

Transcript: CPHI Riyadh video, Informa annual review 2024

Riyadh, Saudi Arabia, a city and a country on the brink of transformation.

As Saudi Arabia embarks on an ambitious Vision 2030 plan, the country is opening up to global trade like never before.

For the very first time, the world's largest pharma event brand is being held here in Riyadh. This is all part of Informa's strategy to expand its brands into new markets, helping customers to identify new growth opportunities, of which Saudi Arabia is very much one.

Our position as the number one exhibitions company in the world, and our international coverage, really provides great comfort, when governments like Saudi come to us, provides huge opportunities for growth, provides us with great opportunities to expand our franchise.

I think when you come to an event like the one we're at right now, and you see just how well run these events are, there's really no limit to where we can be.

This is an area of significant opportunity and growth, The formula is really strong brand, our ability to operate globally, and the proof of the pudding in local delivery.

Saudi's pharma market is the largest in the Middle East. Poised to reach a value of 15 billion US dollars by 2027 reflecting rapid growth and a burgeoning need for healthcare solutions.

A tremendous amount of the value of Informa is in its people, and not just the knowledge and experience of those people, but also their creativity and their passion.

Just being here in the Kingdom of Saudi Arabia, what I've seen for myself, is how diverse this business is and how important it is to have that diversity, that knowledge of local economies, local culture, so that we can have the biggest impact possible for our partners.

Events like CPHI, focused on fostering international collaboration across the pharmaceutical supply chain, are critical in supporting Saudi Arabia's healthcare development and innovation.

The ambition in this region is phenomenal, and bringing the power of our brand, and the relationships that we can help those from the region, and those internationally wanting to work in the region. It's all happening here over three

days, and I think what we do is we bring sustainable opportunities, through the relationships that they build here then move forward outside this hall, to make better business for everybody that's taken part, which is just fantastic.

Saudi Arabia is by far the largest economy in the Middle East and it's growing. And we've seen that in the events trade in a spectacular fashion. The portfolio keeps growing, the events keep growing very substantially and that's because the government over here is extremely interested in diversifying the economy from a hydrocarbons economy, into one that takes business tourism as one of its key tenants.

Markets like pharma and healthcare are truly international, with buyers, sellers and distributors located across the globe. Events like CPHI Middle East are testament to the power of Informa's brands. That an event in its very first year can launch to such scale and success.