



PRESS RELEASE

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New Zoning to Highlight High-Growth Sectors at China Pharma Events

24 April 2012, Amsterdam — Leading events organiser [UBM Live](#) today announced details of its annual schedule of China events for the global pharmaceutical market. Set to be hosted from 26th to 28th June at the SNIEC in Shanghai, CPhI China for pharmaceutical ingredients, and ICSE China for contract and outsourced services, will be co-located with BioPh China for the biopharmaceutical sector, InnoPack China for innovative packaging services and solutions, and LABWorld China for laboratory and analytical equipment needs. The combined events are expected to host more than 27,000 attendees and 1,700 diverse exhibitors. Attendees of the 2012 China Pharma Portfolio of events will also be able to take advantage of the introduction of zoning, designed to highlight high-growth sectors within the Chinese market and facilitate easier navigation of the events for maximised visitor ROI.

"The size and synergies of CPhI China, ICSE China and the co-located events create a dedicated marketplace for companies to find products and services, including standard and custom APIs. In the Asian pharma market, an increased emphasis has been placed on producing high quality drugs faster as many blockbuster drug patents expire. There is a large interest in generics and biosimilars, as the market demands better versions of drugs at a cheaper price. Statistics have shown that the Chinese market could double as the country improves its health care systems and regulations and IMS Health projected that drug revenue in China would grow by \$40 billion through 2013¹," UBM Brand Director, Haf Cennydd noted. "Active Pharmaceutical Ingredients (APIs) make up more than 50% of the export value of China's pharmaceutical trade and is it estimated that the Chinese market for APIs will witness a compound growth rate of 18% from 2010 to 2017². In this flourishing environment CPhI China, ICSE China and co-located events are the only events of their kind that can offer direct access to so many sectors of the Chinese pharmaceutical industry."

Successfully introduced at the CPhI Worldwide events, the new zoning format aims to increase visitor ROI while onsite and supports the goal of more time spent meeting with colleagues and less time spent navigating the exhibition halls. Within the events, there are zones targeted towards specific products and services which will make contacts easier to find the first time. CPhI China will feature new zones for general ingredients, APIs, intermediates, fine chemicals, and natural extracts. ICSE China will be split between contract services and outsourcing, while BioPh China will remain dedicated to biopharmaceuticals only. Co-located event, P-MEC China, will feature a general zone, as well as one for machinery and equipment and one for environment protection and clean technology.

A modular conference programme featuring six bookable sessions will highlight the drivers of the current economy and how to navigate the market as it changes. The specific module topics include pharmaceutical manufacturing, commercializing R&D, export strategies and regulations, developing biosimilars, API sourcing, and delivering re-innovated generics. The modules will be structured over day one and day two, and will be presented by high level speakers from the FDA in China, and leading multi-nationals including Pfizer, Boehringer-Ingelheim, Novartis, and GSK China.

As the Chinese government and Ministry of Health (MoH) continue to upgrade protocols in the pharma market and roll out new plans, companies will need to remain flexible to find success. The recent 12th edition of China's Five-year Plan (for years 2011 to 2015) will also help to serve as a guide for companies to strengthen the national drug distribution industry through active support of acquisitions, mergers and reorganizations, as well as the formulation of competitive strategies for the future. The combined China pharma events provide visitors with a unique opportunity to network directly with key decision makers in the Asian pharmaceutical industry through both existing and new contacts. CPhI China, ICSE China and co-located shows provide a one stop location for sourcing quality pharmaceutical products and services at a reasonable price. The events also provide attendees a direct view into the newest market trends and opportunities which results in increased connections and ROI. To learn more about CPhI China, ICSE China and co-located events, or to register to attend, please visit www.cphi-china.com.

The UBM Live annual schedule of Pharmaceutical events also includes CPhI South East Asia (10-12 May, 2012 at the Jakarta International Expo in Indonesia), ICSE USA (22-23 May, 2012 at the Pennsylvania Convention Centre in Philadelphia, PA), CPhI Worldwide, ICSE, P-MEC and InnoPack (9-11 October, 2012 at the Feria de Madrid, Spain), CPhI and P-MEC India (21-23 November, 2012 at the Bombay Exhibition Centre in Mumbai) and CPhI, ICSE, P-MEC and Pharmatec Japan (24-26 April, 2013 at the Tokyo Big Sight Exhibition Centre in Japan).

Sources:

¹ *Manufacturing.net*: "China could be 3rd largest pharma market by 2011"

² *CHEManager Europe*: "APIs in China: Pharma Industry Booming in Asia"

Notes for Editors:

UBM Live is a division of UBM Plc (LSE: UBM) a leading provider of business information services to the maritime, travel, fashion, technology, healthcare, media, and property industries. UBM offers services in trade shows, online, news distribution, and publishing to customers across the globe. Its brands are represented in more than 30 countries and are organized into specialist teams that serve their business communities helping them excel in their market by working effectively and efficiently. For more information, go to www.ubmlive.com.

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