

CPhI China opens with analysis pointing to a surge in growth in 2019

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Regulatory reforms and harmonisation reported as key drivers of industry in China



New analysis released ahead of **CPhI & P-MEC China** (#CPhIChina and #PMECChina) – co-organized by Informa Markets, CCCMHPIE, and Shanghai Sinoexpo Informa Markets – forecasts that China will continue to grow strongly through 2019/20, thanks in part to a marked improvement in its global reputation.

The newly released China specific findings of the CPhI Annual Report highlight that China has seen a significant jump across ‘API manufacturing’, ‘innovation protentional’, ‘competitiveness’ and ‘finished product manufacturing’ categories, improving its overall score by a massive 9.64% in a single year. Taking place at the **Shanghai New International Expo Center (SNIEC) 18-20th June, CPhI & P-MEC China** is co-located with ICSE, InnoPack, bioLIVE, NEX, Labworld, FDF, and EP & Clean Tech. In total, this mecca of pharma in China boasts some 13 dedicated products zones, including the largest gathering of finished dosage and natural extract providers.

The country’s reputation improved year-on-year across ‘API production’ (10.79%) and ‘Finished Product Manufacturing’ (13.74%), suggesting that industry efforts to align standards closer to European and US FDA standards have clearly been recognised. The elevated change in overall perception is believed to be in reaction to rigorous reformation efforts by the National Medical Products Administration (NMPA – formerly the CFDA) and the substantial improvement in quality in last five years, as well as the growing domestic opportunity and pharma industry.

Marie Lagrenée, Brand Manager at CPhI & P-MEC China, commented: *“The event is undergoing a tremendously successful period with attendee growth and exhibitor numbers rising extremely quickly to 3,200. This has been driven by ingredients and finished dosage manufacturing increasing, alongside the boom in the domestic biotech industry, but the opportunities here are now extremely diverse and we expect to see international interest rise accordingly. In response, we have introduced more internationally focused content to help navigate this burgeoning market, exploring diverse topics from how to launch new products in China to taking advantage of domestic manufacturing.”*

With more than 50,000 visitors from over 120 countries, 2019 will be the most international event to date. Highlighting this

internationalisation, Poland, India, Russia and Korea will return as Country Pavilions, with Turkey joining for the first time. Organised by the Istanbul Chamber of Commerce (ICOC), the Turkey pavilion will feature some 13 companies, and is anticipated to stimulate further collaborations.

A key feature in 2019 are the *free-to-attend* international content workshops and panel debates running throughout the three days, with the agenda covering topics ranging from 'conducting business in China' through to exploring 'how international and domestic manufacturers can collaborate to improve quality'. In total, the event will include some 100 sessions and more than 50 seminars.

Trends running throughout the sessions include the increased opportunities in the biopharma space in China for both domestic and international companies, as well as an increasing number of global pharma looking to outsource their manufacturing to Chinese CDMOs or expand in the China. In addition, a NIBRT-lead content workshop on global biopharma workforce challenges and the need to train and develop talent will provide an overview into how the region should approach the rapidly growing biopharma pipeline.

In keeping with the international nature of this regional hub, China Pharma Week once again returns for its third edition, with 24 industry events running from June 17th until the 21st June – with six core themes, including Leadership, Business, Networking, Recognition, Knowledge and Innovation being covered, providing industry professionals in-depth content and analysis. Now in its tenth year, the China-World CEO summit will gather executives of industry-leading enterprises, allowing them to discuss practical experiences, advise on how to deal with impacts of policy and market, and bring new ideas and new partnerships to the industry enterprises.

In what is its fourth year, the Top 100 International Pharmaceutical Enterprises, hosted by the China Chamber of Commerce for Import and Export of Medical and Health Products (CCCMHPIE), recognises international innovation – enhancing the international awareness and influence of the industry's leading companies. The five-day China Pharma Week will also include the CPhI networking dinner, Natural Extracts and products cocktail party, InnoLAB salon and plant visits amongst others.

"It is an extremely dynamic time for pharma in China with the reformation and the realignment of the NMPA evidently paying dividends when it comes to China's reputation internationally. With an increasing number of international pharma companies opting to use Chinese CDMOs or exploring new business opportunities within the country, I anticipate the growth of the Chinese economy to continue to be exponential. We look forward to an extremely vibrant event and even more booming year for Chinese pharma. That is addition to the world's fastest growing domestic market", commented Lagrenée.