

Double digit growth at CPhI China

The Asian giant pharma event surpasses 55,000 visits with more than 10,000 overseas visits

CPhI and P-MEC China, organised by UBM EMEA, UBM Sinoexpo and China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE), closed in June 2017 with a very successful show, reporting positive outlook for further Chinese pharmaceutical market development. Since 2016 CPhI China has experienced a 14% growth in overall visits and a 12% growth in overseas visits – a remarkable achievement for a mature market with 17 previous editions behind it.

The event, featuring 2,800+ exhibiting companies covering the entire supply chain, acts as an accurate barometer of the industry's overall growth patterns and future developments. Two major trends to emerge from Asia's largest pharma event were the increased interest and promotion of 'intelligent manufacturing' systems as well as 'green manufacturing' approaches. The former emphasised a rapid shift within China's industry towards advanced facilities and product classes. However, the latter is a particularly notable change in light of the country's general reputation, and the first ever "China Pharma Environmental Forum" was an integral feature of this year's exhibition.

Another major development in 2017 was the introduction of the first edition of the CPhI China Pharma Week, which was a direct response to China's increased internationalisation. Across the entire week, CPhI and P-MEC China attendees had the opportunity to experience richer content than in any other previous edition. To mention a few: Plant visits in leading R&D and innovation companies, CPhI China River Cruise Networking dinner on Huangpu River that held over 250 overseas and domestic attendees, the CPhI Pharma Business International Program to help overseas companies solve problems they encounter when entering the Chinese market and many more.

As part of the CPhI China Pharma week, the show saw the launch of the Bluebook on Internationalization of China's Pharmaceutical Industry – listing the largest Chinese companies operating internationally – and "The 2017 Awards for Top 100 Internationalized Pharmaceutical Companies in China". Both influential re-



gional lists that review and document the country's most prominent companies.

Finally, 2017 saw the arrival of another global trend sweeping through pharma with the first ever CPhI

