Asia's leading trade & networking platform covering the entire pharma industry chain

Post Show Report

June 20-22, 2018  Shanghai New Int'l Expo Centre (SNIEC)

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Concurrently held with:

Organised by UBM EMEA in collaboration with China Chamber of Commerce for Import & Export of Medicines & Health Products and co-organised by Shanghai UBM Sinoexpo International Exhibition Co, CPhI and its co-located events – ICSE, NEX, BioPh China, P-MEC, InnoPack and LABWorld China – concluded successfully at Shanghai New International Expo Centre on June 22.

Advancing continuously over the past 18 years, CPhI & P-MEC China has not only set up a giant international platform for China’s pharmaceutical industry, but also witnessed the country’s huge development in the 40 years of pharmaceutical reform from meeting the drug demands in China to opening overseas mainstream markets. Hitting new records again in 2018, the show scale of CPhI & P-MEC China reached 180,000m², while the exhibitor number reached 3,022 and the total number of visits 60,744, growing by 10% since 2017. The number of international visitors has increased massively reaching 15,329 – over 50% more visits from abroad than in 2017.

CPhI & P-MEC China, the leading pharmaceutical trade show in China and wider Asian - Pacific region, will make a big comeback on June 18-20, 2019 at SNIEC to offer again an international-level and high-quality pharmaceutical trade fair.
2nd “China Pharma Week” inherits its high quality

The 5-day China Pharma Week was launched in Shanghai and surrounding areas in 2018 with 20 extended events to cover the Leadership, Business, Networking, Recognition, Knowledge, and Innovation of the pharmaceutical industry.

The conferences cover a wide range of topics, including analysis of Chinese and international pharmaceutical laws, regulations and new policies, interpretation of latest patents and intellectual property, green process transformation, etc., and the events were diversified, from the heavyweight industry awards, women in leadership forum to factory visit, and C-level networking dinner etc., to build an annual high-end pharmaceutical industry event that integrates trade, socializing, and knowledge sharing.

Alongside with:

CHINA PHARMAWEEK

June 19-23, 2018

The 9th China-World CEO Summit

The networking dinner took place on the evening of June 20th at the Bund. 200 government officials, Chinese and overseas VP buyers and pharmaceutical company executives shared insights with industry peers from all over the world. They broadened the high-end connections in the industry while enjoying the night view of Huangpu River and tasting the dinner delicacies.
CPhI Women in Leadership Forum

The forum was successfully held at Le Sun Chine one night before the show, to unveil the China Pharma Week. Themed by ‘new era, new women, new health’, the forum gathered over 60 women leaders of the pharma industry to share life insights and talk about experience in the workplace.

The 2018 Award for Top 100 Internationalized Companies

Excellent Suppliers and Partners in International Market (Top 60), Leading Formulation Suppliers (Top 20), and Promising Enterprises (Top 20) were selected on the basis of product export, international registration, overseas M&A, and international cooperation, etc. The lists were released before the show, and published to all exhibitors and visitors on-site.

CPhI China International Business Programme

Featuring two tracks, the International Business Programme was developed with both domestic and international visitors in mind. The sessions addressed the key trends, topics and developments for international partners looking to expand to or within the Chinese market and domestic partners looking to grow operations outside of China or draw learnings from international partners.

The Plant Visit continued the splendidness of the show after closing on June 22nd. The organiser orchestrated 3 routes: Cutting-edge System & Engineering, Scientific & Innovative Instruments, and Amino Acid Manufacturing, leading nearly 40 professional visitors to the plant, which facilitated potential partners to get in touch with the culture and technology of suppliers closely, and feel the strength of ‘Made in China’.

Visitor Testimonials

“Here it’s a good opportunity to find new collaboration, new suppliers, new partners, you can find everybody in this show.”

Norberto Prestes, Director, Brazilian API Industry Association

“CPhI China is a great platform that connects with international and domestic market and broadens the industry chain. Our company finds more international partnerships and promotes our international brand awareness here.”

Tan Jahong, Deputy GM, Huzhou Zhanwang Pharmaceutical Co., Ltd

Exhibitor Testimonials

“CPhI Shanghai is a must to attend if you have anything to do with China related pharma business. It is not only for the raw materials but also provides great candidates for sales operations and other areas like packaging, CMO and machinery. Highly recommended!”

Petri Karvinen, Orion Pharma, Head of China Operations

“CPhI is an awesome event where people working in the pharmaceutical industry can learn more.”

Gonzalo Macoco Tabarez, Gonzalo, R&D Manager

“China is practically the pharmacy of the world, you will get the best prices and just a huge number of products from China and from India. We are really meeting very good products and very good companies.”

Ameeta Michelle Panemanglor, Business Development Manager, S.M.H.P Marketing & Consultancy

“It’s a great opportunity for me to meet all people coming to CPhI China, from all over South East Asia, that’s a great opportunity.”

Philippe Maigrot, Global Pharma Channel Strategy Director, Dow Consumer Solutions
Visitors: 2018 Facts & Figures

2015-2018 Overseas Visits

2018 Visitors: 15,320

Top 15 Overseas Visiting Countries

Visitor Continent Breakdown

- Asia: 76%
- Europe: 14%
- Americas: 7%
- Africa: 2%
- Others: 1%

Top 15 Overseas Visiting Countries

1. China (3,000)
2. India (2,600)
3. Japan (1,260)
4. South Korea (1,090)
5. Russia (830)
6. Germany (818)
7. France (501)
8. Canada (500)
9. Spain (330)
10. Italy (263)
11. Poland (263)
12. Mexico (181)
13. Brazil (148)
14. Australia (118)
15. Turkey (108)

Visitor Company Business Breakdown (Top 8)

- Pharmaceutical Company: 18.7%
- Biotech Company: 10.0%
- Pharmaceutical Marketing Company: 9.5%
- New Drug R&D: 8.1%
- Fine Chemical Manufacturing: 7.7%
- Contact Manufacturing & Outsourcing: 7.1%
- Environmental Protection & Clean Engineering: 7.0%
- Food & Beverage, Health Food Company: 6.6%

Visitor Interest Area (Top 8)

- Ingredients: 66%
- Machinery, Equipment, Technology: 29%
- Finished Dosage Formulation: 27%
- Excipients & Formulation: 25%
- Packaging: 24%
- Natural Extract: 22%
- Biopharmaceuticals & Biohub: 20%
- Laboratory Equipment, LabWorld: 20%

Visitor Job Title & Purchasing Power Analysis

Nearly 50% of the visitors are decision makers, gathering high-end pharmaceutical business ecosystem.

- Manager / Project Manager / Department Head: 30.0%
- President / Chairman / CEO / General Manager: 19.6%
- Sales / Marketing Department: 16.6%
- R&D Department: 7.6%
- Foreign Trade Department: 6.4%
- QC/QA Department: 6.2%
- Safety and Environmental Protection: 5.3%
- Production Department: 4.3%
- Engineering Management: 3.2%
- Administrative Management: 1.8%
- Other: 1.4%

(The above data is based on the onsite and post show survey.)
Well-Received by Visitors, Record-Breaking Satisfaction Rates

96.5% Visitors were highly satisfied with CPhI & P-MEC China 2018.

88.1% Visitors will continue to attend CPhI & P-MEC China.

87.7% Visitors would recommend CPhI & P-MEC China to co-workers and industry partners.

Domestic Visitors by China Provinces
(Top 10 Provinces)

Exhibitors Highly-Satisfied with Onsite Visitor Numbers

96.49% of exhibitors were satisfied with the 2018 event.

87.66% of exhibitors will return to CPhI & P-MEC China in 2019.

79.05% of exhibitors will recommend it to co-workers and industry partners.

Exhibitors: 2018 Facts & Figures
CPhI and P-MEC China, as a leading international pharmaceutical exhibition with hundreds of conferences and activities held onsite, shows the latest development trends and advanced technologies in global pharmaceutical industry. This year, it involved more than 200 industry experts and attracted over 4,000 attendees to participate actively.

Various themed conferences and activities were designed to fit into the relevant industry chain of the show, which attracts more and more professionals from pharmaceutical engineering, GCP/QA, certification, R&D and supply chain department etc. as well as officials from supervision department and experts from research institutes and colleges and promotes multi-faced exchange and integration.

The onsite conferences cover a wide range of topics, including analysis of Chinese and international pharmaceutical laws, market analysis of key export countries and experience sharing of overseas market development etc. and the events were diversified, from the heavyweight industry awards, C-level networking dinner to plant visit and innovation tour. Various conferences and activities well extended the exhibition, which facilitate business negotiation and social networking for all pharma professionals.

The speeches of the forum were focused on the policy and market which covered the pharmaceutical industry development status and policy trends, CFDA's latest reforms and influences thereof, analysis of the import & export and internationalisation situation of Chinese pharmaceutical products, pharmaceutical product patent protection, and market access and regulation, etc.; to provide a high-level exchange platform for Chinese and overseas pharmaceutical industries to exchange on drug regulatory laws and regulations, and also an important window for Chinese pharmaceutical industry to be synonymous with international standards.

China and India, the two major countries developing rapidly in the pharma industry, have attracted worldwide attention. India is the world’s largest producer of generic drugs, known as the “world pharmacy” while China possesses the most complete supply system of pharmacy industries chain. The organizer invited industry leaders from the two countries to discuss the cooperation and competition of China-India pharmaceutical industry from various aspects and angles, introduce the overall situation of China-India pharma market, analyse the advantages of China-India pharmaceutical industry and the investment guidance of Indian pharma industry.
As the competition in global pharmaceutical market grows, how to enhance drug efficacy faster and more accurately and how to improve the patient experience of taking medicines by improving the way of drug delivery has become one of the focuses for pharmaceutical enterprises. The summit kept fingers firmly on hot topics of overseas and domestic pharmaceutical packaging industry and discussed the policy trends and the new design and technology of drug delivery of solid, and injection preparations, which provides a good platform for more than 100 delegates to communicate with international pharmaceutical packaging experts.

The forum gathered an advisory group in the environmental policy field of China and an expert panel on environmental equipment and technology, to discuss the application of the environmental protection technology in the pharmaceutical industry under the New Normal, and bring interpretations of the latest pharmaceutical environmental protection policies and green and environmental protection application solutions. Furthermore, to respond to China’s call for green manufacturing, promote energy conservation and emission reduction and clean production, avoid violations of environmental laws and regulations, and drive green transformation and upgrading and sustainable development of the pharmaceutical industry, the "Pharmaceutical Industry Green Development Initiative" initiated by All-China Environmental Federation, CCCMHPIE, and SMC Prospects, and actively responded by North China Pharmaceutical Group Corporation, Shanghai Lenovo Environmental Technology Co., Ltd., Aysenchem Laboratories (Kanjil Co., Ltd., Yangtze River Pharmaceutical Group Jiangsu Haici Biological Pharmaceutical Co., Ltd., DSM Sinochem Pharmaceuticals Limited, Zhejiang Liuhe Engineering Technology Co., Ltd., Zhejiang Laboratories (Tianjin) Co., Ltd., Yangtze River Pharmaceutical Group Jiangsu Haici Biological Pharmaceutical Co., Ltd., DSM Sinochem Pharmaceuticals Limited, Zhejiang Liuhe Engineering Technology Co., Ltd., Zhejiang Guobang Pharmaceutical Co., Ltd., and Beijing Key Laboratory of Resource-Oriented Treatment of Industrial Pollutants of University of Science and Technology Beijing was released to the whole industry, to call for performing environmental responsibilities and keeping the commitment for green development.

China Pharma Environmental Forum
- June 20, 2018-

Drug Safety and Quality Management Forum 2018
- June 20, 2018-

On June 20, experts from the government, drug regulation, Chinese and overseas enterprises, and research institutes conducted heated discussions and exchanges by following China’s quality management system under the new situation, focusing on the latest regulatory policies for pharmaceutical product safety, exploration of drug safety detection and risk control, and application of new biological technologies, etc. This forum enabled attendees to see the development trends and bright prospects of China’s bio-medicine industry, and that the drug R&D will raise higher requirements for China’s laboratory instrument industry.

5th China BioPh Outlook Summit
- June 21, 2018-

Kicked off on June 21, the 5th China BioPh Outlook Summit, an important conference of the biopharmaceutical industry, invited over 20 Chinese and overseas senior pharmaceutical experts to form a luxury speaker lineup, from well-known pharmaceutical enterprises like Amgen, Bayer, Boehringer, and Sino Biopharma, and professional agencies like Shanghai Life Sciences Industry Association, Shanghai Drug Evaluation and Inspection Center, SMDA, and BDINC, to focus on analysis of Chinese and overseas biologic drug markets and policies, explore the R&D trends of innovative biological drugs, discuss the new R&D trends of cell-sourced drugs, and share about the new developments of tumor immunotherapy and other hot topics. Over 100 industry elites were present on site, to “feel the pulse” for the future of China’s biopharmaceuticals.

NEX High Quality Suppliers Gallery
In recent years, the plant extracts industry has maintained rapid growth. How to stand out in many plant extracts enterprises has not only become an urgent demand for them, but also the focus of the buyers. The organizer specifically set up a display area of quality suppliers of natural extracts of Hall E4 No. A02 booth. It was to display quality suppliers of plant extracts and their products which have been initiated by CCCMHPIE together with NSF, USP, SGS, and Intertek, offering the NEX visitors a well-prepared mini-show.

2018 Onsite Activities
- June 20, 2018-

2018 InnoLAB Salon brought together cutting-edge information and popular products in the pharmaceutical laboratory field and focused on two characteristic topics: Innovation of Chromatographic Technology and Construction of Intelligent Laboratory. The Salon also gathered many of the world’s leading laboratory solution providers, which provides a platform of deep knowledge-sharing and accurate networking for R&D, testing and QA/QC professionals, helps the construction of pharmaceutical laboratory and advances the R&D of instruments.
2018 Onsite Activities

P-MEC Overseas Buyer Group

In order to help Chinese pharmaceutical machinery and equipment to go aboard, the organiser specially invited nearly 50 overseas pharmaceutical machinery buyers from Russia, Ukraine, Netherlands, France, Pakistan and Nepal etc, to the event together with several partners. Among these buyers, 18 of them had one-on-one conversations with Chinese pharmaceutical machinery suppliers. A number of overseas buyers not only expressed the strong interest of suppliers’ products onsite, but also extended further contact with the supplier after the exhibition.

Pharmaceutical Packaging & Drug Delivery System Innovation Gallery & Tour

Taking “Innovative Drug Delivery Solutions” and “Solid Preparation Packaging Solutions” as the subjects, this year’s activity brought visitors quality products excelling at patient compliance, durability and automation. The high quality of the products and enthusiastic response from visitors once again proved that innovation and humanized design are not only the market positioning of InnoPack China, but also at the core of drug packaging development.

Pharma Clean Technology Innovation Tour

The tour was led by Mr. Wang Hongzhou from Suzhou Mei Mate Information Consulting Co., Ltd. Over 10 professional visitors from engineering department, equipment technology department and purchasing department of pharma companies were guided to the specific booth of pharma clean solutions including automation equipment from Longxin and purification equipment from Rongdaxing. They also visited Honghai, a company with 2500 ton automatic extrusion production line, Yeshine, a leading high-tech joint venture, DFI, SwedishKockums equipment supplier, and Foster Wheeler AG, an engineering contracting company. Visitors exchanged deep views with experts in pharma clean solutions and gained the latest pharma clean solution products and market development trends.

One-stop Purchasing Platform from Online to Offline

CPhI.CN Evokes the Digital Pharma Trend

Meet Industry Big Shots

“CPhidea Hub” Live Broadcast

Over 30 industry experts interacted with onsite visitors in relation to the pharmaceutical industry market development, technology trends, new product advantages, and policy changes, etc. in the interview room and they aired respective views.

China Pharma Connect

New Matchmaking Tool Facilitates Onsite Meetings

A new pre-show matchmaking platform - China Pharma Connect was tailor made for exhibitors and visitors this year to help each other find potential partners and arrange onsite meetings before the show, which successfully facilitated over 8,043 meetings across 3 days.

Taking Advantage of Mobile Internet

“Pharmaceutical Online Marketing Seminar”

The Pharmaceutical Online Marketing Seminar was fully attended, where CPhI.CN analysed how to accomplish online marketing from the shallower to the deeper and layer by layer together with Toutiao, adSage, a leading digital marketing service provider, and Weimob, a mobile socialising expert.

In addition, the 360° panoramic VR experience show gave a real reproduction of brand images, products and services, etc. of the exhibitors, to enable visitors to experience the brand’s services on-site without the need to make arduous journeys. The “Brain Quest” provided over 5,000 pharmaceutical associated questions, which made visitors eager for trying and linger on.

International Business Opportunities Near at Hand

8th CPhI Buyers Sourcing Event Successfully Held

The 8th CPhI Buyers Sourcing Service invited international buyers to achieve zero-distance negotiations: 150 buyers participated, and 551 cooperation negotiations took place in 2 days, realizing a super high sourcing efficiency. Through one-to-one and face-to-face way of talks, the service team helped China’s suppliers build business relationship with international buyers.
CPhI & P-MEC China 2019 will be held at Shanghai New International Expo Centre on June 18-20. The show will cover all halls of Shanghai New International Expo Centre for the first time, and is expected to reach 200,000m² and attract over 3,200 Chinese and overseas exhibitors and more than 70,000 visits by professional visitors from over 120 countries and regions, to create the strongest lineup in its history, which is not to be missed!

Delivering a high quality event which reflects perfectly the potential of the market has always been the aspiration of the organizers. The 2019 event layout will propose reshaped zones as a result of the industry trends and market demand.

- BioPh China will be upgraded to bioLIVE China and move to Hall W4. It will focus on life sciences, biotechnology and innovative drugs and build Asia’s premier partnering platform covering the whole pharmaceutical industry chain from small to large molecule together with CPhI China.
- LABWorld China will be extended to Hall W5.
- NEX China will move to Hall E4 and Hall E5.
- PharmaExcipients China will move to Hall E3.
- Animal Health & Feed Zone will move to Hall E7.

Remaining true to the original aspiration and forging ahead over the 18 years, the organiser will adhere to the spirit of "be the best", live up to the trust, advance together with insiders and industry enterprises, and help with the construction of the new structure of pharmaceutical industry.

**2019 Event Overview**

- **W1**: CPhI
- **W2**: CPhI
- **W3**: CPhI
- **W4**: BioLIVE, CPhI
- **W5**: LABWorld

- **N1**: P-MEC & LABWorld
- **N2**: P-MEC
- **N3**: P-MEC
- **N4**: NEX
- **N5**: InnoPack

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