, being organized at the most opportune time when the Government is looking forward to expand the developing industries of the Country, which have shown tremendous growth in the past few years. The Exhibition would serve as a comprehensive showcase of the latest in technology, equipment and machinery as well as allied services, while providing investors with a definite outlook of the regional Pharmaceutical industry and an opportunity to meet their prospective counterparts and business partners.



The Governor of Sindh-Pakistan says, "Holding international events in Pakistan is extremely important for portraying the true potential for investment that this country offers to the rest of the world. I personally believe events such as Health & Pharma Asia are very crucial to allure greater investments. These events are also very important for restoring the investors' confidence in the country particularly in Karachi.

I welcome all foreign delegates in Health Asia International Exhibition and invite them to take maximum benefit from the business and investment opportunities available in this mega sector of Pakistan."

Why Exhibit

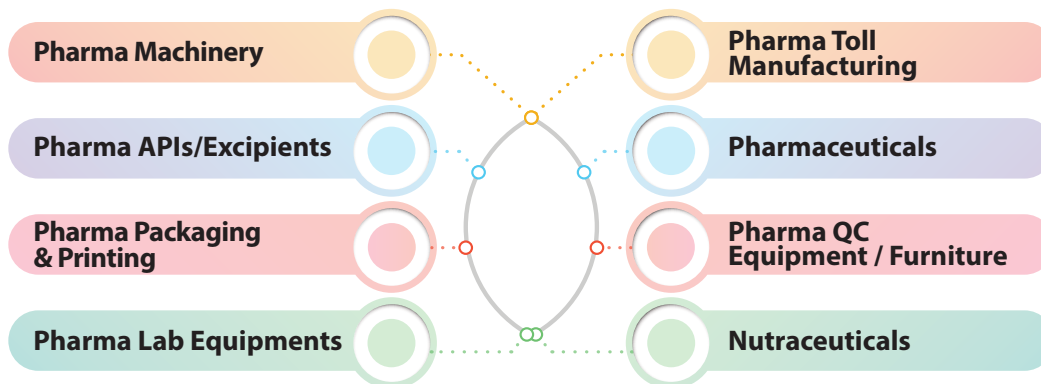
Celebrating the 17th successive Edition, Pharma Asia have proven its self as the top notch Pharma Industry Event of Pakistan. This event gathers the top most decision makers, professionals, buyers, local distributors & trade visitors.

By exhibiting, you can enjoy the following key benefits:

- Conclude sales and distribution agreements
- Keep ahead of competitors
- Generate new business
- More than 75,000 attendees
- meet new customers and develop relationships with existing clients.
- During 3 days of Pharma Asia, millions of dollars deals are negotiated and signed.
- Demonstrate your products and new launches
- Learn ways to become more dynamic, efficient and profitable at the local market
- Increase brand exposure
- Network with thousands of prospective partners and potential buyers
- Hear from experts and stay up-to-date on the issues effecting the industry
- Network to explore new business opportunities and examine key developments in the region

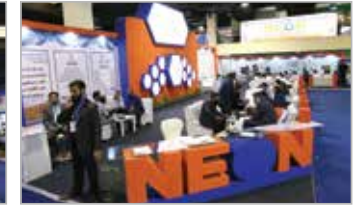
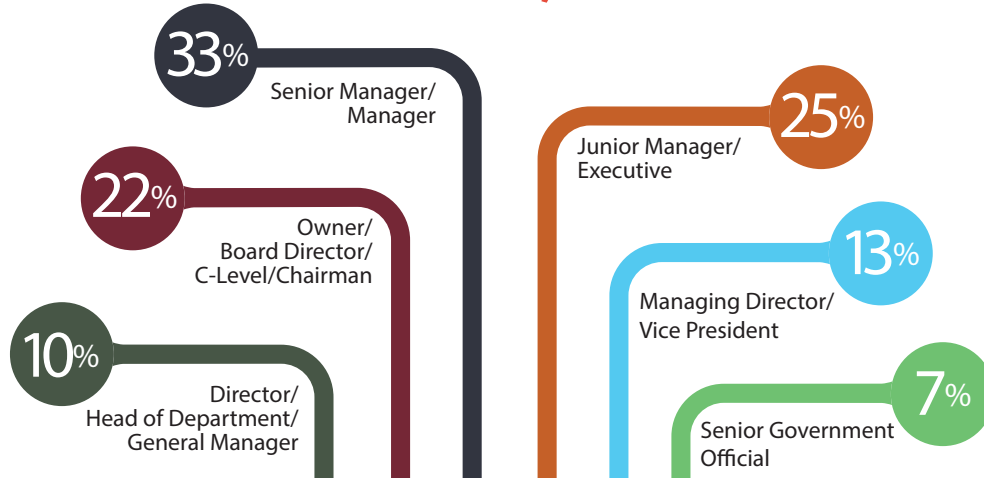


Who Exhibit



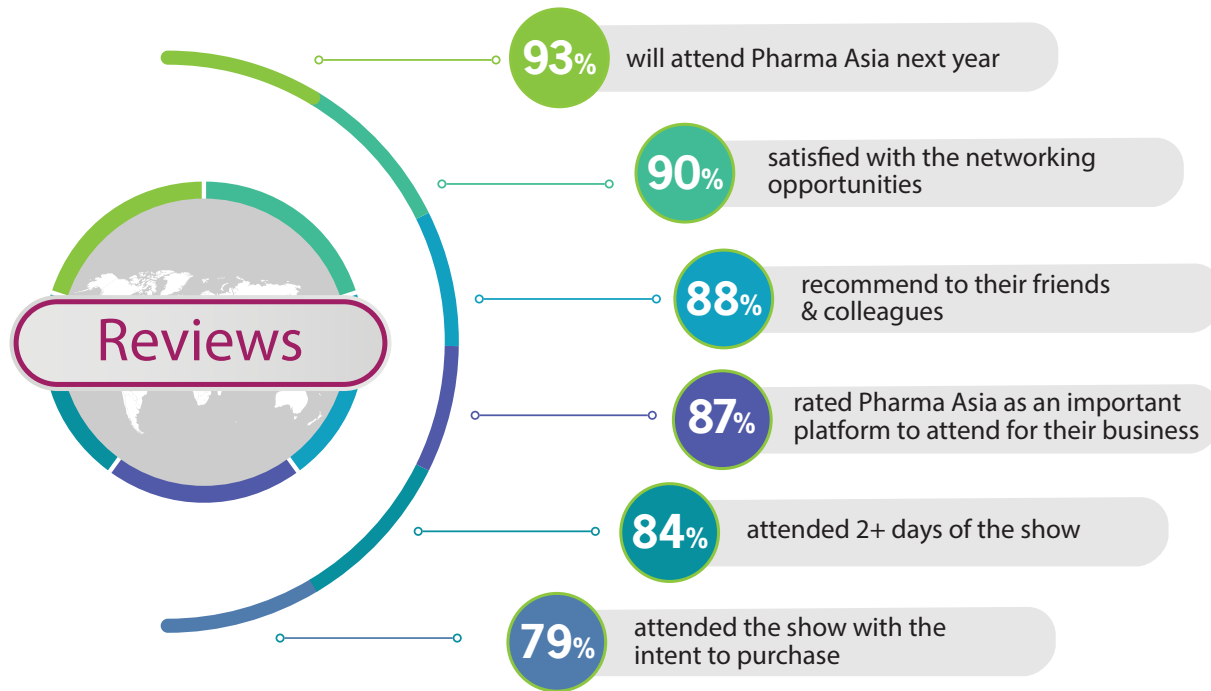
Visitors

Seniority Level

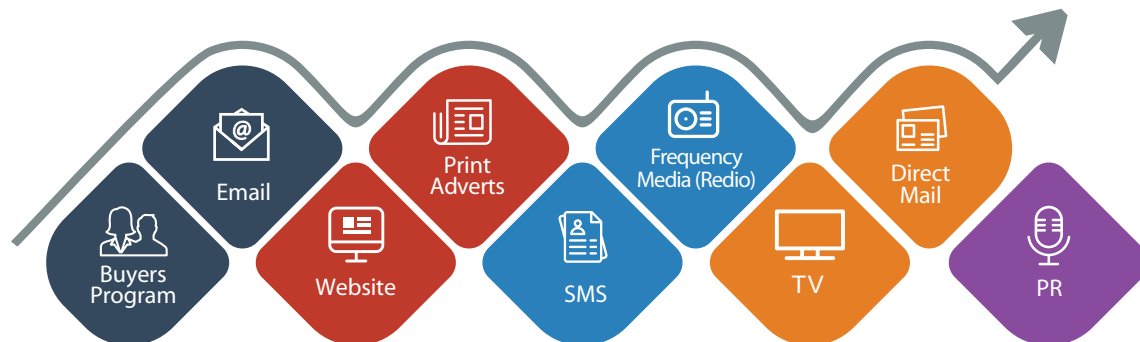


Nature of Business

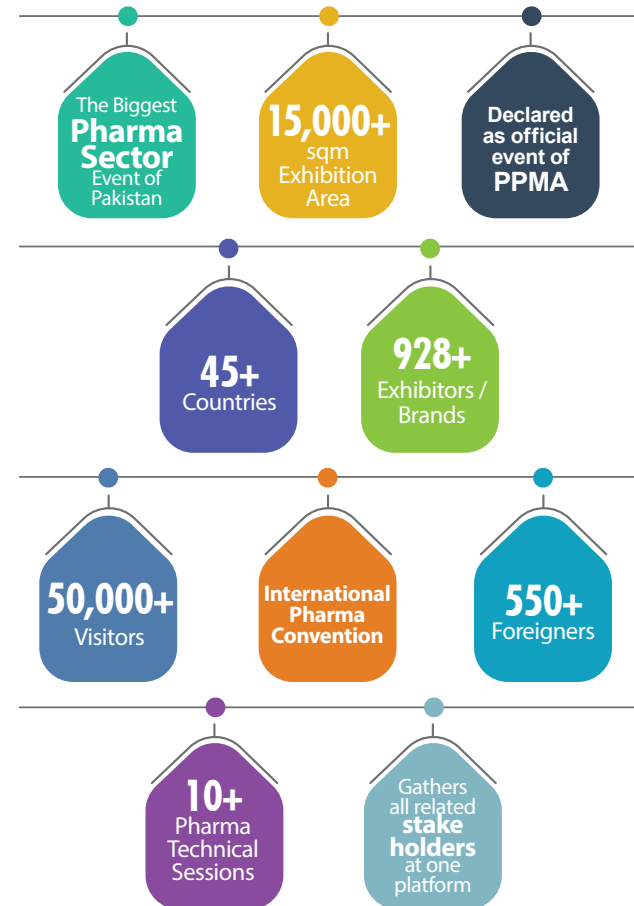
- Agent/Dealer/Distributor
- Government
- Manufacturer
- Investment/Finance
- Technology
- Laboratory
- Education
- Pharmacy
- Clinician/Healthcare Professional
- Marketing/Public Relations
- Engineering
- Lab professional
- Academic
- Purchasing/Procurement
- Admin/Office Management
- Operations/Production/Logistics
- Finance/Accounting
- Other



Marketing Mix to Attract Your Target Audience



Highlights



International Pharma Convention

International Pharma Convention is being held regularly since 2014 in conjunction with the Biggest Pharma Industry Event of Pakistan, Pharma Asia International Exhibition. It is worth mentioning here that the event is endorsed & declared as official event of Pakistan Pharmaceutical Manufacturers Association - PPMA



The aim of this mega convention is to gather all the stakeholders including the industry, regulators, academia, quality control, researchers, production, supply chain, compliance, executive management, consultants and all other affiliated players at one platform to discuss the key issues of the day, latest technologies, current & future challenges including compliance issues in the world with a specific perspective to the Region. It offers a truly unique opportunity for networking across the whole pharma industry.

Some of the Previous Prominent Speakers:

- **Mr. Asim Rauf;** CEO, DRAP
- **Dr. Sheikh Akhtar Hussain**
Former CEO, DRAP
- **Dr. Muhammad Aslam**
Former CEO, DRAP
- **Dr. Shaikh Kaiser Waheed**
Former Chairman, PPMA & MD, Medisure Laboratories
- **Mr. Muhammad Zaka ur Rehman**
Chairman, PPMA & CEO, SCHAZOO Zaka
- **Mr. Asim Jamal;** Former Chairman, Pharma Bureau OICCI & Managing Director Sanofi-Aventis Pakistan Limited
- **Mr. Zahid Saeed;** Former Chairman, PPMA & MD, Indus Pharma
- **Mr. Khawaja Shahzeb Akram;**
Former Chairman - PPMA
- **Mr. Haseeb Khan;** Former Chairman (North Zone) - PPMA
- **Dr. Uzair Nagra;** Chairman (North Zone) - PPMA
- **Mr. Khalid Mehmood**
MD & CEO, Getz Pharma
- **Mr. Haroon Qassim;** Former Chairman PPMA & MD, PharmaEvo
- **Mr. Nadeem Ahmed Chandna**
Chairman - Elko Organization
- **Mr. Sohail Ahmed Matin;** CEO, GSK
- **Mr. Syed Nadeem Ahmed**
MD, Searle Company
- **Mr. Ch. Muhammad Israr Sharif**
MD, Genix Pharma
- **Senator Mr. Abdul Haseeb Khan**
CEO & President, Brookes Pharmaceutical Lab
- **Mr. Christian Bachofen**
Principal Partner, Austar
- **Mr. Asad Shuja-ur-Rehman**
SCHAZOO SPL
- **Dr. Bilquis Yasmeen;** Pharma Consultant
- **Mr. Dale Natoli;** President, Natoli Engineering, USA
- **Mr. Muhammad Naeem**
Group Head, Indus Pharma & Dynatis
- **Mr. Hanif Ajari;** Director, Supply Chain Management, Getz Pharma
- **Mr. Hamid Raza;** Former Chairman, PPMA & CEO, Neutro Pharma
- **Mr. Kazim Hasnain;** MD, Eli Lilly and Company
- **Mr. Hanif Sattar;** CEO, Otsuka
- **Mr. Sardar Muhammad Yasin Malik**
Chairman - Hilton Pharma (Pvt.) Limited
- **Mr. Sultan Ghani;** International Pharmaceutical Consultant
- **Mr. Nicola Michelli;** Xepics, Italy
- **Dr. Obaidullah Malik;** Director, DRAP
- **Mr. Chen Ji;** Sales Director, Truking, China
- **Dr. Iftikhar A. Jafri,** COO, PharmEvo
- **Mr. M. Abdul Qayyum**
MD, Medics Laboratories
- **Dr. S. J. Y. Bukhari**
Pharma Consultant, Sybeck Research
- **Mr. Arshad Rahim Khan**
MD, OBS Healthcare (Pvt.) Limited
- **Mr. Rafael Beaus;** Telstar, Spain
- **Mr. Musharraf Ali;** Abbott, USA
- **Mr. Obaid Ali,** Federal inspector of Drugs, DRAP
- **Mr. Shahid Ahmed;** Owner, FD & C (Pvt) Limited
- **Mr. Anis A. Shah;** MD & CEO, Merck
- **Mr. Jamal Mokaddam;** Romaco, Germany
- **Mr. Gianluigi Sora;** Brevetti CEA, Italy
- **Mr. Nasir Javed Chowdhry**
MD, Medipak Limited
- **Mr. Arshad Saeed Husain;**
CEO, Aman Health Care Services
- **Mr. Ehsan Awan**
MD, Nawan Pharmaceuticals Laboratories
- **Mr. Salman Burney;** MD & VP, GSK Pakistan
- **Mr. Kiran Rathod;** International Sales Manager, ACG Pampac Machines Pvt. Ltd - India
- **Dr. Amanullah Khan**
Country Manager, IMS Health
- **Mr. Muhammad Aqeel**
Manager Operations (Industrial), SGS Pakistan
- **Mr. Ebrahim Qassim**
MD, Premier Distributor (Pvt.) Limited
- **Mr. Najeeb-ur-Rehman**
Director Pharma Distribution, Muller & Phipps Pakistan
- **Mr. Mian Khalid Misbah Ur Rehman;**
Popular Chemical Works
- **Dr. Faisal Khokhar**
Remington Pharmaceutical
- **Mr. Leon Liang;** Jiafa, China
- **Ms. Zeba Ahmed Shuja**
Director Technical, Schazoo Zaka
- **Dr. Ajmal Nasir**
Director Technical; BF, Biosciences
- **Mr. Mohammad Shah Jahan**
QA, Schazoo Zaka
- **Dr. Muhammad Irfan Siddique**
Assistant Professor (Pharmaceutics) IPS, UVAS
- **Mr. Rizwan Buttar**
Director, Zauq Group

Testimonials



Dr. Muhammad Aslam
Former CEO - DRAP

I am very grateful and thankful to the organizers of Pharma Asia International Exhibition & Conferences. 3rd Annual International Pharma Convention is a wonderful and a very successful edition of Pharma Convention showing a large number of Foreign Delegates who are here and also so many exhibitors are here which shows their confidence on the organizers, pharma sector and country as well.



Khawaja Shahzeb Akram
Former Chairman - Pakistan Pharmaceutical Manufacturers' Association (PPMA)

PPMA feels proud to be part of Pakistan's biggest Pharma Industry Event Pharma Asia 2021 International Exhibition and Conferences and declares the event as Official Event of PPMA; which plays a key role in the Pharma & Health Sectors of Pakistan. PPMA proudly extends its heartiest greetings to Ecommerce Gateway for successfully organized this mega event for the 16th consecutive years.



Dr. Sheikh Kaiser Waheed
Former Chairman PPMA
President & CEO - Medisure Laboratories Pakistan (Pvt) Ltd.

Today, all the stake holders, regulators of Pharmaceutical industry talked about the challenges being faced in Pharmaceutical Industry of Pakistan



Kazim Hasnain
Former Chairman, Pharma Bureau MD, Eli Lilly

I think this is a great opportunity for all the pharmaceutical and its related industries to come up together. Pharmaceutical is a very vital sector for the economic development of Pakistan.



Hamid Raza
Former Chairman - PPMA
CEO, Neutro Pharm

This event is a wonderful event for the industry, exhibitors and country because it is very helpful for the improvement of quality in medicines for the industry and normally we go abroad for such kind of events but now this is happening in Pakistan which is a very good sign for the industry and country.



Sultan Ghani
International Pharmaceutical Consultant

The convention is very good one and we should have these conventions because they are important for the development of Pharmaceutical Companies as well as sector in Pakistan.



Dr. Obaidullah Malik
Additional Director - DRAP

This exhibition is kind of a part of an International Exhibition "CPHI". It is a very good initiative from the team of Pharma Asia and we hope that the participants who are here will get the maximum benefits out of this exhibition and the exporters who have come across the globe will get a good business. Instead of going outside of Pakistan, the manufacturers will get all the international data and updates about this industry and machines here in Pakistan.



Hanif Ajari
Director Supply Chain, Getz Pharma

This is an excellent platform which brings entire pharmaceutical community right from the CRO to the customers together with an exhibitor of an international community; so, I can say that the atmosphere created over here is not less than CPHI, any where in the world or in India. With a passage of time, I am sure that this convention will be admaned by the people of pharmaceutical community of entire world.

Exhibitors' Profile

- Pharmaceutical Equipment Manufacturers
- Turnkey Plant Suppliers
- Dies and Tools Manufacturers
- Enzymes and Biochemical Manufacturers
- Laboratory Equipment Manufacturers
- Analytical Equipment Manufacturers
- Quality Assurance Equipment Manufacturers
- Research and Testing Laboratories
- Packaging Equipment Manufacturers
- Packaging Material Suppliers and Manufacturers
- Pharmaceutical Publishers
- Pharmaceutical Laboratories & Coating Materials
- Pharmaceutical Lab Flooring
- Pharmaceutical Furniture Manufacturers
- Pharmaceutical Raw Materials
- Water Treatment Equipment Manufacturers
- Water Treatment Chemical Suppliers
- HVAC Equipment Manufacturers
- Clean Room Equipment Manufacturers
- Pharma Label Printers
- Material handling Equipment Manufacturers
- Storage and Racking System Manufacturers
- Environmental Control and Monitoring Equipment
- Pharma Software and Hardware Providers
- Cleaning Chemical Manufacturers
- Compressor Manufacturers

- Stand by Power Generation
- Generators and Power Management System
- Instrumentation and Control Systems
- Air Filters Manufacturers
- Insulation and Water Proofing
- Pharma Consultants
- Pharma Building Designers and Contractors
- Waste Treatment Equipment Manufacturers
- Security & Safety Equipment Manufacturers
- Pharma Coverall, Shoes & Wearable Manufacturers
- Explosion Proof Electrical Fittings
- Lighting and Switching Equipment

Hybrid Booth (Physical + Virtual Booth)

- Physical Pre Constructed Shell Booth (Size 9sqm) with Video Meeting facility using Zoom Shell booth shall be equipped with following:
- We will send the pictures of all the visiting cards of the trade visitors / buyers to you
- Printing of 200 words profile of the exhibiting company in Event Catalog
- Guaranteed meetings with 10 relevant buyers during 3 days of exhibition.
- Exhibitor can courier marketing brochure & samples to display at the booth.
All cost for the courier will be paid by the exhibitor.



Tariff

Hybrid Booth	(min 9 sqm)	US \$ 350 per sqm*
Shell Scheme Stalls	(min 9 sqm)	US \$ 350 per sqm*
Bare Space inside Halls	(min 18 sqm)	US \$ 300 per sqm*

*Note: 13% Tax Shall be applicable.

Pharma Asia Exhibition

Event Details

Title	: Pharma Asia Int'l Exhibition & Conferences
Frequency	: Biannual
Exhibition Dates	: 13-15 September 2022
Venue	: Karachi Expo Centre, Pakistan
Exhibition Timings	: 10:00 am – 7:00 pm
Exhibit Area Karachi	: 15,000 sqm
Exhibit Area Lahore	: 5,000 sqm
No. of Participating Countries expected	: 45
Major Participating Countries expected	: Bahrain, Belgium, China, France, Italy, Japan, India, UK, Korea, Taiwan, Germany, Turkey, USA, Switzerland, Saudi Arabia, Singapore
Expected no. of Trade Visitors	: Approximately 50,000

Visitors' Profile

- Pharmaceutical Manufacturers
- Pharma Exporters
- Pharma Distributors
- Pharmacists
- Commercial Attaches
- Trade Corporate Visitors
- Foreign Delegates
- Researchers and Students
- Academicians from Pharma and Medical institutions
- Officials of Regulatory Agencies and Government
- Industrialists
- Importers & Exporters

Owner & Organizer



Pharma Asia Secretariat:

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Near Kokan Park, off: Shaheed-e-Millat Road,
Karachi-74000, Pakistan
Ph: (92-21) 111-222-444, 3870 9970

Islamabad: Tel: (92-51) 4864 661-2

Lahore: Tel: (92-42) 111-222-444, 3742 3023 - 4

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