CPHI | KOREA | Hi Korea | Presented by KSM-66 Ashwagandha WORLD'S BEST ASHWAGANDHA

CPHI/ Hi Korea 2026

Post Show Report 2026

CPHI/ Hi Korea concluded on 27 August 2026 at COEX, welcoming 11,589 attendees and 478 exhibiting companies across Hall C, Hall E and The Platz Hall, the largest exhibition space in the show's history.

25-27 AUGUST 2026 | COEX, Seoul, Korea



11,589
Attendees

478
Exhibitors

RECAP: TOTAL OVERVIEW

Our largest show floor yet

This year the show filled Hall C, Hall E and The Platz Hall, a hall dedicated to bio, giving 2026 the largest exhibition space in its history.

478 exhibiting companies from 22 countries & regions met 11,589 attendees from 65 countries & regions, with international companies making up 60% of the exhibitor base.



Our numbers from 2026

11,589
Unique visitors

65
Countries & regions represented

478
Exhibiting companies

22
Exhibiting countries & regions

144
Conference & seminar sessions

RECAP: ENGAGEMENTS

Pharma & bio at the core

Extending into nutraceuticals, lab equipment, machinery and packaging to form one value chain.



Visitors' Top Product of Interest

38%
Pharmaceuticals

Hi Korea

35%
Nutraceuticals

16%
Bio

11%
Lab Equipment
Machinery & Packaging

Pharmaceuticals

1. Generic APIs & Innovative APIs
2. Excipients
3. Finished Dosage Forms
4. CDMOs and CMOs
5. Intermediates, Fine and Specialty Chemicals

Bio

1. Biopharmaceuticals
2. Biotech
3. Digital Healthcare (IT Digital)
4. Cold Chain
5. Bio Processing

Lab equipments, Machinery & Packaging

1. Pharma Machinery & Technology
2. Lab & Analytical Services
3. Pharma Machinery & Tech Services
4. Packaging Materials & Equipment
5. Drug Delivery Devices & Systems

Nutraceuticals

Hi Korea

1. Natural Extracts
2. Nutraceutical Ingredients
3. Nutraceutical Finished Products
4. Nutraceutical Delivery Formats
5. Nutraceutical Testing

RECAP: VISITOR PROFILE

Visitors left satisfied

Survey respondents rated the show highly for satisfaction, recommendation and intent to return.



Visitor Survey 2026

92%
satisfied with the show

92%
would recommend it to a colleague

91%
would attend again

76%
acheived their visit objective

"The event is getting bigger every year. It is being managed very well."

Manikanda Prabu
Region Head Asia Pacific, **MSN Laboratories**

RECAP: VISITOR PROFILE

Attendee facts & figures 2026

79% have purchasing power

17%
Make purchase

43%
Influence purchase & specify suppliers

19%
Authorise purchase

Visitor job level

Executives

29%

of total visitors

Manager Level

40%

of total visitors

Key objectives for attending

Multiple answers allowed

- Collect market information **75%**
- Find new partners for future collaboration **42%**
- Attend conferences & seminars **38%**
- Meet existing contacts **36%**
- Network with industry peers **24%**
- Source new products **20%**
- Find new suppliers **11%**

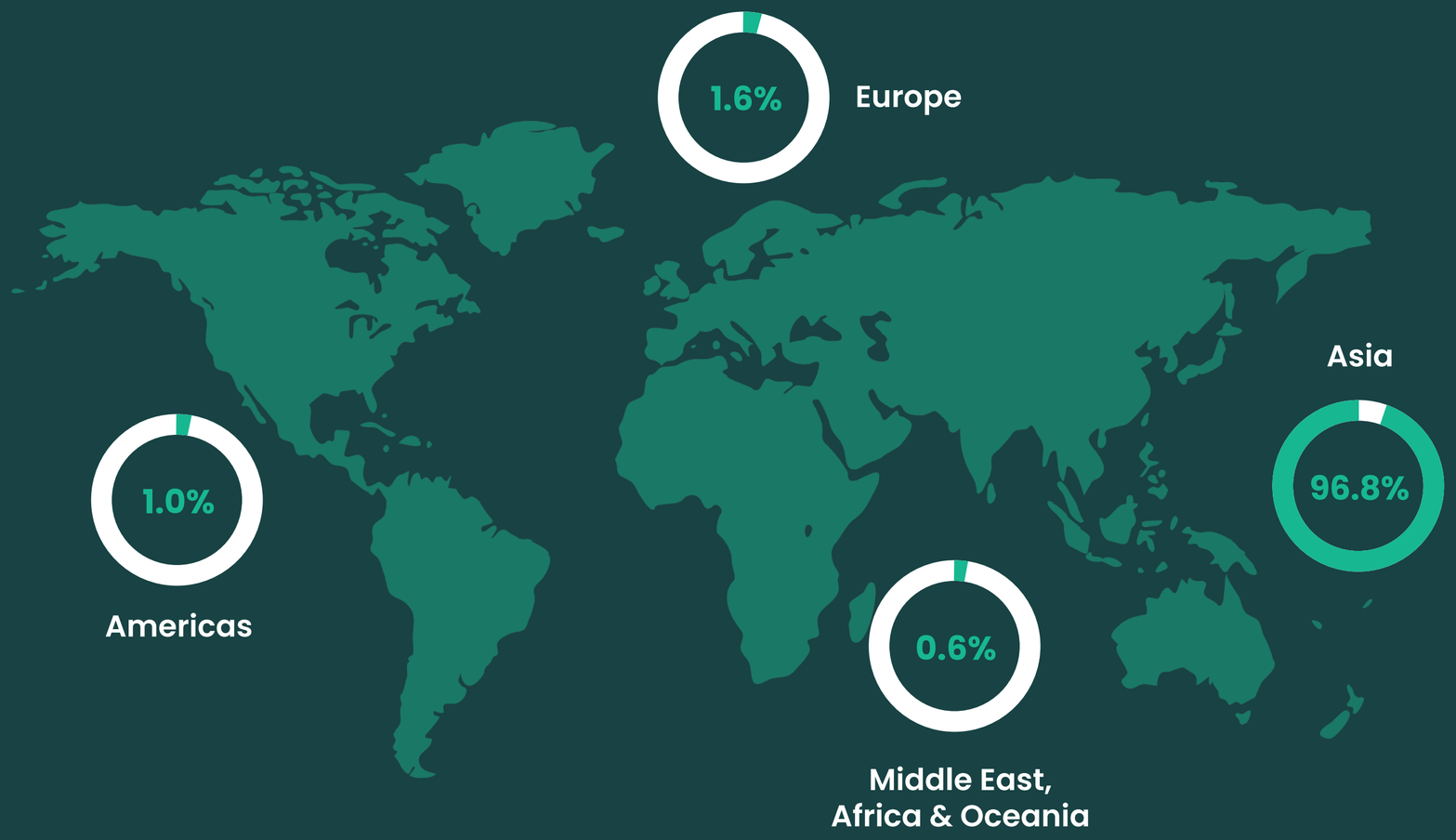


RECAP: VISITOR PROFILE

Attendee breakdown
65 countries & regions

80% Domestic

20% International



Top 10 countries & regions:

1. Korea
2. China
3. India
4. Japan
5. Taiwan
6. USA
7. Philippines
8. Poland
9. Thailand
10. Singapore

RECAP: EXHIBITOR PROFILE

Exhibitor facts & figures 2026

478 companies exhibited across Hall C, Hall E and The Platz Hall: 74% at CPHI Korea and 26% at Hi Korea. 45% of surveyed exhibitors were taking part for the first time.

84% satisfied with their experience

80% would recommend to a colleague

84% likely to exhibit again

Exhibitor feedback

"Events like this help us connect with pharmaceutical companies and industry partners, understand market trends more closely and explore new partnership opportunities."

Brett Kwon, Director, Global Freight Forwarding APAC
UPS Healthcare

"This is our fourth year exhibiting at this show, and we can see that more customers are participating than last year. We have also started holding technical seminars, which have given us additional opportunities to meet many customers."

Kevin Kim, Regional Business Director Pharmaceutical
Gattefossé Asia Pacific

"We are very grateful that more people have visited our booth than we expected. The number of business cards exchanged and new business connections established has also far exceeded our expectations, so we are very satisfied with the results."

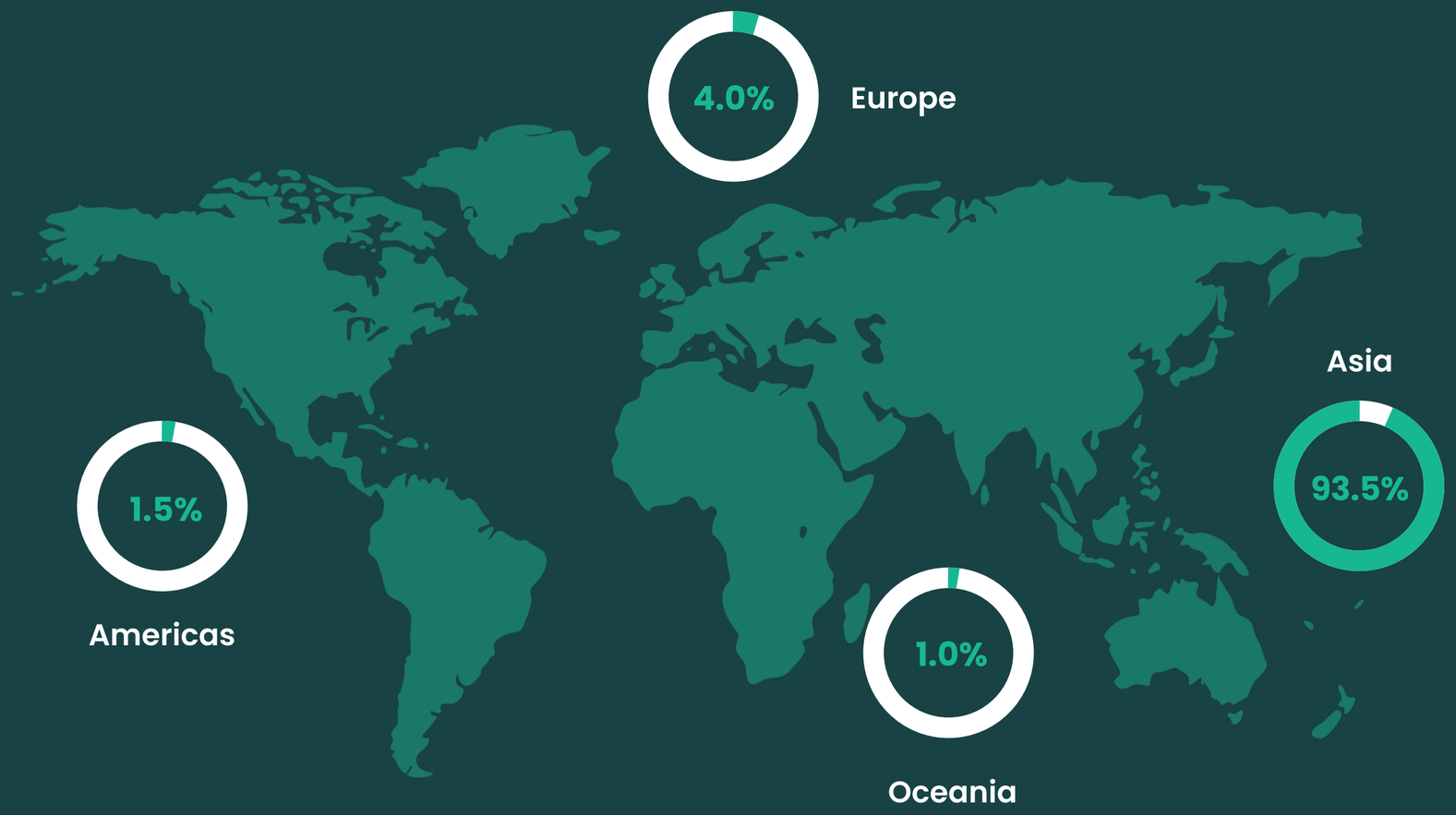
Josh Jung, Regional Sales Lead, Korea & Japan
SIRIO

RECAP: EXHIBITOR PROFILE

Exhibitor breakdown
22 countries & regions

40% Domestic

60% International



Top 10 countries & regions:

1. Korea
2. China
3. India
4. Japan
5. Poland
6. USA
7. Singapore
8. Germany
9. Italy
10. New Zealand

RECAP: CONFERENCE & SEMINAR

Insight across every sector

144 sessions over three days: 41 conferences, 70 seminars and 33 IR sessions.

Pharmaceutical track: global regulation and market access, from post-approval API changes and Malaysian and Japanese registration rules to responsible supply chains and expansion into Japan and China.

Bio programme in The Platz Hall: AI-driven drug development, RNAi therapeutics, regenerative medicine investment and bio commercialisation, plus a dedicated IR pitching stage.

Nutraceuticals: health functional food conferences with MFDS, NIFDS and KHFF on policy, personalised products and export strategy for the US and Japan, alongside exhibitor sessions on bioavailability, healthy ageing and women's health.





41 Conferences

70 Seminars

33 IR sessions



RECAP: ENGAGEMENTS

Matchmaking Platform Highlights

The dedicated matchmaking system and official event app helped exhibitors and visitors connect before and during the show. Meeting requests rose 49% on last year, and meeting satisfaction held strong at 4.58 out of 5.



701
Total meetings

13,480+
Meeting requests

16,833
Company views

"Matchmaking sessions is very well organized where we were introduced already to the manufacturers earlier. It's a good platform for us to learn and to communicate to understand what they got to offer."

Dr. Yasodha
Senior Manager, Business Development
UNIMED SDN BHD

RECAP: SPONSORS & PARTNERS

Korea Biomedicine Industry Association
Bio Zone
Co-organiser

Ministry of Food and Drug Safety
Sponsor

Korea Fund for Regenerative Medicine
Sponsor

Korea Institute of Toxicology
Sponsor

Korea Health Functional Food Association
Sponsor

Korea Drug Research Association
Sponsor

Korea Invention Promotion Association
Sponsor

PSCI
Sustainability Partner

Korea Tourism Organization
Special Sponsor

KSM-66 Ashwagandha
Hi Korea 2026
Title Sponsor

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CPHI Korea 2026
Registration Sponsor

DIPS
Bio Zone
Gold Sponsor

Bioneer
Bio Zone
Gold Sponsor

Jeonnam Bio Foundation
Bio Zone
Silver Sponsor

Thank you to all our exhibitors, sponsors and partners!

CPHI | KOREA | Hi Korea

Save the dates for

CPHI/ Hi Korea 2027

24 - 26 August 2027

COEX,
Grand Intercontinental Seoul Parnas



12,000+
Visitors

480+
Exhibitors

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Book your stand now!