



Post Show Report

API China & INTERPHEX China (2009 Autumn Beijing)

Date: 11-13 November 2009

Venue: Beijing Jiuhua International Convention & Exhibition Centre

Organizer:



Supported by:

People's Government of Beijing Municipality

China Pharmaceutical Industry Association

China Pharmaceutical Packaging Association

Sinopharm Group

Reed Exhibitions

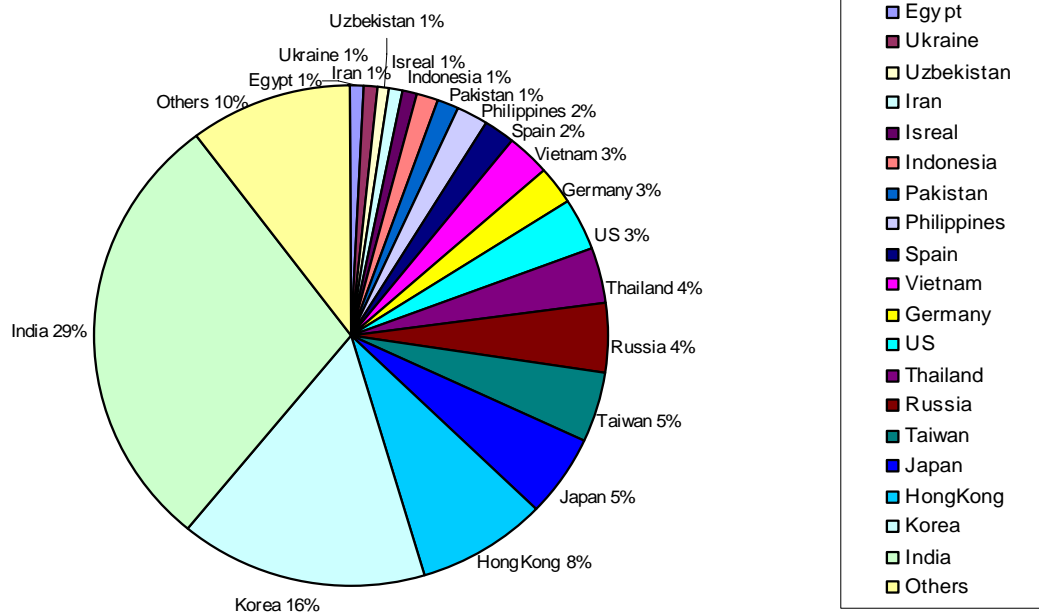
China National Pharmaceutical Industry Corporation

China Pharmaceutical Research and Development Association

Facts & Figures

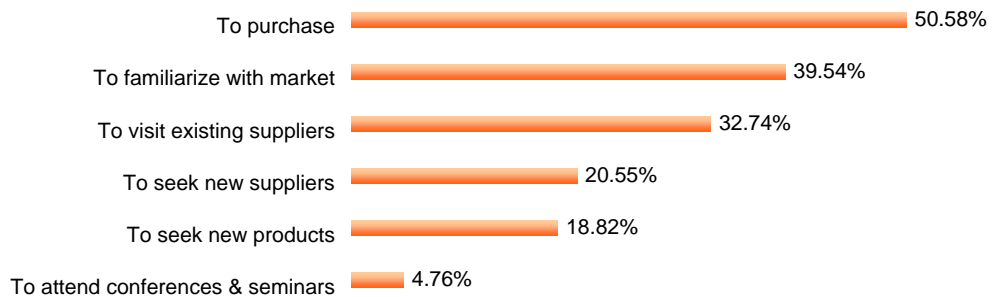
Total Visitor Number: 30,000 visitors
Total Exhibitor Number: 1,200 exhibitors
Exhibiting Area: 55,000 sqm
Conference: 46 conference & seminar sessions

International Visitor Country Analysis



Visitor Analysis

- Purpose of Visiting

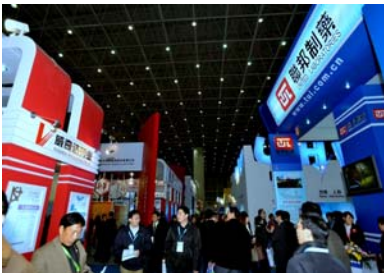
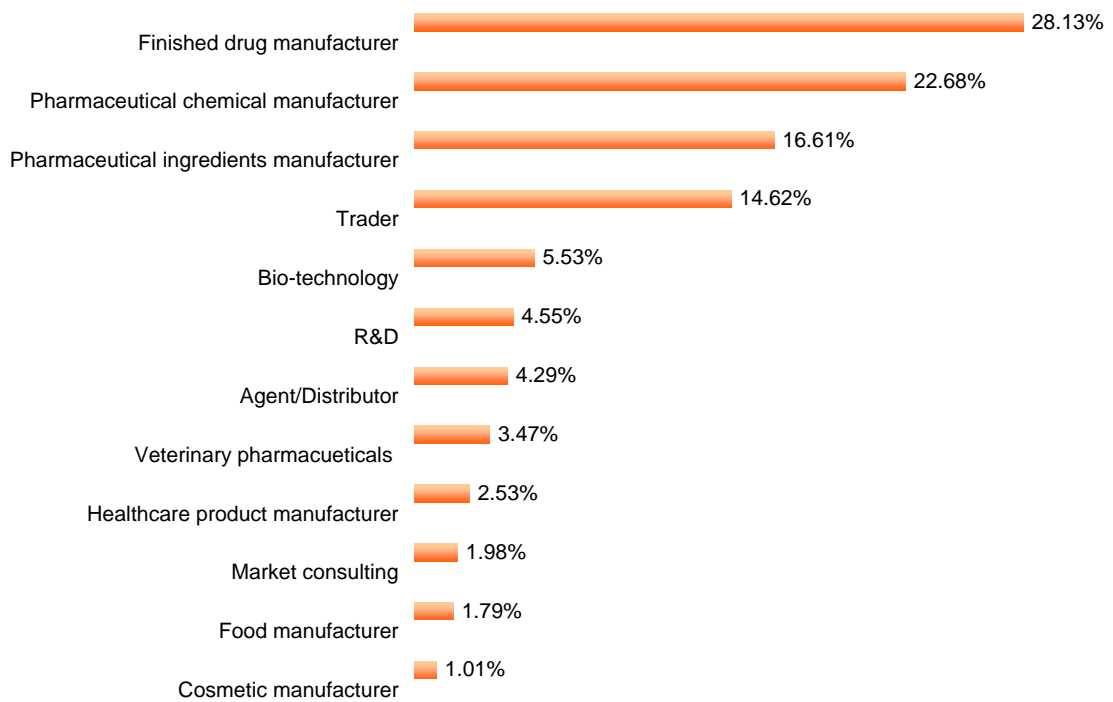


Visitor Analysis

- Job Title

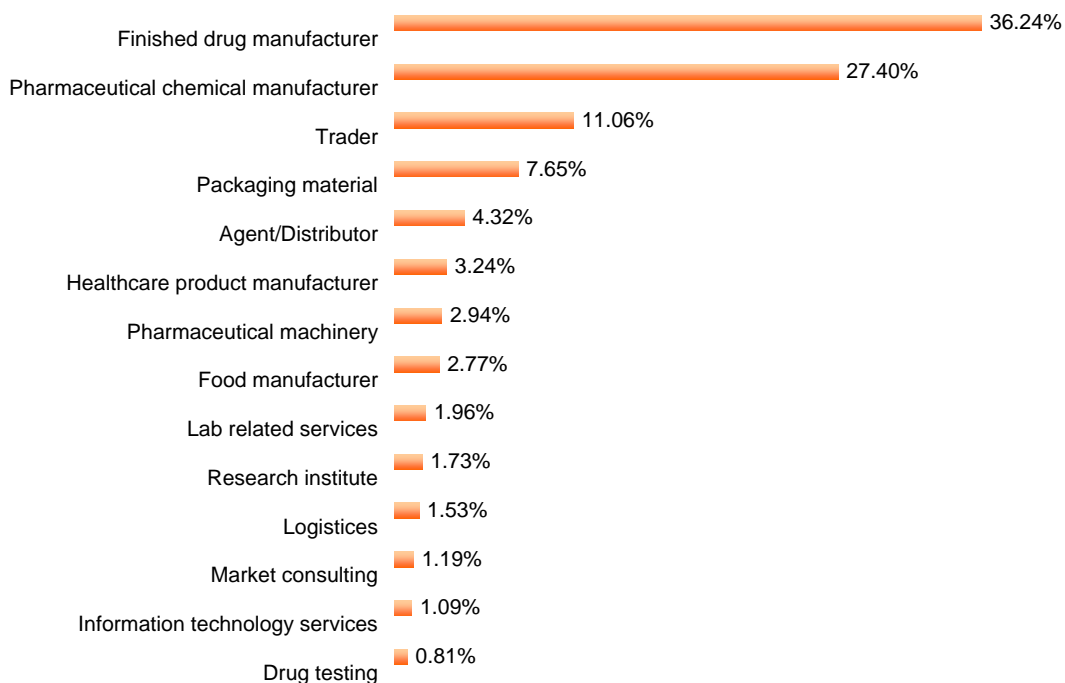


- Nature of business of API China Visitors



Visitor Analysis

-Nature of business of INTERPHEX China Visitors



Visitor Quotes

"API China is very very useful to meet direct manufacturers and get good product at better rates."

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

"Excellent and under one roof all API requirements can be full filled."

---- **DB Bhaaskara, Roerich Healthcare**

"Best way to find new opportunity. Well done, China!"

---- **Scheherbekov, Commercial Director, INDUKERN-Rus**

Exhibitor Analysis

- ★ 800 pharmaceutical ingredients / intermediate manufacturers
 - covering almost all pharmaceutical ingredients industry related manufacturers in China
- ★ 300 pharmaceutical packaging companies
 - the largest pharmaceutical packaging material / machinery zone in China
- ★ 170 pharmaceutical equipment companies
 - the most professional pharmaceutical equipment zone in China



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 **two** international editors at the autumn edition of API China and INTERPHEX China. The presence of these premier journalists from 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.

Manas Bastia, editor

Morden Pharmaceuticals'

Region: India and Asia

Modern Pharmaceuticals is a leading bi-monthly business magazine in India exclusively focused on the pharmaceutical industry. Besides providing the latest and highly useful techno-commercial information, it acts as a broader platform to facilitate effective interaction between several producer-and-user fraternities. Key decision makers in the Indian pharmaceutical industry regularly refer to this magazine, which is published by Infomedia India Ltd, one of India's largest media & publishing pioneers, in collaboration with the Hong Kong-based Ringier Group.

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

VIP Buyer Programme

Growing of API China Buyer Club

In order to meet the requirements of international buyers and help buyers build good business relationship at our exhibition, API China & INTERPHEX China have introduced a Buyer Club Program. A special Buyer Club Lounge onsite provided a comfortable environment for a increasing number of club members, including:

- Summit Pharmaceuticals China Ltc
- Antibioticos (Shanghai) International Trading Co., Ltd
- Sandoz China
- Rochem International, Qingdao Co., Ltd
- Kaneka Singapore Co., (Pte) Ltd.
- Dr. Reddy's Laboratories
- Eli Lilly Switzerland
- etc
- AGNO Pharma
- GlaxoSmithKline (China) Investment Co., Ltd
- Lycored
- Glanbia Nutritionals (Ireland) Co., Ltd
- Merck
- Missionpharma
- Lupin
- DSM China

Successful Present of Sino-India Partnership Program (SIPP) and India Buyer Port (IBP)

After the successful launch of Sino-India Partnership Program (S.I.P.P.) at API China Xi'an (Spring 2009), this program was again presented at API China Beijing (Autumn 2009) due to strong demand and request. During this second edition, there is an increasing number of India import companies join our India Buyer Port (IBP). Total twenty companies presented their buying needs at this IBP Zone. Buyers from India:

- Aarti Drugs Limited
- Anantco Enterprises Pvt. Ltd
- Anuh Pharma Ltd
- Biological E Ltd
- Chephis Corporation
- Eastern Chemicals (India)
- G.C Chemie Pharmie Ltd
- Ind-Swift Laboratories
- Innovative Health Care (India) Pvt. Ltd
- Jubilant Organosys Ltd
- Manav Drugs Pvt Ltd
- Medi Pharma Drug House
- Parth Overseas
- PHARMCHEM
- Runit International
- Shah TC Overseas Private Limited
- Sheetal Pharma
- Uni-Chemie International
- Chemical Weekly
- EMCURE

India Dancing & Cultural Shows in SIPP Lounge during show days provide IBP buyers a comfortable place away from home and also a platform for all Chinese exporters learn more about India cultural.

More details please contact our India Agent:
Mr Vijay Dhody apichina@vimaan.org



Quotes from SIPP delegates

"I was pleased to meet with the captains of the Chinese Pharmaceutical Industry and an opportunity to sensitize them to global threats to the generic industry."

---- **Mr. Dilip Shah, Secretary General, India Pharmaceutical Alliance (IPA)**

"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, director of Eastern Chemicals (Mumbai) Pvt. Ltd**

"(IBP is an) Excellent exhibition to bring large number of Chinese suppliers to the India buyers in one platform."

---- **T.K. Mohan, President, Innovative Health Care (India) Pvt Ltd**

Conference Program

Part I:

The 2nd Policy Forum on “Exploring National Healthcare Reform, Promoting Pharmaceutical Industry Development”

Contents:

★ Updates and Previews of National Basic Medical Care Insurance Medicine Catalogue 2009 in China

Official of Ministry of Human Resources and Social Security of the People's Republic of China

★ Focus on Policies and Regulations of Drug Price Administration

Official of National Development and Reform Commission

★ Implement and Significance of New GMP

Official of State Food and Drug Administration

★ Overview and Key Points of Healthcare System Reform

Part II:

API Market Information Updates

Contents:

★ Overview of China National Pharmaceutical Market (Jan-Sep, 2009)

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

★ Trends in the World Pharmaceutical Ingredients Market

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

★ China Pharmaceutical Export & Import Report (Jan-Sep, 2009) and the Valuable APIs

Ms. Wu Huifang, General Manager & Chief Analyst, Beijing Orientbit Technology Co., Ltd.

Part III:

The 2nd Elementary Technical Training on “Electronic Supervision System of Pharmaceuticals”

Contents:

★ Third-Party Public E-Platform and Pharmaceutical Electronic Supervision

Wang Peiyu, Department Manager, CITIC 21CN (CHINA) TECHNOLOGY COMPANY LIMITED

★ Application of Pharmaceutical Electronic Supervision Code

Wang Xuejing, COO of Beijing Jawasoft Co., Ltd.

★ Drug Quality Traceability Using Pharmaceutical Electronic Supervision System (Software Demonstration)

Xin Minghui, CTO of Beijing Jawasoft Co., Ltd.

Part IV:

Forum on Development Strategy of Innovative Pharmaceuticals

Contents:

★ Overview of Chinese Pharmaceutical Industry 2009

Wu Haidong, Ministry of Industry and Information Technology of the People's Republic of China

★ R&D Strategy for Innovative Pharmaceuticals

Xiao Shiyong, China National Center for Biotechnology Development

★ Policy of New Drug Registration Administration

Official of State Food and Drug Administration

★ Innovation of Drug Simulation and Related Principal

Guo Zongru, Professor of Institute of Materia Medica, Chinese Academy of Medical Sciences & Peking Union Medical College

★ Innovative Practices of Chinese Pharmaceutical Industries in the Field of Anti-tumor Bio-Pharmaceuticals

Yin Xiaojin, Senior Vice President of Simcere Pharmaceutical Group

★ Intellectual Property and Pharmaceuticals Patents

Yang Kai, Former Vice President of China Patent (Hong Kong) Agency

Part V:

Seminar on Pharmaceutical Packaging

Contents:

★ Safety Issues of Pharmaceutical Packaging

★ The Application of Polyfoil Tubes on Pharmaceutical

Part VI:

Leadership Summit of China Vitamins Industry 2009

Contents:

- ★ Reviews & Prospects for China Food Industry
Hui Lusheng, Former Vice Director of SFDA
- ★ Development of China Vitamins Industry
Yu Xiaodong, Director of Public and Nutrition Centre, National Development and Reform Commission
- ★ Latest Advances in R&D of Vitamins
Chen Jian, President of Jiangnan University
- ★ Overview & Update on the Import and Export of Vitamins
Qiao Haili, China Chamber of Commerce for Import & Export of Medicines & Health Products(CCCMHPIE)
- ★ Human Healthcare and Vitamins Industry
Wang Zhengpin, Primary Scientist of North China Pharmaceutical Group Corporation
- ★ Strategic Alliance of Technology Innovation & Brand Building
Liu Yanning, Executive Chairman of Brand Alliance, China Industry-University-Research Institute Collaboration Association

Part VII:

International Forum on Chinese Pharmaceutical Industry

Contents:

- ★ Biotech Market-Indian Perspective
Shanghai Officer of Lupin Pharmaceutical Co., Ltd. (India)
- ★ Market Analysis of Hot API Varieties
Beijing Orientbit Technology Co., Ltd.
- ★ The Transcendent Manufacturing and Management Ways of Pharmaceutical Enterprises
GE Fanuc Intelligent Platforms
- ★ Discussion Topic: Locale Interaction—Dialogue with International Purchasers, Challenges from Worldwide API Market

Part VIII:

Insight into Global Market Trend for a Rapid & Positive Business Planning—Training Seminar for API China Client

Contents:

- ★ Global API/Generic Market Overview and Opportunity for Chinese Pharmaceutical Industry
- ★ How to Build a Sustainable API & Generic Business
- ★ Comprehensive IMS Service System for Pharmaceutical Exporters

Part IX:

Forum on Pharmaceutical Manufacturing Equipment & Technology

Contents:

- ★ Advances in Pharmaceutical Equipment Research
Dr. Chen Lan, Deputy Director of Institute of Pharmaceutical Technology & Equipment, School of Medical Instrument and Food Engineering, University of Shanghai for Science & Technology
- ★ Focus on Chinese Pharmacopoeia (2010 Edition)
Wang Ping, Deputy Secretary of Chinese Pharmacopoeia Commission
- ★ Research on Design and Type Selection of the Equipments for APIs Plants
Wu Xia, Vice Director of SINOPHARM Chongqing Pharmaceutical Industry Designing Institute

Part X:

Enterprise Conferences

Contents:

- ★ Generic Drugs Application to US FDA
Dr. Zhou Junqiao, Anda Pharm
- ★ U.S. FDA Implements Important Changes to the Drug Registration System
Cornelia B. Rooks, Senior Regulatory Specialist of Registrar Corp
- ★ Introduction into Mechanisms and Requirements of WHO Prequalification Program
Dr Milan Smid, Technical Officer, Prequalification Programme Quality Assurance & Safety of Medicines Department of Medicines Policy and Standards (PSM) WHO

Part XI:

Showcase

Next Show Information

Harbin at a glance

Harbin lies on the southern bank of the Songhua River. It is ranked as the tenth largest city in China, serving as a key political, economic, scientific, cultural and communications center of Northeastern China.



The Harbin local culture is based on Han culture, combined with Manchu culture and Russian culture. This combination of cultures influences the local architecture style

Accessibility

There are flights to over thirty cities in China including Beijing, Tianjing, Shanghai, Nanjing, Qingdao, Wenzhou, Xiamen, Guangzhou, Shenzhen, Shenyang, Dalian, Xi'an and Hong Kong. In addition there are also scheduled flights between Harbin and cities of some countries, including USA, Russia, Korea, Japan, and Singapore.

Harbin is one of the largest railway hubs in Northeast China. Five major railways (Jingha, Binsui, Binzhou, Binbei and Labin) meet here. Currently 138 trains terminate in or pass through Harbin daily, with trains available to Beijing, Shanghai, Tianjin, Guangzhou, Jinan and many other major cities in China.

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.