

## Novugen Showcased ASEAN Pharma Leadership at CPHI South East Asia 2025 16 - 18 July 2025

Novugen was proud to participate in CPHI South East Asia 2025, held from 16–18 July at MITEC, Kuala Lumpur, a landmark event marking Malaysia’s first time hosting this premier regional exhibition. As the largest pharmaceutical gathering in Southeast Asia, the event attracted over 8,000 professionals, 400+ exhibitors, and global stakeholders across the pharma value chain.



With the theme “At the Heart of Pharma,” CPHI SEA served as a strategic platform for Novugen to deepen engagement with partners, showcase our innovative capabilities, and reinforce Malaysia’s growing presence on the global pharmaceutical map. We were thrilled by the overwhelming response at our booth, where visitors from across the region connected with our team to explore potential synergies and future collaborations.



A key highlight for Novugen was the participation of our CEO, Rahil Mahmood, in the panel discussion “Unlocking Pharmaceutical Growth in Malaysia: Investment Meets Innovation” on 17 July. In the first session, Rahil presented Novugen’s journey as a success case, spotlighting our bold transformation from a vision-led startup into Malaysia’s largest pharmaceutical exporter, built from the ground up to meet stringent global regulatory standards including USFDA, and PIC/S.

In the Investor Panel: Malaysia's Pharma Investment Outlook, Rahil emphasized Malaysia's strategic advantages, from its English-speaking, STEM-driven talent pool to its business-friendly policies and strong support ecosystem. He also delivered a future-forward message on pharmaceutical self-reliance, positioning Malaysia as a launchpad for ASEAN's sustainable and resilient pharma supply chain.



Novugen's participation in CPHI SEA 2025 allowed us to strengthen global partnerships, amplify our ASEAN presence, and share our mission to elevate Malaysia as a global hub for pharmaceutical excellence. This vision resonates deeply at Novugen, where we remain committed to building a more resilient, innovative, and accessible healthcare future for all.