

CPHI & P-MEC China gives a glimpse of the success returning pharma events will deliver in 2021

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The fully launched MAH and priority review pathways from the NMPA (National Medical Products Administration) is stimulating new demand in China for 2021.

The recently hosted CPhI & P-MEC China 2020 – organized by Informa Markets and CCCMHPIE and co-organized by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. – attracted a remarkable 46,157 visits of professional pharma visitors, including 5,105 international attendees taking part online.

The hybrid event has helped stimulate renewed growth and partnerships across the pharma supply chain, with the pharma industry looking well positioned for 2021. It also provided a welcome glimpse of how returning international pharma events will fuel a boom for the global industry in 2021.

With 2020 seeing the majority of global pharma events postponed, there was a huge interest in exhibiting, learning and connecting at large scale event providing covid-secure standards. The ingredients, machinery and manufacturing sectors reported particularly robust attendance – with full implementation of the Marketing Authorization Holder (MAH) system, coupled with priority review pathways from the NMPA (National Medical Products Administration) driving much new demand.

In fact, 2,958 companies from the pharma supply chain attended – including Pfizer, Sanofi, Capsugel, Dupont, Merck, BASF, Fosun Pharma, Hengrui Medicine, Yangtze River Pharmaceutical and Fette, as well as more than 90 providers of medical supplies for pandemic prevention at the newly launched MSE (Medical Supplies Expo) China.

Another key goal of the event was to enhance industry learning, and CPhI & P-MEC China hosted more than 80 professional conferences, Innovation Galleries and Tours, and even factory visits. Empowering new partnering, the 10th Buyers Sourcing Event attracted more than 100 buyers, delivering hundreds of meetings.

Finally, to celebrate the 20th anniversary of CPhI China, the organizing committee awarded a “CPhI China 20th Anniversary Founding Exhibitor Award” and “P-MEC China 15th Anniversary Founding Exhibitor Award” on the opening day at the CPhI China 20th anniversary reception.

For international online attendees, the event teamed up with PharmaSources.com to launch the Virtual Expo Connect (VEC), which ran for a full month in December and connected pharma in China with overseas customers.

The VEC provided access to eight features including the Digital Showroom, Online Matchmaking, Hosted Buyer Video Meeting, Exhibitors’ Talk, Conference Webcasts, Guided Tours, VR Show, and Onsite Digital Center. Emphasising the global interest in China, especially in a period of restricted international travel, 5,105 registered users took part. These included 529 buyers from Europe, America, Southeast Asia, the Middle East, and Africa, who attended a total of 575 trade meetings online.

“It was a tremendously successful event for pharma and an encouraging piece of news to start the year with, providing a window into what the post-pandemic exhibition environment can return to. 2021 promises to be a celebration of the pharma industry with vaccine distribution now underway and we look forward to helping the industry meet both online and in person so it can continue its work in discovering and delivering vital therapies to patients,” commented Laura Murina, Brand Manager, Informa.

CPhI & P-MEC China 2021 will return to SNIEC (from Dec. 16 to 18, 2021) with a comprehensive online and offline offering – providing access to vital connections in person and through enhanced digital pharma platforms.

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Notes to editors

About CPhI

CPhI drives growth and innovation at every step of the global pharmaceutical supply chain from drug discovery to finished dosage. Through exhibitions, conferences and online communities, CPhI brings together more than 100,000 pharmaceutical professionals each year to network, identify business opportunities and expand the global market. CPhI hosts events in Europe, Korea, China, India, Japan, South East Asia, North America, and the Middle East and Africa. Co-locating with ICSE for contract services; P-MEC for machinery, equipment & technology; InnoPack for pharmaceutical packaging; bioLIVE for biopharma; Finished Dosage Formulation for every aspect of the finished dosage supply chain; and NEX for natural extract products, applications and solutions. CPhI provides an online buyer and supplier directory at CPhI-Online.com.

For more information visit <https://www.cphi.com>

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

For more information, please visit www.informamarkets.com.

The Informa Markets annual schedule of Pharmaceutical events include: CPhI Japan (14-16 April, 2021 at the Big Sight Exhibition Centre – Tokyo, Japan); CPhI South East Asia (4-6 August, 2021 at Challenger 2, IMPACT, Muang Thong Thani, Thailand); CPhI North America (10 August - 12 August, 2021 at Pennsylvania Convention Centre – Philadelphia, USA); CPhI Korea (11-13 August 2021), COEX – Seoul, Korea); CPhI, ICSE, P-MEC, FDF, InnoPack Worldwide, BioProduction (31 August – 2 September 2021 at Fiera Milano, Milan); CPhI Middle East & Africa (26-28 September, 2021 at the Riyadh International Convention & Exhibition Center, Riyadh, Saudi Arabia); Pharmapack Europe 2021 (13-14 October, 2021 at the Paris Expo, Porte de Versailles – Paris, France); CPhI & P-MEC India (24-26 November 2021 at the India Expo Mart, Greater Noida, Delhi NCR – Delhi, India); CPhI & P-MEC China (Dec. 16 to 18, 2021 at SNIEC – Shanghai, China)

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