

Interphex P.R.: More than a commercial exposition

Activity promotes local commercial capabilities to U.S. mainland, foreign multinationals

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What started as a no-frills commercial fair for pharmaceutical-manufacturing companies in Puerto Rico has evolved into a first-class activity where all key components, including suppliers and buyers, of the local medical-devices and pharmaceutical industries meet to discuss new products and developments in their fields. Logistics and building management are also included in the latest edition.

"We started in 2004 in the garage of the Caribe Hilton, catering to the strong, growing pharmaceutical industry at the time," Bob Stewart, industry vice president for Interphex, told CARIBBEAN BUSINESS. "It was perfect timing. The industry was growing, and we grew with it."

In 2006, the activity moved to the P.R. Convention Center, and exhibitors and visitors grew in numbers, turning Interphex P.R. into the Caribbean's premier event. The activity covers

the full spectrum of life-sciences manufacturing, including pharmaceuticals, biotechnology, medical devices and diagnostics. Interphex delivers the information, education and networking that industry leaders need to help their companies improve their bottom line, increase their competitive advantage and enhance efficiency and productivity.

"More than 200 solution providers, whose equipment, products and services focus on the needs of pharmaceutical, biopharmaceutical and medical-device manufacturers, will attend the event," Stewart said. "There will be conference sessions that focus on today's most important issues."

New to this year's event is "Buildings Puerto Rico." This segment includes offerings about green buildings and provides facility managers and other interested buyers from pharmaceutical plants access to resources that promote environmental and operational efficiencies. Building owners, corporate management, compliance directors and industrial/maintenance engineers

will find information for their decision-making.

"Buildings P.R.' is a strategic extension of Interphex. In the past few years, we have had strong representation from pharmaceutical and medical-device facilities managers, and some of the product categories displayed also fulfill the needs of building managers, general managers and facilities professionals from commercial, institutional, large-residential and other industrial buildings," Stewart said. "This year, with the launch of 'Buildings P.R.,' we are fulfilling buying and sourcing needs, all in one place, proactively serving all buildings on the island."

Buildings P.R. will be supported by such industry-leading associations as the U.S. Green Building Council (U.S. Caribbean Chapter).

The other component of the activity will be Latin American Supply Chain Expo 2011. Produced by the Multi-Sector Alliance, the Expo will be held along with Interphex P.R. and will offer a comprehensive showcase of supply chain, logistics and distribution technologies and solutions. ■

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