



Post Show Report

API China & INTERPHEX China (2009 Spring Xi'an)

Date: 12-14 May 2009

Venue: Xi'an Qujiang International Conference & Exhibition Center

Organizer:



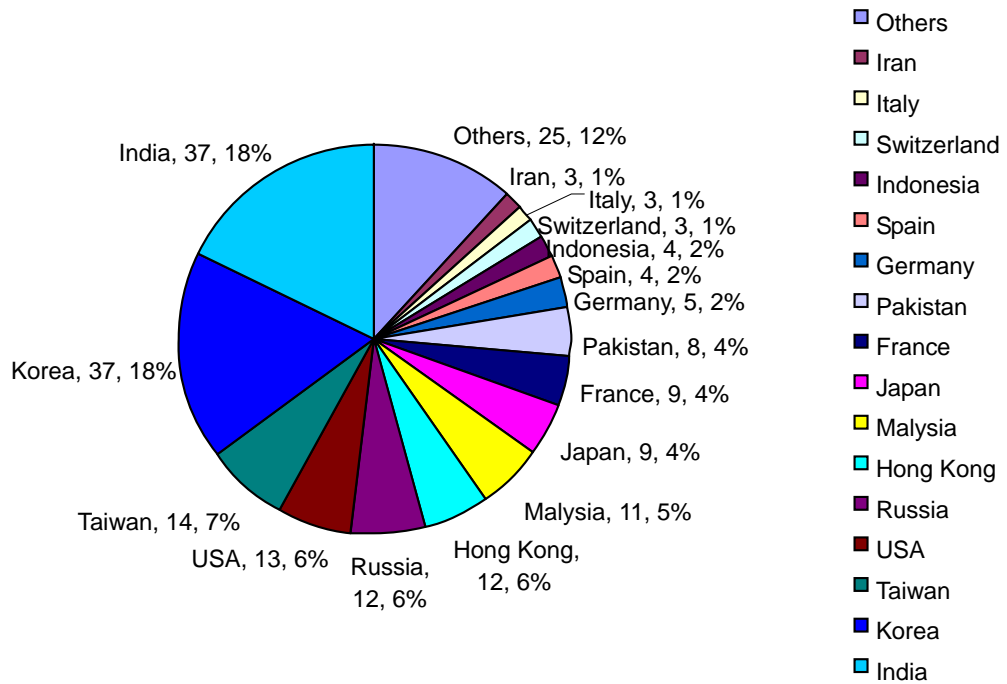
Supported by:

People's Government of Xi'an Municipality
China Pharmaceutical Industry Association
China Pharmaceutical Packaging Association
Sinopharm Group
Reed Exhibitions
China National Pharmaceutical Industry Corporation
China Pharmaceutical Research and Development Association
Bulk Drug Manufacturers Association (India)
Indian Drug Manufacturers' Association
Indian Pharmaceutical Alliance
Confederation of Indian Industry
Confederation of Indian Pharmaceutical Industry (SSI)

Facts & Figures

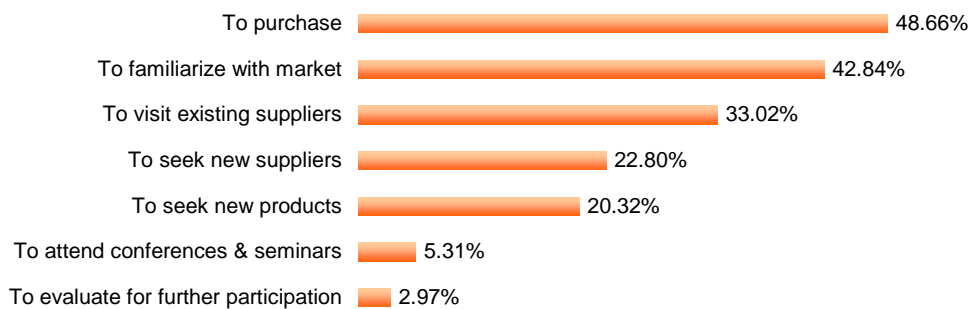
Total Visitor Number: 30,000 visitors
Total Exhibitor Number: 1,200 exhibitors
Exhibiting Area: 55,000 sqm
Conference: 44 conference & seminar sessions

International Visitors Country Analysis



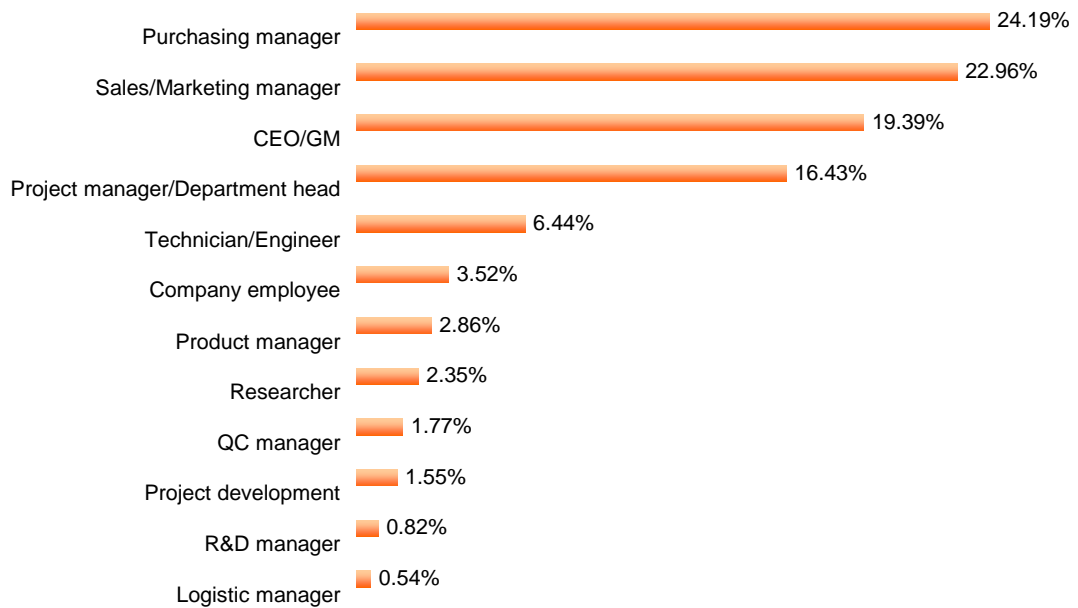
Visitor Analysis

· Purpose of Visiting

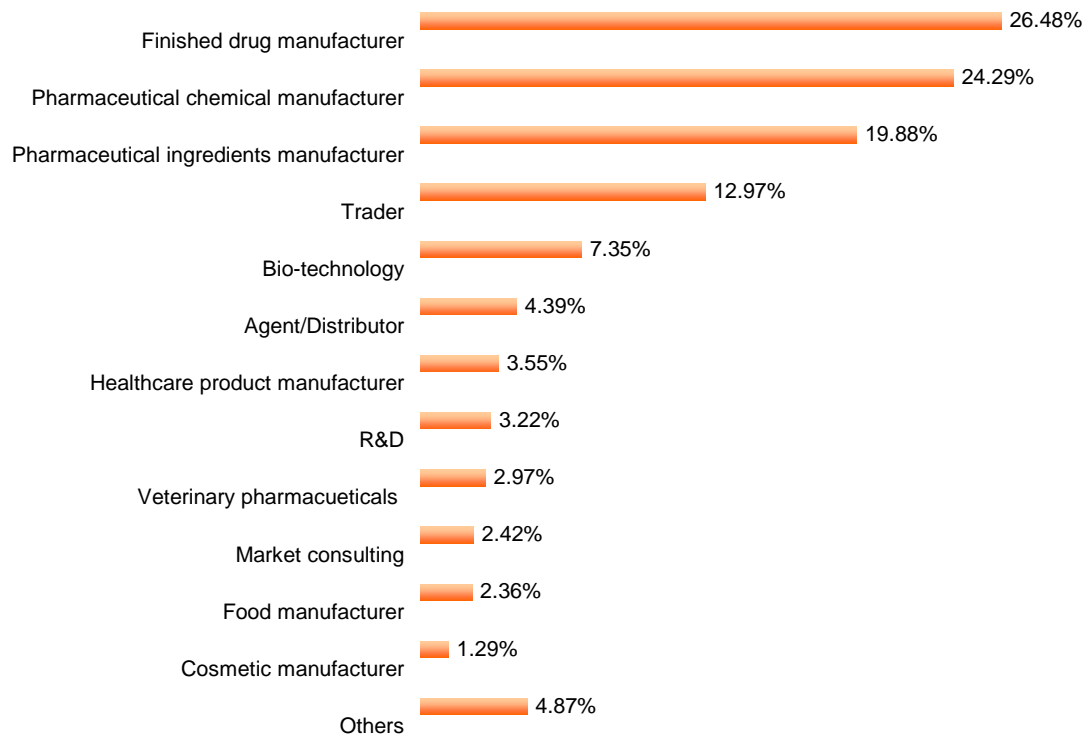


Visitor Analysis

- Job Title

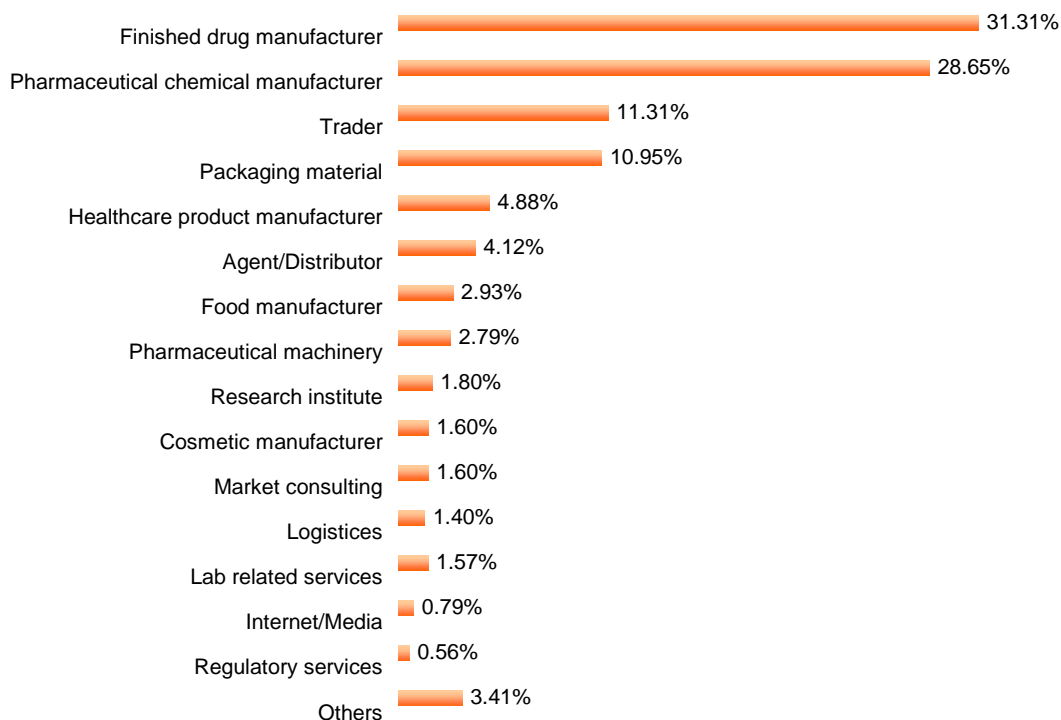


- Nature of business of API China Visitors



Visitor Analysis

Nature of business of INTERPHEX China Visitors



Visitor Quotes

“This was very good experience. And India buyers having import from China, should visit this exhibition one time to find the difference at least. I will definitely encourage Indian buyers to visit next API.”

----**Dhiren C. Shah, Eastern Chemicals (Mumbai) Pvt. Ltd.**

“Awesome! Great concept like SIPP Lounge. It was, indeed a beauty feeling. Home Away Home.”

----**Dr Chirag Doshi, Yash Medicare Private Limited**

“...good show at India Buyer Port, we will sure return and encourage others to participate at this ever-growing fair.”

----**Mehul Shah, Shah TC overseas Pvt, Ltd**

Exhibitor Analysis



Exhibitor Quotes

"...We find that this show is a great platform to gain access to the fast-growing Chinese marketplace and raise the profile of our company here in China. Also, we are very impressed with the attendee mix, which seems to combine both potential distributors and end-user customers."

Thomas R. Grinnan, of Director, Business Development & Marketing, MWV

"We find API China and INTERPHEX CHINA to be the best event for pharmaceutical and life sciences industry in China. We have attended this show for the past 10 years and having derived tremendous business value from it, we will continue to participate moving forward. The show is an excellent platform to network and build our company brand in the Chinese marketplace. Additionally, the show helps us get up-to-date information on current industry trends and challenges and provides an opportunity to showcase what we have to offer to our customer and prospects."

Rebecca Ren, Market Development Manager Immediate Release China, Colorcon



Media Hosting Programme

RSE is pleased to host **four** international editors at the spring edition of API China and INTERPHEX China. The presence of these premier journalists from Japan, India and pan-Asia effectively establishes the event as a vital platform for international businesses to seize market opportunities in China's thriving pharmaceutical landscape.

Ryuma Nagata, editor

The Chemical Daily (Japan)

Circulation: 16,000

Region: Japan and Asia

The Chemical Daily contains technical articles and commercial features related to life science, pharmaceuticals, biotechnology, electronics, novel materials, R&D activities as well as basic chemicals. The publisher distributes *Chemical Daily*, a full-size newspaper in Japanese and *Japan Chemical Week*, a weekly newspaper in English, throughout Asia and Japan.

Yewmu Tham, editor

Pharma Asia

Circulation: 10,000 copies

Region: Mainly Asia countries

Pharma Asia is the leading source of information for scientists in Asia looking to stay abreast of innovative technologies and trends impacting the pharmaceutical industry.

Published by Reed Business Information Asia, PharmaAsia's objective is to deliver information for scientists in Asia looking to stay abreast of the trends, technology and research in the pharmaceutical industry

Kalhan Bazaz, editor

The Indian Pharmacist

Region: India

The Indian Pharmacist is a vigorous and thriving pharmaceutical news journal published from New Delhi, India that provides comprehensive news and coverage of all aspects of pharmacy in India and abroad. The monthly journal also publishes technical articles and reviews on pharmaceutical and similar subjects as well as letters and book reviews.

Arshia Khan, journalist

Express Pharma

Circulation: 38,000 copies

Region: India

Express Pharma, India's leading business fortnightly for the pharmaceutical industry is part of the Business Publication Division of the Indian Express Group's endeavour to bring out industry-focused publications. In the thirteenth year of its existence, with the patronage of its readers, Express Pharma has grown to become the No.1 Business News Magazine for the pharmaceutical industry. The editorial contents include: news, views, analysis and interviews, under four main segments: Market (The business of pharmaceuticals), Management (Insight for managing pharma), Research (Expertise for drug development) and Pharma Life (HR issues with a pharma focus). Besides this, we bring out periodic specials like Pharma Technology Review, Packaging Special, (both quarterly) and the bimonthly Express Biotech, which offers insights into the Indian biotechnology industry.

VIP Buyer Programme

SIPP LOUNGE

Emphasizing on the importance of providing China and India pharmaceutical industry an optimal platform to exchanging strategic dialogues, exploring collaborative ties, addressing imminent issues, communicating commercial needs and experiencing cultural diversities – API China launch a series of specially orchestrated program – [Sino-India Partnership Program \(SIPP\)](#).

Featuring India as the “Partner Country”, API China housed the [SIPP Lounge](#) where leading trade associations and organizations from India showcase their industry knowledge and network with the Chinese, Indian delegates meeting their Chinese partners, as well as displaying the chronological development of India’s pharmaceutical industry.

INDIA BUYER PORT

To further facilitate India API buyers’ needs of sourcing for the best supplying options from China, and provide Chinese manufacturers a one-stop platform access India market, the event organized special “INDIA BUYER PORT” to pre-qualified India buyer companies to flaunt their market dominance and purchasing strength. Each port has been stationed with a bi-lingual hostess to help Chinese manufacturers a better communication with India buyers. This India Buyer Port region has generated good result from both respective:

NEW MACHINERY, NEW TECHNOLOGY LOUNGE

China is growing into one of the largest pharmaceutical machinery countries, with more than 800 machinery manufacturers and over 3,000 categories of products. In order to help pharmaceutical manufacturers find the machinery right meet their needs, this New Machinery & New Technology Lounge was set for exchanging industry technology, information and solutions.

This lounge serves for multi-function as: Industry experts Q&A; show case region for new product & technology; Information release; media online live report, match & meet area, etc.



Conference Program

API China and INTERPHEX China feature high-level industry forums & seminars. 38 topics offer attendees the latest industry insights and trends, main topics include:

Part I

Topic : API Market Information Issue

Contents :

★ Overview on China Pharmaceutical Market 2008

Ms. Shen Xianji, Specialist Committee Vice Director, China Pharmaceutical Industry Association

★ Overview on the Global Pharmaceutical Ingredients Market

Mr. Yu Xiong, Deputy Director, Shanghai Institute of Pharmaceutical Industry

★ Overview & Updates on the Import and Export of Chinese Pharmaceutical Ingredient

Ms. Wu Huifang, General Manager, Beijing Orientbit Technology Ltd.]

★ Overview on Global & India Pharmaceutical Industry & Case Study on Barrier to Global Market Access

Mr Dilip G Shah,,Secretary General, Indian Pharmaceutical Alliance (IPA) Managing Director, Vision Consulting Group, India.



Part II

Topic : 62nd API China Forum

-Annual Technological Seminar on Chinese Pharmaceutical Industry

Theme: Innovation for Meeting Challenges, Upgrading Transformation for Further Development

Contents :

1. Reports

★ Strengthening of R & D on New Drug Manufacturing to Propel the Pharmaceutical Industry Development

★ Strengthening of New Drug Certification Management to Improve Drug Quality

★ Strengthening of GMP Management to Ensure Drug Quality

★ Persisting in Scientific Outlook on Development to Push Forward Innovation in Medicine

★ Discussion on the R & D Model for New Drug Discovery

★ Study on the Progress of Bio-Tech Pharmaceutical System in China

★ Study on the Progress of New Drug Delivery System

★ Delivery System for Bio-Tech Pharmaceutical — Market Need & Technological Challenge

★ Quality Control of Injection and it's Excipients

★ Research & Development of Natural Products and Plant Pharmaceuticals

2. Exchange Session on Technological Innovation, Adjustment of Product Structure, Emphasis on Intellectual Property Protection, and Strengthening of Scientific Administration among Chinese Pharmaceutical Enterprises

3. Introduction of New Products, New Technologies and New Equipments in Pharmaceutical Industry

Part III

Topic : Seminar on Pharmaceutical Packaging

Contents :

★ Effect of Pharmaceutical Glass on Drug Safety

Shen Qizhi, Expert of China Pharmaceutical Packaging Association

★ Policy Tendency of Production, Usage and Supervision

Feng Guoping, Deputy Director of China Pharmaceutical Packaging Association

Part IV

Topic : Basic Technical Training on Pharmaceutical Electronic Supervision System

Theme: Development Tendency of Pharmaceutical Electronic Supervision

Contents :

★ Pharmaceutical Industry Information and Public E-Platform: Pharmaceutical Electronic Supervision in China
(Knowledge on the Re-Packaging of Pharmaceutical Product Line and the Coding of Pharmaceutical Products)
Chen Wenchang, Deputy CEO of CTIC 21CN Company Limited
Wang Peiyu, Department Manager of CITIC 21CN Company Limited

Part V

Topic : Antibiotics Industry China Summit 2009

Part VI

Topic : China Excipients Technology Forum 2009

Next Show Information

Beijing at a glance

The successful 29th Olympic Games was held in Beijing, the capital of China. Beijing is not only renowned for its Forbidden City, Great Wall, Beijing National Stadium (Bird's Nest/Olympic Stadium), National Aquatics Centre (Water Cube), but also recognised as the political, educational, and cultural center of the People's Republic of China.



Accessibility

Beijing is a major transportation hub, with extensive network of railways, roads and motorways passing through the city. Beijing Capital International Airport is the second largest airport in Asia, with more than 5,000 scheduled flights are available to 88 cities in China and 69 cities globally.

Our Contact

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About API China & INTERPHEX China

API China, which focuses on bulk pharmaceuticals, fine chemicals & intermediates, excipients and drug formulation, pharmaceutical packaging material and machinery and food & cosmetic additives, attracts over 1,200 manufacturers, and 30,000 professional visitors. With 55,000 sqm exhibition areas per edition, API China has become a MUST attend biannual event for the pharmaceutical manufacturing industry.

Interphex China, co-located with API China is your dedicated platform to present the latest technology in processing, packaging, and packaging materials for pharmaceutical, finished-drug, and chemical manufacturers in China.

**Exhibit Profile**

Pharmaceutical ingredients
Fine chemicals & intermediates
Natural extracts
Excipients and drug formulation
Food & cosmetic additives
Associations & Media

Visitor Profile

Finished Drug Manufacturers
Generic Producers
Me-Too Producers
OTC Producers
Veterinary Drug Producers
Intermediates Producers
Food & Cosmetic Producers
Contract Manufacturers
Distributors
Regulatory Institutions
Government
R & D Institutes

Exhibit Profile

Processing pharmaceutical equipment
Pharmaceutical manufacturing technology
Packaging machinery
Packaging materials
Processing machinery and services
IT solutions
Information technology
R&D
Automation & Controls

Visitor Profile

API manufacturers
Finished drug manufacturers
Plant engineers / Technicians
Production manager
Intermediates producers
Food & Cosmetic producers
Packaging companies
Machinery companies
Distributors
Regulatory institutions
Governmental agencies
R&D institutes

About Reed Sinopharm Exhibitions

Reed Sinopharm Exhibitions Co. Ltd. (Reed Sinopharm) is a joint venture between Sinopharm, which is the largest state owned pharmaceutical group in China, and Reed Exhibitions, which is the world's leading organizer of trade and consumer exhibitions with a portfolio of over 430 events in 32 countries. As a leading professional organizer of exhibitions, Reed Sinopharm commits itself to the health care industry for mutual development. It holds exhibitions and fairs which rank among the largest in the health care sector worldwide.