### 2nd Edition of PHILIPPINE PHARMA & HEALTHCARE EXPO



25-27 Feb, 2025

SMX Convention Center Manila, Philippines Function Hall 288, 2nd Floor

POST SHOW REPORT 2024 **BROCHURE 2025** 

The Most Complete International Exhibition on Medical, Pharmaceutical & Healthcare Sector



**ORGANISERS** 



**CARRY BAG SPONSOR** 















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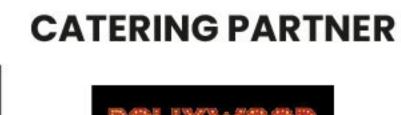






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**Exhibits Today** 





















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### THE EXHIBITION

The 1st edition of the PHILIPPINE PHARMA & HEALTHCARE EXPO 2024 has proved its significance for the entire pharma fraternity encompassing the local and international Pharma manufacturers, drug regulators, health foundations, industry pharmacists, investors, supply chain professionals, and the technology solution providers.

# **ABOUT THE SHOW**

Philippine Pharma & Healthcare Expo, the Largest Pharmaceutical, Medical & Healthcare Exhibition in Philippines will be taking place from 25 – 27 February, 2025 at the Function Hall 2&3, 2nd Floor, 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 Genesis Global Exhibitions and ACE Group. It is one of the shows in the umbrella of upcoming shows being organised 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.

# SHOW AT A GLANCE

Dates: 25-26-27 February, 2025

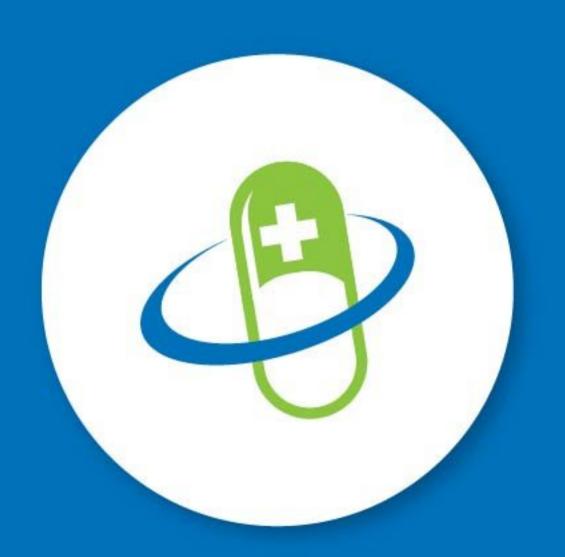
Venue: Function Hall 2&3, 2nd Floor SMX Convention Center Manila, Philippines

130+ Exhibitors 3890+ Visitors

2500 Sqm Exhibition Area Countries
Participating









### INAUGURATION



The Expo was officially inaugurated & opened for public at SMX Convention Center in Manila, Philippines by our

### **CHIEF GUEST**



### Hon'ble Teodoro J. Herbosa

Hon'ble Teodoro J. Herbosa (MD, FPCS, FPCEP-PCEM), Secretary of Health, Department of Health, Manila, Philippines

### www.philippinespharmahealthcare.com

### JOINED BY



Dr. Samuel A. Zacate

Director General, Food and Drug Administration, Philippines



Senator Richard J. Gordon

Chairman and the CEO,
Philippine Red Cross



Senator. Christopher Lawrence

Senator. Christopher Lawrence "Bong" T. Go, Chairman, Senate Committee on Health (Virtually Supporting us by Video Message)



Atty. Eenesto V. Perez, CPA

Director General,
Anti- Red Tape Authority (ARTA)

# 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



### IT & SOFTWARES

IT System, IT Solutions & Softwares



# **EXHIBITION SUPPORTING ASSOCIATIONS 2024**





Mr Johnny Chotrani

Country Chair Philippines, ASEAN & India Business Council Chairman, Philippines India Business Council



Dr Luis Ramon V. Rodriguez, MD, MDM

President, Philippine Medical Depot (PMD)
President, Medical Device Assn of Phils (MDAP)
Chairman, United Clinical Lab Assn of the Phils
(UCLA-Ph)



Dr Bu C. Castro

Medical Director, CEDRES
Board of Director,
Philippine Hospital Association



Dr Jose Rene de Grano

President, Private Hospital Association of the Philippines Inc. (PHAPI)



Dr. Jose P Santiago, Jr.

President (2024-25)
Philippine Hospital Association



Prof. Maria Minerva P. Calimag, M.D, Ph.D

President
Philippine Medical Association



Mr. Vicente U. Briones, RPh.

National President
Drugstores Association of the
Philippines Inc.

A large number of Industry Representatives, Pharmacy & Business owners, Government Officials, Entrepreneurs and Academicians were present during the exhibition.

# B2B MEETINGS & Match Making



### NAMASTEY



### 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







# 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.









# 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.







# EXHIBITION GALLERY







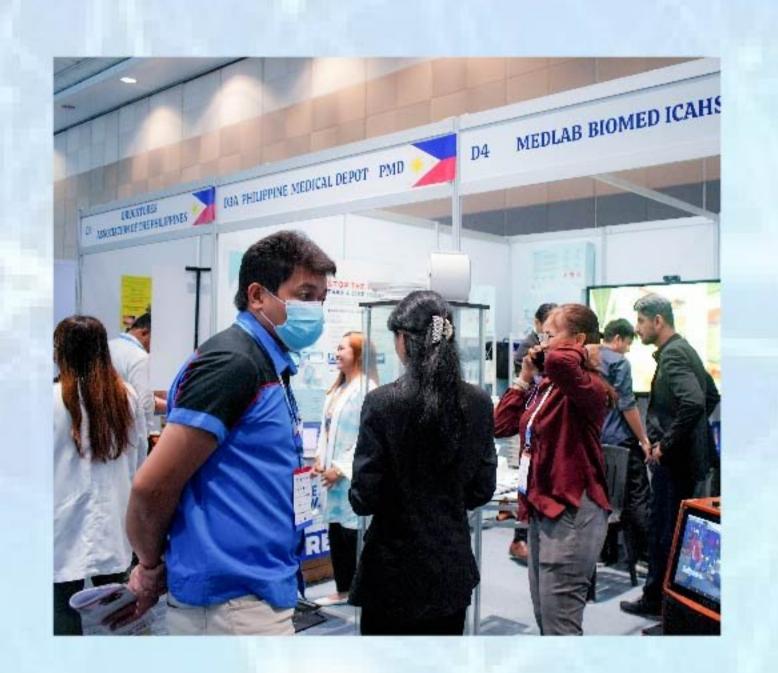


























































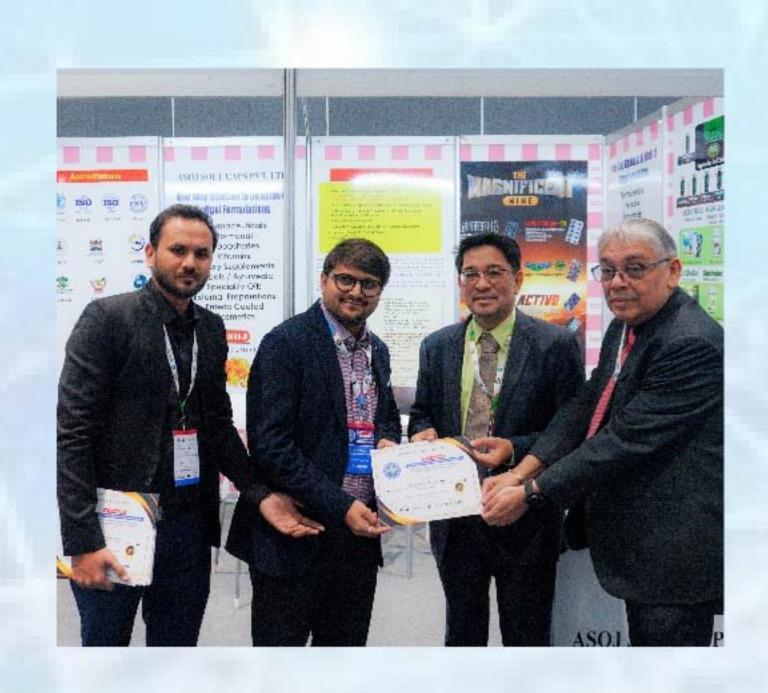








# CERTIFICATE DISTRIBUTION

























# PRODUCT DISPLAY

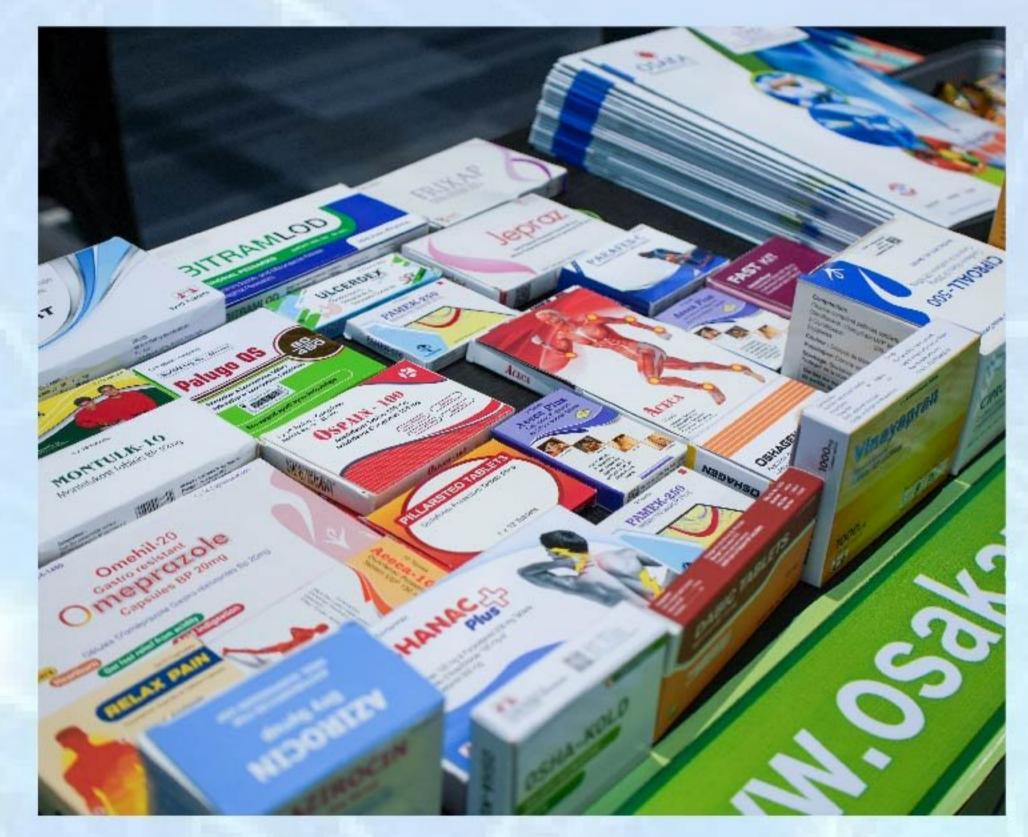




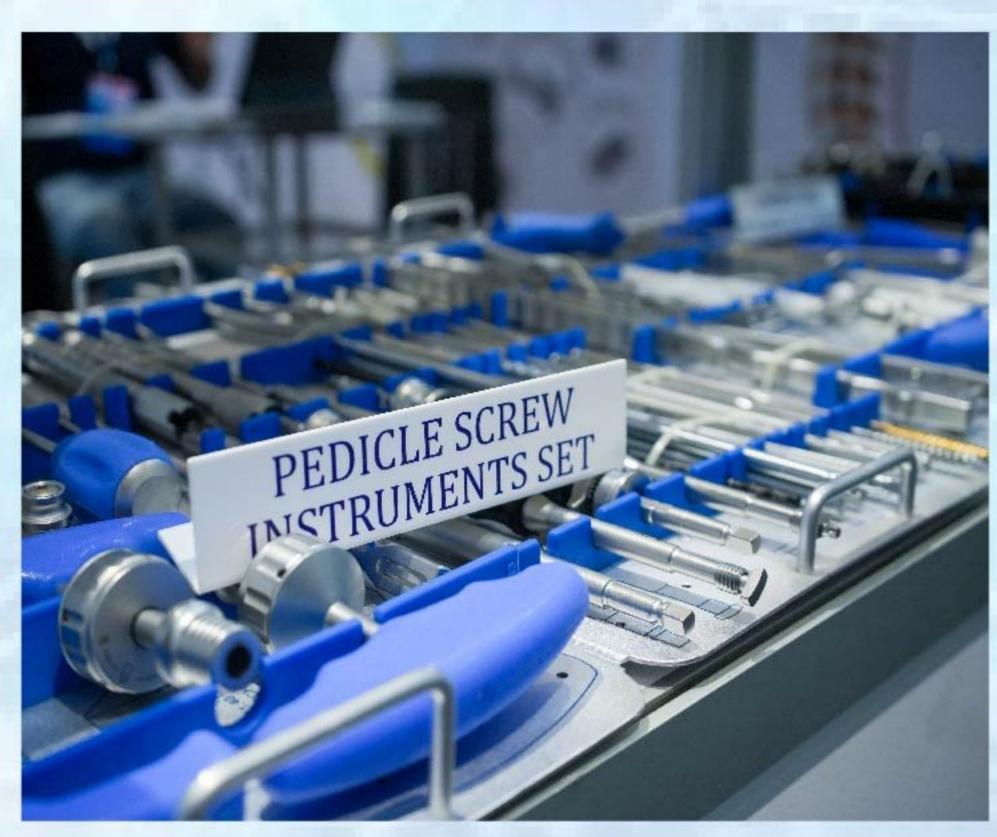


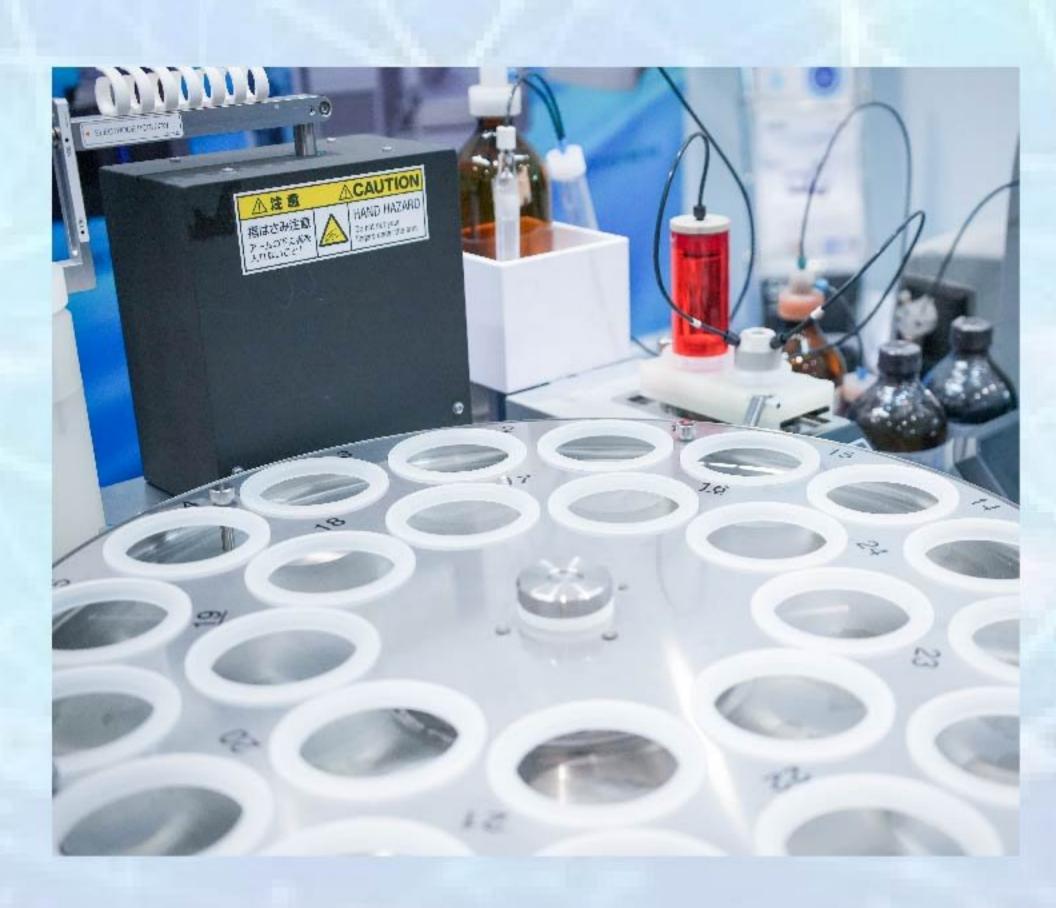
















### PRE & POST SHOW MARKETING

TUESDAY | FEBRUARY 13, 2024

business

### T-bill rates climb ahead of BSP meet

The government upsized its sale the 364-day tenor to P7 billion from in total tenders and prompting the basis points higher than the sec- move in lockstep with the US Federal of short-term securities yesterday to the target P5 billion. P17 billion, even after rates picked This after the one-year debt papers non-competitive bids for the 364-day from the last auction rate of 5.861 for the third straight meeting. up ahead of the policy decision of saw rates slightly go down week-security," the Treasury said. the Bangko Sentral ng Pilipinas (BSP) on-week by 1.1 basis points to 6.064 The Bureau of the Treasury yester- In reference to the secondary mar-

percent from 6.075 percent. day fully awarded and even upsized ket, the tenor's yield moved upward its T-bills on offer from the P15 billion by just 0.6 basis point.

"The auction was 3.3 times over-On the other hand, rates for the points to 5.506 percent from the sec-billion. ondary and last auction's rate, both

Likewise, rates averaged 5.879 Thursday In particular, the Treasury upsized subscribed, attracting P49.3 billion percent for the 182-day T-bills, 6.9 committee to double the accepted ondary rate and also slightly up Reserve and keep rates unchanged 91-day paper increased by 4.5 basis securities were fully awarded at P5 domestic creditors. Of this, P60

The central back is expected to For this month, the Treasury Still, both the three and six-month aims to borrow P210 billion from billion is expected to come from Investors demanded higher rates short-dated T-bills. It has so far ahead of the BSP policy meeting on raised P32 billion.

### **PSAC** affirms commitment to public-private collaboration

(MCC) that collaboration and counterparts to identify key build-build and tourism. consultation are vital elements policy areas for support.

ment of the PSAC by President tives, aiming to empower local proach to directly engage with ful change. the private sector across diverse areas, including agriculture, digital infrastructure, healthcare, infrastructure, jobs, and attention toward the economic tourism.

the government's commitment to alignment with President Maractively listen and address critical cos' reform agenda.

During the meeting, MCC lead Henry Aguda and Agriculthe significance of comprehend- Lee also attended the meeting. ing and addressing the primary earnest listening process.

time-limited grants aimed at tween the United States and the The Private Sector Advisory promoting economic growth Philippines," PSAC said. Council (PSAC) is ramping up and institutional strengthening efforts to foster economic growth in partner countries, expressed and poverty reduction through interest in deepening engage- strengthen synergies between the collaboration between govern- ment with both the Philippine private and public sectors.

She highlighted the collab-

fundamentals of this relationship, "This ongoing dialogue with emphasizing the significance of

PSAC Digital Infrastructure CEO Alice Albright emphasized ture Sector representative Irwin opment to the government and "The productive exchange to provide feedback and adjust challenges faced by the nation, between the MCC delegation and recommendations based on what marking the beginning of an PSAC signals a renewed com- is happening on the ground," the mitment to advancing economic council said.

The MCC, recognized for its prosperity and cooperation be-The PSAC was established by President Marcos to create and

at 5.461 percent.

ments and the private sector. government and the private The council comprises busi-Aboitiz said during a recent MCCPhilippine director Sarah six main sectoral groups, includmeeting with officials of the Olmstead said there is a need ing agriculture, digital infra-Millennium Challenge Corp. to work closely with Philippine structure, jobs, healthcare, build-The PSAC helps the govern-

ment deliver on its commitment Aboitiz said the establish- orative nature of their object to transform the Philippine economy by implementing robust Marcos reflects a proactive ap- leadership in driving impact- infrastructure programs, creating more jobs and attracting more Meanwhile, US Embassy Dep- investors, digitizing processes, uty Chief of Mission Robert Ew- and improving agricultural proing said there is a need to redirect ductivity through the recalibration of micro, small and medium enterprises (MSMEs), jumpstart Philippine Tourism and ensuring the private sector underscores corporate sector engagements in an equitable, sustainable, and inclusive business landscape for

> "PSAC will continuously recommend modern policy develreport regularly to the President



Healthcare Expo, the country's largest pharmaceutical, medical and healthcare exhibi-tion, is slated from Feb. 14 to 16 at the SMX Convention Center Manila. Organized by the ASEAN and India Business Council and India Business Council and ACE Group, the event brings together manufacturers, wholesalers, dealers and distributors in the pharmaceutical and medical diagnostic industry, pharmaceutical machinery manufacturers, hospitals and influential decision makers in the Southeast Asian region. Present at the press briefing for the expo are (from left) ASEAN and India Business Council Philippine country chairman and Philippines-India Business Council chairman Johnny Chotrani; Philippine Hospital Association president Dr. Jose Santiago Jr.; CEDRES medical director and PHA director Dr. Bu Castro; Philippine Medical Depot president and Medical Device Association of Philippines president, United Clinical Lab Association of Philippines (UCLA-Ph) chairman Dr. Luis Ramon Rodriguez; and Philippine Medical Association president Dr. Maria Minerva Calimag.

SEC pushing through with higher filing fees





[INVITATION] UP TTBDO: Philippine Pharma & Healthcare Expo Manila | 14-16 February 2024 at the SMX Convention Centre, Manila



January 15, 2024

The University of the Philippines Technology Transfer and Business Development Office will be joining the Philippine Pharma & Healthcare, the Largest Pharmaceutical, Medical & Healthcare Exhibition in the Philippines scheduled on 14-16 February 2024 at the SMX Convention Centre, Manila, Philippines. According to the Philippine Pharma & Healthcare: "The international expo provides an immense opportunity to capture the untapped market of the South East Asian Region through the Philippines.



ADMINISTRATION PROGRAMS CAMPUSES Y **ADMISSIONS** 

SUSTAINABILITY

Philippine Pharma & Healthcare Expo on February 14-16, 2024

January 24, 2024 | Announcements

As a university partner, Batangas State University, The National Engineering University, strongly supports the Philippine Pharma & Healthcare Expo, the largest pharmaceutical, medical, and healthcare exhibition in the Philippines today.

Taking place from February 14-16, 2024, at the SMX Convention Center in Manila, this prestigious expo provides a vital platform for collaboration and networking within the Southeast Asian business community.

As a chosen university partner, BatStateU has the privilege of participating in this event for FREE. This is a remarkable opportunity for Red Spartans to engage with industry leaders, professionals, and experts in the pharmaceutical and healthcare sectors.

**Philippine Hospital Association** PHILIPPINE PHARMA AND HEALTHCARE EXPO, February 14-16, 2024, SMX CONVENTION CENTRE, MANILA, PHILIPPINES



What's New Business

Lifestyle

# Experience the Future! The 2nd Philippine Pharma & Healthcare Expo this Feb 14-16 2024

February 12, 2024





Prepare for the most significant event in the pharmaceutical, medical, and healthcare industries, taking place from February

14th to 16th, 2024, at the esteemed SMX Convention Center in vibrant Manila, Philippines!

14-16 Feb, 2024

Function Hall 4 SMX Convention Center, Manila Philippines



medical and healthcare exhibition in the Philippines, which aims to capture the untapped market of the Southeast Asian Region through the Philippines, is expecting to house over 130 exhibitors and 4,000 visitors from nine participating countries during its three-day event.



DYARYO TIRADA **TECHTALKS** 

**Breaking News** 

pproves bill to establish Bulacan SEZ

US condemns North Korea ballistic missile launch

MONEY

### Manila hosts major pharma, healthcare expo

'Global data suggests that the Philippine pharmaceutical market will grow to reach P241.9 billion which is equivalent to some \$3.7 billion in 2025, after the introduction of



At the unveiling of the Philippine Pharma and Healthcare Expo that will be held at the SMX Convention Center in Pasay City on 14 to 16 February are (from left) Johnny Chotrani, chairperson of ASEAN-India Business Council and Philippines-India Business Council; Dr. Luis Ramon Rodriguez, president, Medical Device Association of the Philippines; Bu C. Castro, medical director, Center of Excellence for Drug Evaluation and Studies; Dr. Jose Santiago, president, Philippine Hospital Association and Dr. Maria Minerva P. Calimag, president, Philippine Medical Association.

Teddy Montelibano

Published on: Feb 10, 2024, 15:45











ABOUT US ~

ORGANIZATION ~

**ACTIVITIES** 

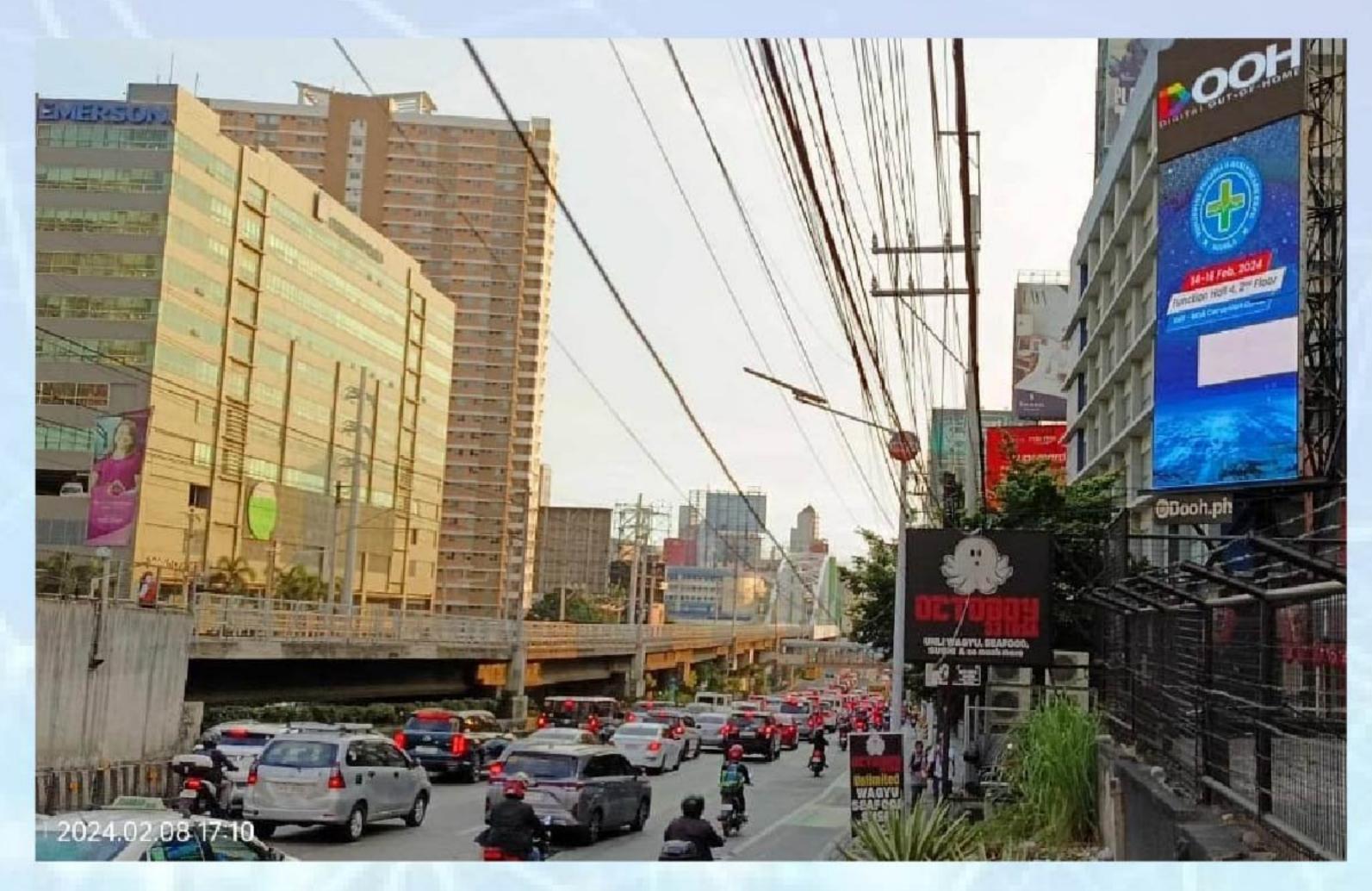
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Philippine Pharma and Healthcare Expo – February 14-16, 2024, Function Hall 4, SMX Convention Center



14-16 Feb, 2024

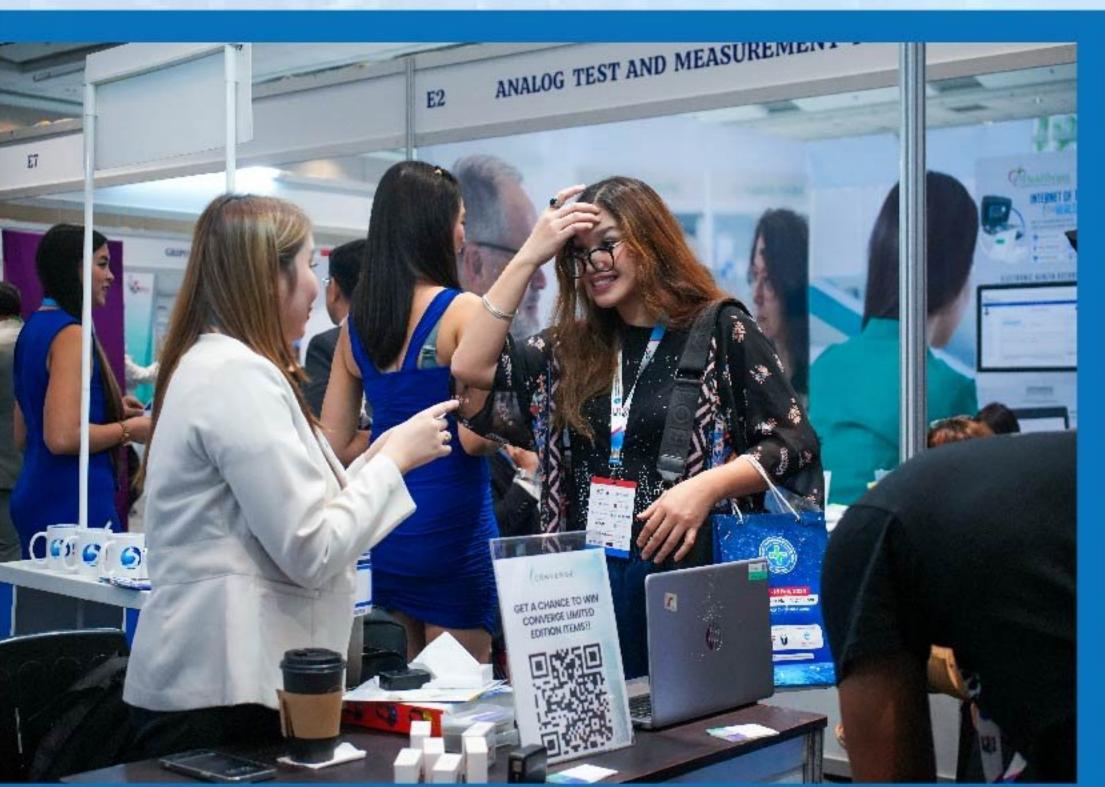
Function Hall 4 SMX Convention Center, Manila Philippines

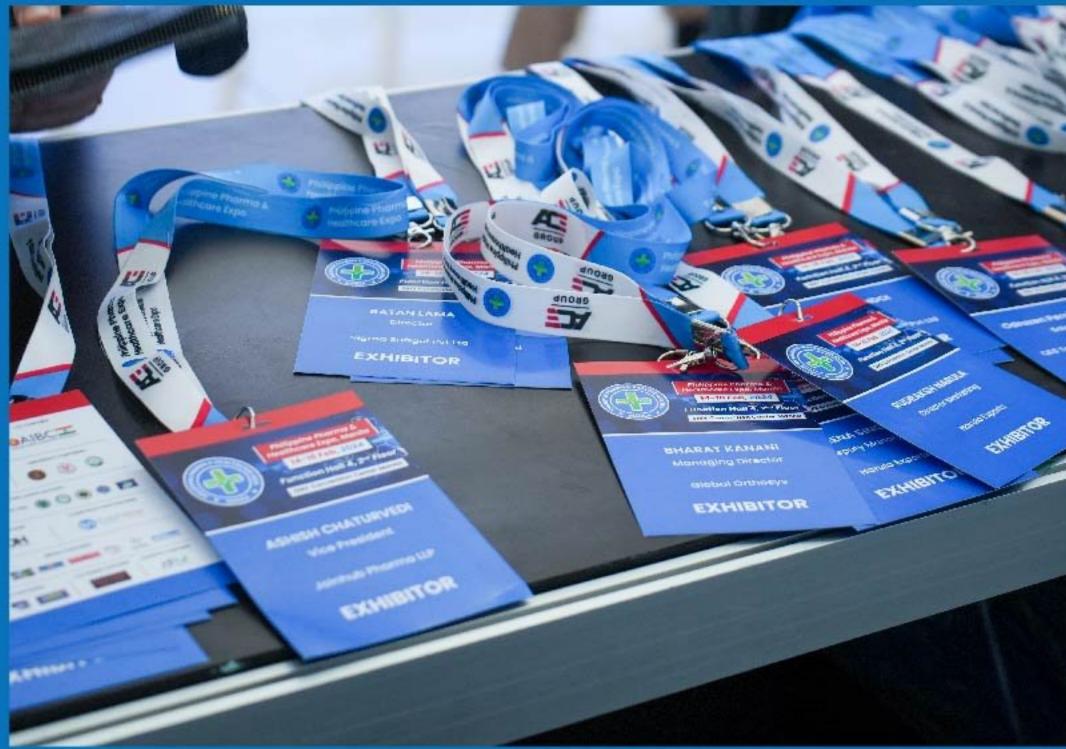




















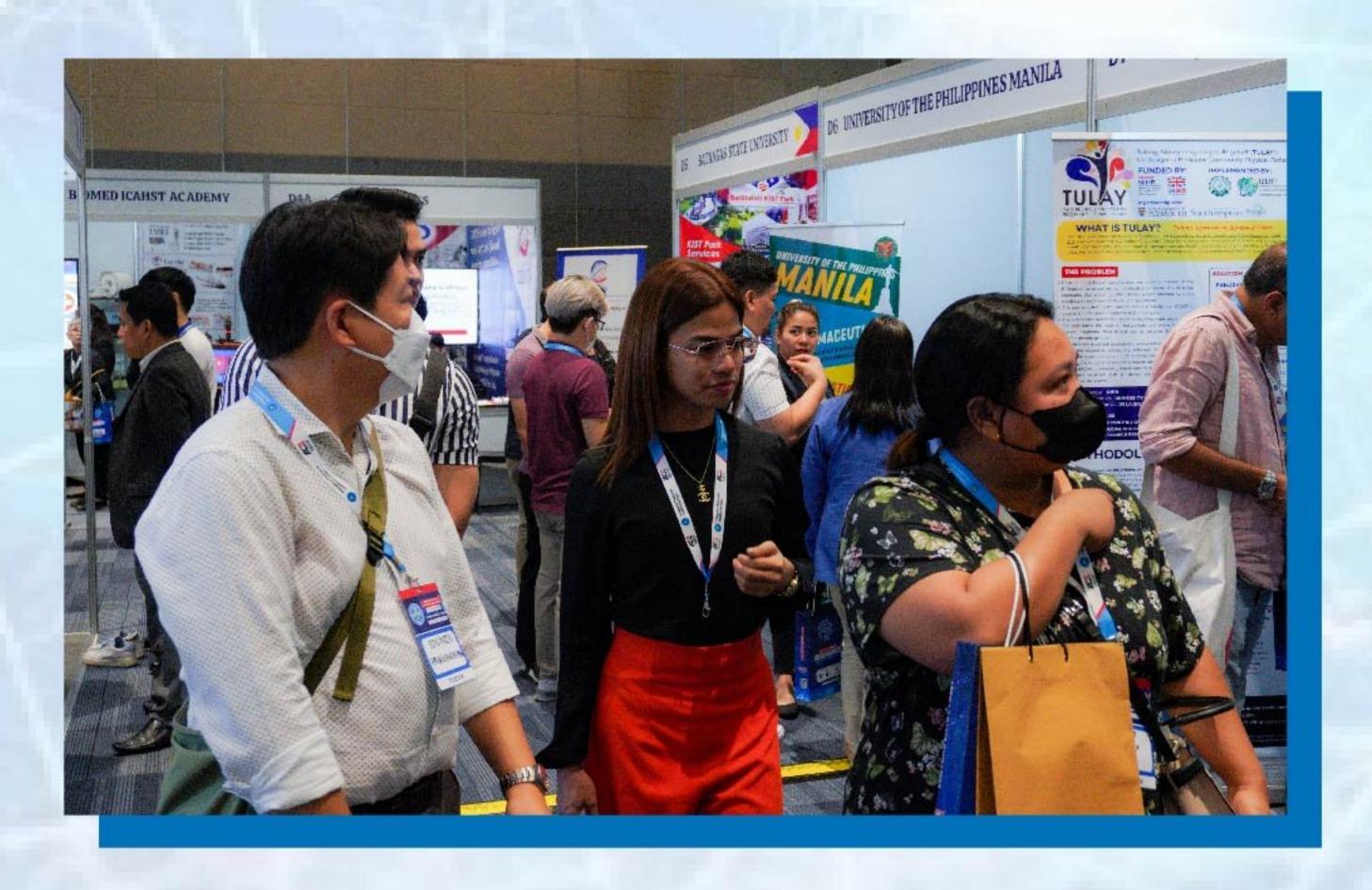
















# ABOUT THE ORGANISERS



ACE Group based out of New Delhi, India is an Organization with more than 8 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.



Genesis Global Exhibitions 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 Genesis, we have experience of dealing in 20+ International Trade Fairs taking place in 10+ countries in MENA, ASEAN, GCC and Asia.

# Venue:

# Function Hall 2&3, 2nd Floor, 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.

Organisers

Co-Partner







For further information & queries, please contact:

Mr. Rajeev K, International Sales & Marketing





