



PRESS RELEASE

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Buenos Aires Welcomes CPhI South America 2010

8 July 2010, Amsterdam – According to leading global business media company UBM International Media, Argentina promises to deliver a productive experience for CPhI South America 2010, the company's world leading pharmaceutical ingredients and services event. Taking place from August 17-19 at La Rural – Hall Ocre in Buenos Aires, Argentina, CPhI South America is joined for the first time by the ICSE pavilion, a dedicated area within the show for contract services and clinical trials, underlining the importance and vitality of these sectors within the South American market.

Returning for its second year as an integral element within CPhI South America the BioPh trail brings together key players, to drive forward the biopharma industry and aims to provide a fresh focus on biotech as the innovation driver for the whole pharmaceutical community. Also taking place during CPhI South America, the Pharmaceutical Forum will host a total of 10 keynote sessions spanning a variety of topics, and everyone is certain to find areas of interest. Featured speakers include Myriam Tevez, Director General of Foreign Trade for the City of Buenos Aires Ministry of Economic Development, and Ruben Rico, renowned author of over a dozen books about marketing and marketing for exportation.

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“Following two extremely successful years in Brazil, we are excited to bring the event to Argentina for the first time,” commented Eliane van Doorn, UBM International Media’s Group Director for Pharma. “With over 200 exhibitors from 16 countries, and an expected attendance of 5,000, CPhI South America offers excellent networking and new business opportunities for all participating exhibitors and visitors. Global visitor pre-registration levels are already looking very good with four times more Asian visitors registered compared to last year’s event, treble the number of European visitor pre-registrations and a doubling of numbers from the Middle East reflecting the great interest in this emerging market.”

The ‘Match & Meet’ programme, developed especially for CPhI South America, pairs the needs of distributors, buyers and sellers with one another to facilitate face to face networking opportunities. International representatives seeking to sell, buy, distribute or represent companies will have the perfect platform to meet with interested partners, close commercial agreements and network. This year's Match & Meet sessions will have dedicated themes on each of the three days. Day 1 will focus on APIs; Day 2 highlights excipients and Day 3 covers ‘finished dosage.’

Now in its third year, CPhI South America is being held here in the heart of Argentina’s pharmaceutical manufacturing hub. The events benefit from the valuable support of key Argentinean trade associations CILFA, COOPERALA and Camara Argentina de Productos Quimicos, as well as South American associations ABIFINA, ABRIFAR, ABIQUIF and Associquim Sincoquim.

UBM International Media’s family of events for the pharma ingredients and services sector includes Worldwide (Europe – October); Japan (April); China (June) and India (December). Free on-line registration is available at: www.cphi-sa.com.

Notes for Editors:

- UBM International Media operates market-leading global exhibition brands and their complementary media products.
- The CPhI pharmaceutical ingredients and related sector exhibitions currently number over 15 highly-regarded annual events. The portfolio also includes Informex (specialty chemicals), Food Ingredients, HBA (health & beauty industry) and Sea Trade (cruise industry).

- Worldwide locations for its events include China, India, Japan, North America, Brazil, Africa and Europe. More than 330,000 business professionals and marketers visit UBM exhibitions each year. The exhibitions portfolio is managed from Holland. UBM International Media has approximately 1,200 employees in the UK, US, Asia and Europe. See www.ubm.com

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