



**Philippines Pharma & Healthcare Expo, Manila**

**14-16 Feb, 2024**

**SMX Convention Center, Manila**

**Function Hall 4**

**130+**  
Exhibitors

**4000**  
Visitors

**2500**  
Sqm Area

**9+**  
Countries



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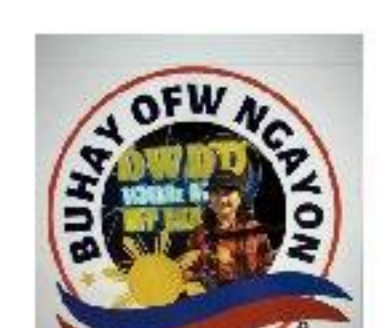
Catering Partner



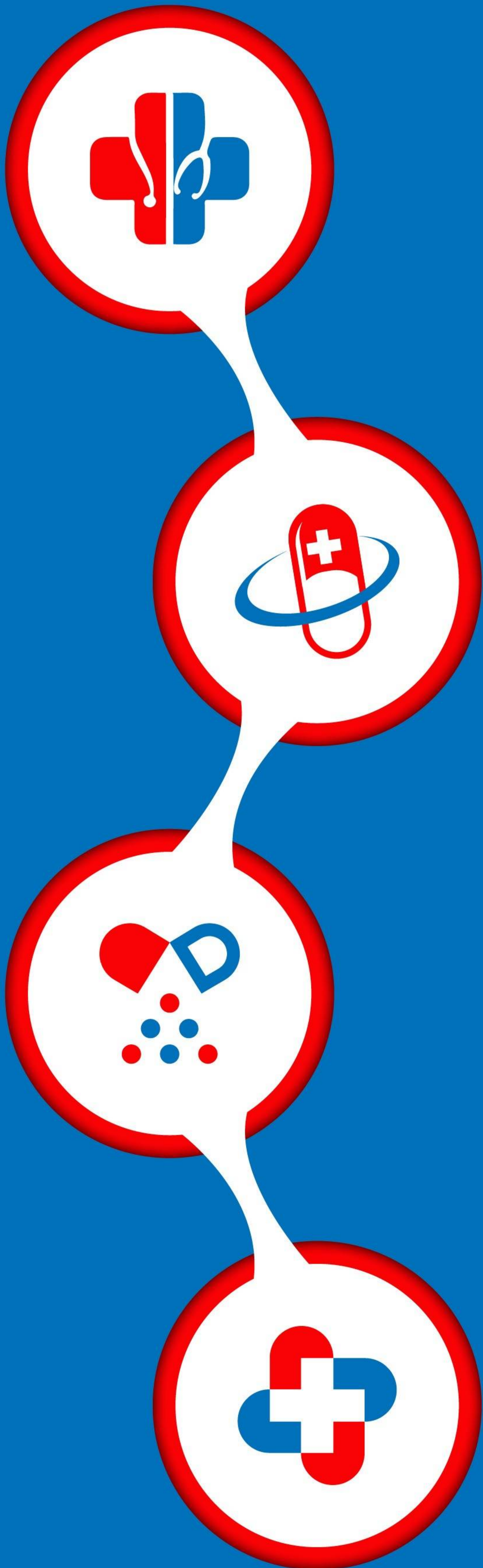
Media Partner



Radio Partner



## ABOUT THE SHOW



*Philippine Pharma & Healthcare Expo, the Largest Pharmaceutical, Medical & Healthcare Exhibition in Philippines will be taking place from 14 – 16 February, 2024 at the SMX Convention Center, Manila, Philippines. The exhibition will be the gateway to the South East Asian Business Community in Philippines. It is the premier exhibition series in this sector in the South East Asian region.*

*The international expo provides an immense opportunity to capture the untapped market of the South East Asian Region through Philippines. The show is jointly organised by the jointly by Uniglobal Exhibitions and ACE Group. It is one of the shows in the umbrella of upcoming shows being organized in the ASEAN region.*

*The event will be hosting Medical Professionals, Pharmacies, Hospitals, Health Organizations, Importers & Exporters, Decision Makers and Medical Practitioners of the ASEAN region in Philippines. Exhibitors from around 9+ countries will be participating in this exhibition looking to explore the untapped potential of the ASEAN market.*

## EXPO STATS



130+  
Exhibitors



4,000 Business &  
Professional Visitors



2,500 Sqm  
Exhibition Area



9 Countries  
Participating

## MARKET OVERVIEW

- ◆ **Philippines is the largest growing economy in the ASEAN region. The Philippines 2019 Universal Health Care Act and regulatory tax reforms open new avenues for the Indian pharmaceutical industry.**
- ◆ **With the introduction of the Universal Health Care (UHC) Act alongside business and corporate tax regulatory reforms in the Philippines may open new avenues for the Indian pharma industry.**
- ◆ **Global Data suggest the Philippines pharmaceutical market will grow to reach 241.9 billion Philippine Pesos (PHP), equivalent to \$3.7 billion, in 2025 following the introduction of the UHC Act in February 2019, enabling the already high Indian pharmaceutical imports into the country to increase further.**
- ◆ **As per report India was the top import partner of the Philippines in 2018, contributing 12.6 percent of the total pharmaceutical imports into the country. In 2018, generics accounted for 76 percent by volume of the total pharmaceutical market in the country.**

# EXHIBITOR PROFILE



## PHARMACEUTICAL

*API & Drugs, Ingredients, Drug Manufacturing, Pharma Machinery & Equipment, Pharma Packaging, Biotech Pharmaceuticals*



## MEDICAL

*Labs & Diagnostic Equipment, Medical Technology & Testing Devices, Medical Disposables, Medical Consumables, Medical Robots, Parts & Materials, Electro Medical Equipment*



## HEALTH + CARE

*Health Food & Nutrition Products, Health Informatics, Elder Nutrition Products, Assistive Device & Mobility Aid, Rehabilitation Equipment, Home Care, Elder Care Facility / Products, Cosmetics & Beauty Care Products*



## LABORATORY & SURGICAL

*Laboratory & Surgical Equipments, Laboratory Glassware*



## DENTAL & ORTHOPAEDIC

*Dental, Orthopaedic & Ophthalmic Equipment and Single use items*



## HERBAL & AYURVEDA

*Herbal & Ayurvedic Products, Wellness Medicines*

# VISITOR PROFILE

- ❖ **Pharmacists, Heads of medical Institution, Heads of regional health authorities, Pharmacologists, Hospitals & Medical Collages**
- ❖ **Pharma Machinery Importers, Pharmaceutical companies, Technologists, Practicing physicians of different specialties, Regional dealers and distributors**
- ❖ **Ministry of Industry and Trade, Officials from Ministry of Health, Ministry of Gender & Sanitation**
- ❖ **Doctors, Nurses, paramedics, Head physicians**
- ❖ **Trading companies, manufacturers and businessmen to establish partnership, importers & exporters**
- ❖ **National Referral Hospitals, Central Medical Workshop, Regional Referral Hospitals, Private Health Practitioners**
- ❖ **Buyers, suppliers, distributors, wholesale and retail agents from across West Africa**
- ❖ **Professors, Specialists, Experts, Doctors, Pharmacists, Nurses, Lab Technicians, Researchers from Hospitals, Clinics, Sanatoriums, Healthcare Centres, Institutes, Laboratories**
- ❖ **Diagnostic Centers, Laboratory and assistants**

## Participating Countries



India



Philippines



Turkey



Indonesia



Egypt



Vietnam



China



Taiwan



Malaysia



Israel

## WHY EXHIBIT

- ❖ **To Promote your company to decision-makers through numerous branding opportunities offered with each sponsorship and exhibitor package.**
- ❖ **Platform for new product launch and branding opportunity**
- ❖ **Benchmark your company's strength to leading companies in Philippines and other neighbouring countries.**
- ❖ **Be a part of the unique conference programs & direct Selling to Trade Intermediates**
- ❖ **Platform to meet senior Pharmaceutical, Medical and Healthcare Executives**
- ❖ **B2B and Match Making**
- ❖ **Largest Upcoming Pharma, Medical and Healthcare show in ASEAN country Philippines**
- ❖ **The Philippines pharmaceutical market was valued at \$3.3 billion in the year 2020. The market is expected to grow at a CAGR of more than 1% during the period 2017-2026.**
- ❖ **The Filipino pharmaceutical industry is one of the fastest-growing industries in the country and is home to over 14 of the world's top 20 pharmaceutical companies.**
- ❖ **The Philippines medical devices market was valued at \$747 million in 2021. The market is forecast to grow at a CAGR of more than 8% during the period 2021-2023.**
- ❖ **The major medical devices imported in the country are catheters, sutures, surgical masks, computed tomography (CT) scans systems, X-ray units, and ultrasound systems. Local production is limited to prototype units, spare parts (including improvised parts), and disposables such as surgical gloves, syringes, and needles.**

# GALLERY

## Ghana Expo



## Tour of last year



# ABOUT THE ORGANIZERS



ACE Group based out of New Delhi, India is an Organization with more than 7 years of experience in promotion and organising of trade exhibitions across the globe. At ACE Group we have experience of dealing in 60+ International Trade Fairs taking place in 20+ countries in Europe, Asia, Africa, America and Oceania. Through its global network, ACE Group has presence worldwide with local partners situated in most of the continents. ACE Group is professionally committed to deliver best trade services in the industry.



Uniglobal Exhibitions and Services (UES) is also based in New Delhi, India is an Organization with more than 3 years of experience in promotion and organising of trade exhibitions across the globe. At UES, we have experience of dealing in 20+ International Trade Fairs taking place in 10+ countries in MENA, ASEAN, GCC and Asia.

## Venue: SMX Convention Center, Manila, Philippines

A true pioneer in the thriving Philippine Meetings, Incentives, Conventions, and Exhibitions (MICE) industry, the SMX Convention Center offers 4 exhibition halls, 5 function rooms and 14 meeting rooms, totaling 17,170 square meters of leasable space that can accommodate anything from an audience of 18,000 to an exclusive conference for 10.

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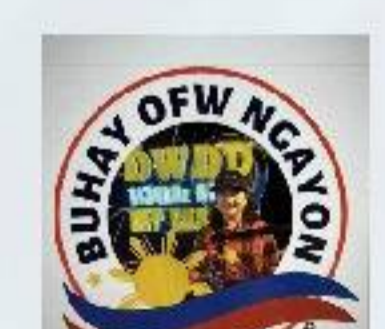
### Catering Partner



### Media Partner



### Radio Partner



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