



# CPHI Istanbul

4-6 June 2014

Lutfi Kırdar Convention and Exhibition Centre • Istanbul

The leading pharma event comes to Eurasia



Ingredients



Finished Formulation



BioPharma



Contract Services



Machinery



Packaging

Main Sponsor



Official Partner



Organization



# CPhI, the leading brand of the Pharma market comes to Eurasia.


UBM, one of the leading event and show organizers worldwide, brings together over 100.000 suppliers and buyers, in particular CPhI Worldwide in its global activities. As an extension of the CPhI Worldwide portfolio, CPhI Istanbul has marked 04-06 June 2014 in the CPhI event calendar. In this grand meeting to be hosted by Istanbul, so many international exhibitors and visitors will come together.


Turkey's growing economy and Istanbul's strategic geographical positioning as the only city in the world that bridges two continents, together with its deep economic and cultural ties to the Eurasia, Central Asia, Middle East and North Africa provides a pivotal international meeting place.


CPhI Istanbul will bring together local Turkish drug manufacturers with global suppliers of raw materials, machinery, packaging solutions and contract services and attract visitors from the region looking for suppliers and manufacturing partners to bring cost-competitive pharmaceuticals to their individual markets.

Meet potential business partners face to face at CPhI while building brand awareness critical to establishing your business in any market. Secure your stand now to gain access to key buyers and suppliers in the region.

## Exhibitor Profile

 CPhI brings together buyers and suppliers of pharmaceutical ingredients

 Firms which provide service for the pharma market

 Firms which provide packaging and drug delivery systems

 Firms which provide Pharma machinery, equipment and technology

## Visitor Profile

2,000 attendees expected with senior level Pharma titles:

- CEO/Vice President/ Director
- General Manager
- Project Manager/Department Head
- Business Development Manager
- Sales/Marketing Manager
- Purchasing/Procurement Manager
- R & D Manager
- M & D Manager

# CPhI Istanbul – your gateway to the Pharma markets of Eurasia, Central Asia and Caucasus, Middle East and North Africa

## Geographical Distribution of the Visitors:

50% from Turkey, 30% from the region and 20% rest of world:

- Balkans: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Macedonia, Montenegro, Romania Serbia, Turkey, Slovenia
- Central Asia: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan
- The MENA Region: Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Malta, Morocco, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates
- Pakistan, India, Bangladesh
- EU countries

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# Why should you participate?

- CPhI is a prestigious brand which bring together over 100,000 suppliers and buyers in the worldwide events
- Secure your stand in this grand Pharma meeting in Eurasia
- Use the opportunity to follow event and conference simultaneously about your sector
- Reach the qualified visitor profile
- Meet public, private sector and non-profit organizations in your sector
- Protect your current customers and sales
- Increase awareness of your brand
- Find new collaborations and initiatives
- Promote your new products and services
- Catch the opportunity to make market search
- Follow your rivals

## Stand Options

### A type standard stand

- Stand panels
- Name tag of the firm
- Trash bin
- Grey carpet
- Three-pin plug
- 100 watt lighting for each 3m<sup>2</sup>



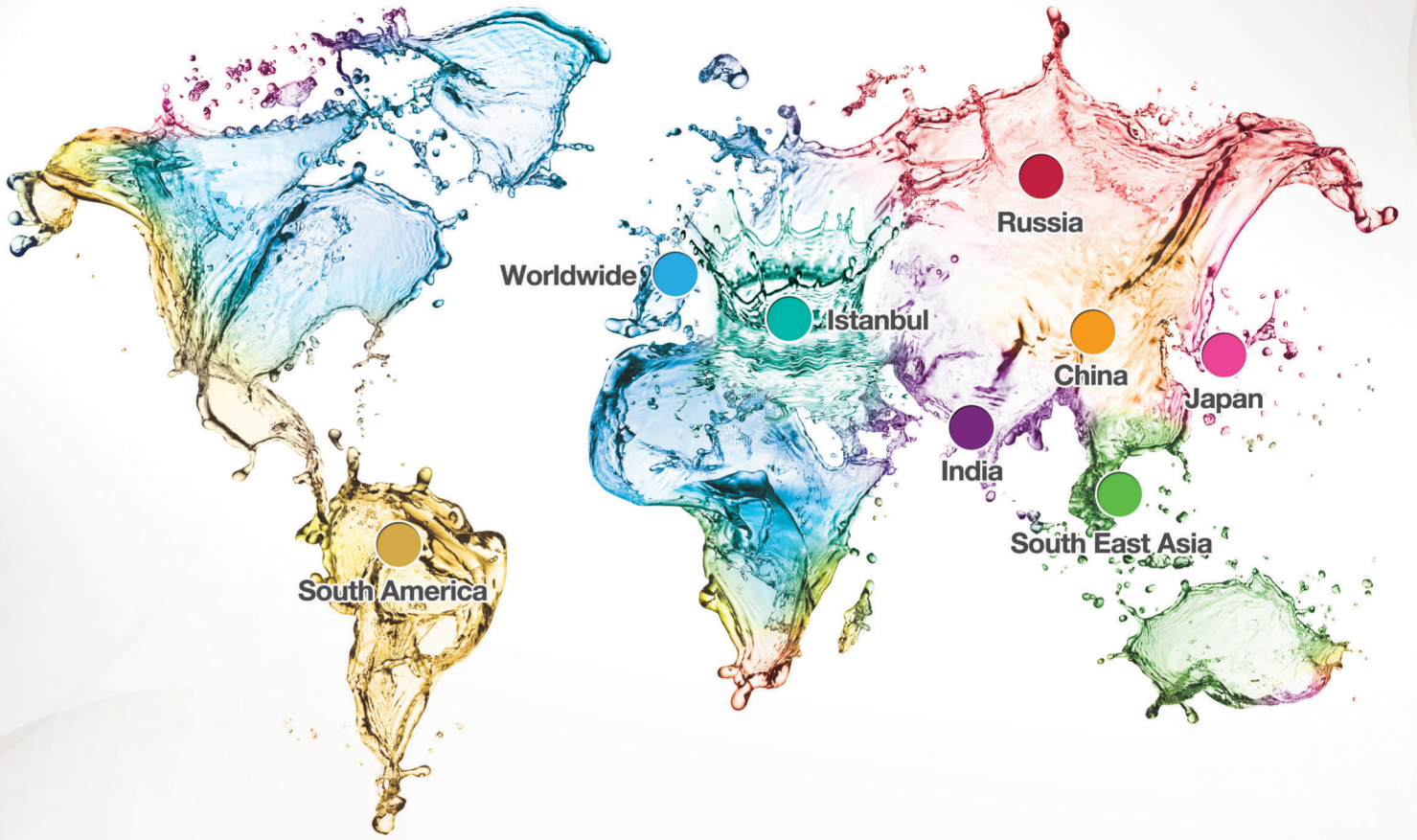
### B type standard stand

- Stand panels
- Name tag of the firm
- Trash bin
- Grey carpet
- Three-pin plug
- 100 watt lighting for each 3m<sup>2</sup>
- 1 table
- 2 chairs
- Information desk



ATTENDANCE FEES	STAND WITH ONE SIDE OPEN	STAND WITH TWO SIDES	STAND WITH THREE SIDES	STAND WITH FOUR SIDES
ATTENDANCE WITHOUT STAND	290 € / m <sup>2</sup>	295 € / m <sup>2</sup>	305 € / m <sup>2</sup>	325 € / m <sup>2</sup>
ATTENDANCE WITHOUT STAND	305 € / m <sup>2</sup>	310 € / m <sup>2</sup>	320 € / m <sup>2</sup>	340 € / m <sup>2</sup>
STAND A *in addition to the rent	40 € / m <sup>2</sup>			
STAND B *in addition to the rent	70 € / m <sup>2</sup>			

\* VAT of 18% will be added to the prices.



**India:**

3-5 December 2013  
Bombay Exhibition Centre  
Mumbai, India

[cphi-india.com](http://cphi-india.com)

**South East Asia**

20-22 May 2014  
Jakarta International Expo  
Indonesia

[cphi-sea.com](http://cphi-sea.com)

**South America**

5-7 August 2014  
Expo Centre Norte  
São Paulo, Brazil

[cphi-sa.com](http://cphi-sa.com)

**Japan**

9-11 April 2014  
Big Sight Exhibition Centre  
Tokyo, Japan

[cphijapan.com](http://cphijapan.com)

**Istanbul**

4-6 June 2014  
Lutfi Kirdar Convention &  
Exhibition Centre, Istanbul

[cphi-istanbul.com](http://cphi-istanbul.com)

**Worldwide**

7-9 October 2014  
Paris Villepinte,  
France

[cphi.com](http://cphi.com)

**Russia**

16-17 April 2014  
Lenexpo Exhibition Complex  
St. Petersburg, Russia

[cphi-russia.com](http://cphi-russia.com)

**China**

26-28 June 2014  
SNIEC  
Shanghai, China

[cphi-china.com](http://cphi-china.com)

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