

CPHI & PMEC China 2023 to launch international roadshow in Guangzhou

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China's booming Pearl River Delta, a key pharma manufacturing hub, sees rapid internationalisation



CPHI & PMEC China will open a special roadshow to be hosted at the PWTC Expo (4-6 September, 2023) in the city of Guangzhou (Guangdong Province). The new addition to this year's CPHI calendar is in recognition of the sizable growth and international demand for manufacturers from the South China region.

Jenny Leung, Regional Manager, Informa Markets commented: "CPHI & PMEC China has become synonymous with China's rise as a prominent global pharmaceutical manufacturing and ingredient producing powerhouse. Just like the multi-centre hubs observed in the United States, China now boasts several key pharmaceutical regions, with the Pearl River Delta chief among these. Recognising this development, we realised that the timing was perfect to launch a special event in south China while our main event remained based in Shanghai. A final benefit - with international partnerships pivotal to growth strategies - is the region's impressive [six day] visa-free access for over 60 countries, which makes it an exceedingly favourable location."

In total some 200+ regional companies are expected at the roadshow, and the event has been tailored to international attendees from across pan Asia, as well as those from as far Europe and the USA. Over 10,000 visitors will be welcomed to an exhibition space of some 10,000sqm with more than 10 onsite conferences.

Event highlights include the CPHI Hosted Buyer Programme, a CXO Industry Innovation Conference, an API-related policy forum, a Traditional Chinese Medicine Innovation and Development Summit, and a CMC Innovation Workshop.

There are also special programmes dedicated to the rapidly growing biological base in the region with the Synthetic Biological Manufacturing Forum, as well as recognition of its transformation to advanced manufacturing – in the form of the "Intelligent" Pharmaceutical Factory Construction, Operation and Maintenance Workshop.

The new roadshow comes on the back of the recently traded CPHI & PMEC China. The event saw a record number of over 8000 international attendees and a remarkable 59,560 visitors from more than 129 countries/regions.