

## Record numbers to turn up at CPHI & PMEC China 2024 as Asian markets boom

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**Domestic and international markets in Asia surging as CPHI & PMEC China welcomes 60,000 attendees and 3500 exhibitors**



CPHI & PMEC China (June 19-21<sup>st</sup>) returns to the Shanghai New International Expo Center amid soaring demand across the pharmaceutical supply chain in Asia.

China, already the primary source of pharmaceutical ingredients and starting materials globally, has also seen domestic demand improve rapidly post-pandemic. Consequentially, exhibitors are reporting robust growth across most Asian countries, with expected attendance significantly up year-on-year.

This latest positive boon for the region follows rapid rises in domestic pharma share prices, record drug approvals (60 in 2023) and unprecedented numbers of out-licencing deals in China – all reported in the last few months.

CPHI & PMEC China is at the heart of the world's second-largest pharma economy and its largest manufacturing centre. In total, 3500 exhibitors will partner with 60,000 attendees from 150 countries across a massive 210,000+SQM of exhibition space.

Exhibitors will span 12 different zones with the entire supply chain in attendance from ingredients, machinery, clean rooms and finished dosages to contract services, packaging, laboratories and biologics. The event will also host China Pharma Week, which features seven networking streams and a comprehensive agenda to offer extra opportunities for meaningful connections and new learnings.

A notable highlight are the CPHI & PMEC China Awards, spanning seven categories, and celebrating regional innovation with a distinguished ceremony and networking dinner on June 19<sup>th</sup>. The Awards are open to exhibiting pharmaceutical companies with categories covering API development, partnering, global expansion, sustainability influencers, excipients, natural ingredients, and packaging innovation.

The event will play host to some 100+ conference sessions to help attendees understand this increasingly complex supply network. Beyond the comprehensive Chinese language programme, CPHI & PMEC China 2024 will also feature a series of insightful English-language seminars and conferences.

Attendees can look forward to the China-World Innovation and Development Forum 2024 and the 9<sup>th</sup> China

Biopharmaceuticals Outlook Summit. Further sessions will explore guidance on working in China and overcoming cultural barriers, opportunities in the Ethiopian pharmaceutical market, out-licensing in emerging markets, and the future of Traditional Chinese Medicine and other natural health products. Finally, there will be a deep dive into renewable power and decarbonization efforts in China, collectively providing a rich exchange of ideas and innovations to cater to the event's increasingly global audience.