

02-04 Karachi
DECEMBER 2025 Expo Centre
Pakistan

Post Show Report



The **23rd Pharma Asia International Exhibition & Conferences**, held from **02–04 December 2025** at the **Karachi Expo Centre**, reaffirmed its position as Pakistan's largest and most influential pharmaceutical industry event. Covering an **impressive 15,000 square meters** of exhibition space, the event served as a dynamic platform for showcasing advanced pharmaceutical technologies, innovative products, and industry-leading services, while fostering strategic partnerships and meaningful dialogue across the sector.

Marking **23 years of excellence**, this landmark edition reflected Pharma Asia's unwavering commitment to strengthening and advancing Pakistan's pharmaceutical industry. With an **attendance of 25,000+ trade visitors**, the event once again demonstrated its stature as the country's premier pharma gathering, attracting industry leaders, healthcare professionals,

regulators, policymakers, academia, and international delegates.

A major highlight of **Pharma Asia 2025** was the successful organization of the **13th International Pharma Convention**, featuring Inaugural and Technical sessions that addressed critical and forward-looking industry themes. Insightful panel discussions and expert presentations covered key topics including:

- **Transforming Pakistan's Compliance, Capacity & Global Connectivity**
- **Pakistan Pharma Vision 2030**
- **Accelerating Export Expansion**
- **Global Quality Compliance**
- **Pharma 4.0 & AI Integration**
- **Traceability & Transparency**

These sessions provided a strategic forum for knowledge exchange, policy dialogue, and industry collaboration, equipping

stakeholders with valuable insights to navigate evolving global pharmaceutical dynamics.

Pharma Asia 2025 was proudly supported by the **Special Investment Facilitation Council (SIFC)** and **Pakistan Pharmaceutical Manufacturers Association (PPMA)**, and reinforcing national efforts to promote investment, exports, and sustainable growth in Pakistan's pharmaceutical sector.

Overall, the **23rd Pharma Asia International Exhibition & Conferences** set new benchmarks in scale, content quality, and industry engagement. Looking ahead, Pharma Asia remains dedicated to promoting innovation, collaboration, and knowledge sharing – further strengthening Pakistan's pharmaceutical sector and enhancing its presence in the global marketplace.

Pharma Asia At a Glance



25K +
VISITORS



23rd
EDITION



02-04
December 2025



The Biggest
Pharma
Sector Event
of Pakistan

Official Event of

Declared as
Official Event of
PPMA

Strategic
Supporter



13th
Annual Pharma
Convention



Gathers all
Related
Stakeholders at
one Platform



Muhammad Kamran Khan Tessori - Governor of Sindh

It is with immense pleasure and a deep sense of optimism that I extend my warmest greetings to all who have gathered for the **23rd Pharma Asia International Exhibition & Conferences**, set to illuminate the **Karachi Expo Centre from December 2nd - 4th, 2025**. This remarkable event stands as a beacon, recognized as the biggest gathering in Pakistan's vital pharmaceutical sector, and it truly underscores our nation's unwavering dedication to advancing healthcare and fostering groundbreaking innovation.

The pharmaceutical industry isn't just an economic driver; it's a cornerstone of public health and plays a critical role in the well-being of every citizen. Sindh, with its vibrant commercial landscape, is incredibly proud to host an exhibition of such significant national and international stature. This platform provides an unparalleled opportunity for industry leaders, pioneering researchers, dedicated manufacturers, and thoughtful policymakers to converge, share invaluable knowledge, explore new avenues for collaboration, and proudly showcase the latest advancements in pharmaceutical technology, cutting-edge equipment, and essential services.

The Federal Government plays a crucial role in fostering the growth and development of all sectors, with a particular emphasis on healthcare and its allied industries. We profoundly recognize the critical importance of a robust and accessible pharmaceutical sector. To achieve this, the Federal Government has embarked on several key initiatives: We are continuously strengthening our healthcare infrastructure, promoting public-private partnerships, enhancing regulatory frameworks, investing in human capital, and facilitating business and investment to attract further growth.

The 23rd Pharma Asia International Exhibition is more than just an event; it serves as a vital catalyst for realizing these ambitious aspirations. I am confident that this exhibition will be exceptionally productive, fostering new partnerships that drive technological advancements, and ultimately contributing to a healthier and more prosperous Sindh and Pakistan. I wish all participants a successful and enriching experience.



Syed Murad Ali Shah - Chief Minister, Sindh

It gives me immense pleasure to extend a warm and heartfelt welcome to all participants, exhibitors, and visitors attending the **23rd Pharma Asia International Exhibition & Conference**, taking place from **2nd to 4th December 2025 at the Karachi Expo Centre**. This landmark **23rd edition** stands as a proud testament to the unwavering commitment of both the pharmaceutical industry and the Government of Sindh to nurturing a vibrant, innovative, and forward-looking pharmaceutical sector in Pakistan.

The Government of Sindh remains deeply dedicated to creating an enabling environment that fosters growth, innovation, and investment across all sectors, with a special focus on healthcare and pharmaceuticals. We fully recognise the vital role that a strong, accessible, and sustainable pharmaceutical industry plays in safeguarding the health of our citizens and driving economic progress throughout the province.

Our vision for Sindh is one of sustained progress and shared prosperity, where cutting-edge research, advanced manufacturing capabilities, and equitable access to essential medicines are not mere aspirations but tangible realities. To realise this vision, the Sindh Government has been actively implementing policies that encourage both local and international investment, simplify regulatory frameworks, and promote skill development within the pharmaceutical sector. We are committed to building a resilient ecosystem that supports innovation, ensures stringent quality control, and embraces global best practices.

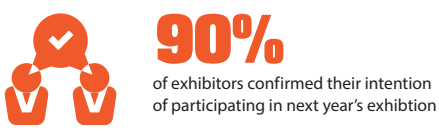
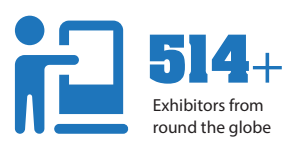
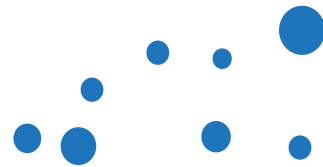
This year's Pharma Asia International Exhibition & Conference offers a unique and invaluable platform for collaboration, knowledge exchange, and the exploration of emerging opportunities in pharmaceutical science and technology. It is an ideal occasion for all stakeholders to engage with policymakers, gain insights into the evolving healthcare landscape in Sindh, and identify pathways for mutually beneficial partnerships. Through such collaborations, we can collectively overcome healthcare challenges and elevate the quality of life for all our people.

I encourage every attendee to take full advantage of the diverse range of products, services, and technologies on display, to participate in meaningful dialogue, and to maximise the potential of this event.

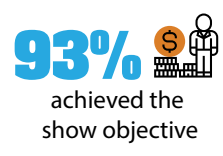
The Government of Sindh stands ready to support all initiatives that contribute to the advancement of the pharmaceutical industry and the enhancement of healthcare services across our province.

I wish the **23rd Pharma Asia International Exhibition & Conference** every success and trust that your participation will be both productive and rewarding.

Exhibition Reviews

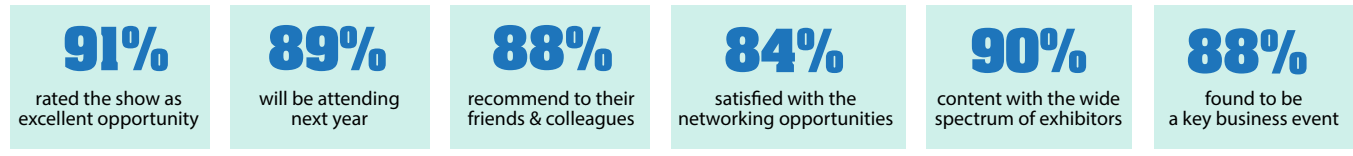
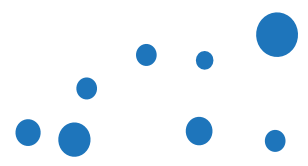


Exhibitors Success Stories

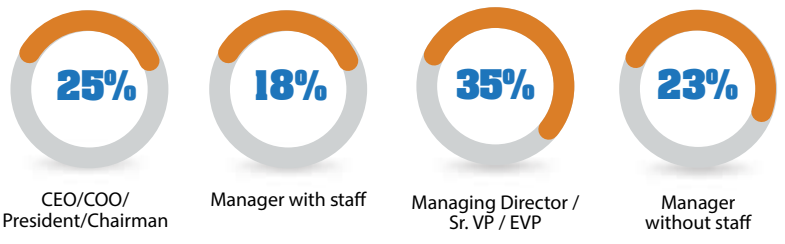


Visitor Reviews

Such Exhibitions are very helpful in teaching us new ways towards new innovations, technologies and advancements which will help us in gearing up Pharma Sector of Pakistan



Visitor Profile w.r.t. Pharma Asia (Top 4 titles)



Countries Participated



13th International Pharma Convention 2025

02 December
2025
Karachi Expo Centre
Pakistan



GUESTS OF HONOR



Mr. Muhammad Kamran Nasir
Sr. Vice Chairman
PPMA



Mr. Athar Nazir Sheikh
Vice Chairman
PPMA



Mr. Mutti ur Rehman
Chairman
South Zone, PPMA

WELCOME NOTE



Dr. Sheikh Kaiser Waheed
Managing Director
Medisure Laboratories (Pvt.) Ltd.

SPEAKERS



*Quality Compliance First: An Essential
Component of Pharmaceuticals Export*

Mr. Sultan Ghani
International Pharmaceutical Consultant



*Seamless End-to-End Logistics:
Driving Access to Quality Healthcare
Through Supply Chain Excellence.*

Mr. Hasan Faraz
Managing Director, Maersk Pakistan



Carlos Maestro
ABDM
Syntegon Telstar Technologies



*"Growing and Harnessing the
potential of Pharma Exports from
Pakistan to the Western World."*

Mr. Sunil Doshi
Managing Director, Pharnasol Group



*Annex 1 compliance, a must
for sterile production*

Mr. Rafael Beaus
Global Consultancy Manager
Syntegon Telstar Technologies

PANEL DISCUSSION

Transforming Pakistan's Pharma: Compliance, Capacity and Connectivity to the World

MODERATOR



Dr. Syed Azizur Rab
CEO
Greenstar Social Marketing

PANELISTS



Mr. Muhammad Kamran Nasir
Managing Director & CEO
AGP Limited



Mr. Tauqeer Ul Haq
Managing Director
Sante (Pvt) Ltd.



Dr. Shahnawaz Sajid
CEO
HighQ Pharmaceuticals



Mr. Arshad Raheem
Consultant - Pharma Exports
Trade Development Authority of Pakistan (TDAP)



Dr. Munir Anwar
Director Operations
Atco Laboratories



Mr. Anis Shah
Board of Director
Hoechst Pakistan Limited



13th International Pharma Convention 2025

02 December
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Pakistan



PAKISTAN PHARMA 2030 INNOVATE - ACCELERATE - TRANSFORM

Welcome Note



Rizwan Buttar
Chief Innovation Officer
Pharma Trax

Inaugural Address



Dr. Shahnawaz Sajid
Chief Executive Officer
High-Q Pharmaceuticals

Speakers



*Digital Supply Chains, Patient Safety &
AI-Driven Export Acceleration*

M. Rizwan Buttar
Chief Innovation Officer - Pharma Trax



*Future Ready Pharma Redesigning Pakistan's
Pharma for Global Competitiveness*

Sarfaraz Khan Niazi
Founder Pharmaceutical Scientist Inc
Professor - University of Illinois



*From Molecule to Market: How AI & Data
Are Becoming the New APIs of Pharma*

Muhammad Naeem
Managing Director
Swiss Pharmaceuticals (Pvt.) Ltd

PANEL DISCUSSION

PAKISTAN PHARMA VISION 2030 Building an AI-Ready, Export-Competitive Ecosystem

MODERATOR



Dr. M. Hussain Habib
Registrar - Salim Habib University

PANELISTS



Mr. Adnan Hirani
CEO, Hiranis Pharmaceuticals (Pvt) Ltd
Former Vice Chairman PPMA



Rizwan Buttar
Chief Innovation Officer
Pharma Trax



Muhammad Naeem
Managing Director
Swiss Pharmaceuticals (Pvt.) Ltd



Imran Panawala
Chief Supply Chain Officer
PharmEvo Private Limited



Dr. Zaad Hashmi
Lead Pharmacy Category Food Panda



Dr. Hasham Tariq Khan
Strategic Advisor
My Way Digital Health, Qatar



13th International Pharma Convention 2025

04 December
2025
Karachi Expo Centre
Pakistan



PAKISTAN PHARMA 2030 INNOVATE - ACCELERATE - TRANSFORM

Welcome Note



Rizwan Buttar

Chief Innovation Officer
Pharma Trax

Opening Remarks



Mr. Shoaib Ahmed

Additional Director
DRAP

Industry Experience, Journey toward PIC/s Compliance



Abdul Wajid

Director QA and Validation
Getz Pharma

DRAP's Presentation on PIC/s



Dr. Muhammad Haseeb Tariq

Deputy Director, CEO Office DRAP

PANEL DISCUSSION I

Pathway to PIC/S Compliance: Industry's Perspective and DRAP's Transformation Initiatives

Moderator



Dr. Awais Ahmed Juno

FID, DRAP

Panelists



Dr. Obaid Ali

DRAP



Moein Khan

Director Operations at Abbott
Laboratories Pakistan



Dr. Shahnawaz Sajid

Chief Executive Officer
High Q Pharmaceuticals



Munir Anwar

Senior Director Plant
Operation, ATCO



Tahir Nabi Mirza

Director Quality Operations
ZAFA Pharmaceutical
Laboratories



Roohi Bano Obaid

Pharmaceutical Expert

Presentation, Implementation of 2D Barcoding and Track & Trace System



Mr. Saqeb Arshad

Deputy Director
MIS Division DRAP

PANEL DISCUSSION II

Implementation of 2D Barcoding and Track & Trace System

MODERATOR



Dr. Muhammad Haseeb Tariq

Deputy Director, CEO Office DRAP

PANELISTS



Mr. Saqeb Arshad

Deputy Director, DRAP



Farhan Chawla

Director
Bosch Pharmaceuticals
(Pvt) Ltd



Munir Pervez

Capital Projects Lead
GSK Pakistan



Mr. Hoosamuddin Bandukwala

CEO, GS1



Rizwan Buttar

Chief Innovation Officer
Pharma Trax



Haseeb Uddin

Founder, Authentik



Event Glimpses





Event Glimpsees





Event GlimpSES





Event Glimpes





Conference Glimpses



China in Pakistan

Where Innovation Meets Opportunity!



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TECHNOLOGY CO., LTD
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FILTRATION
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