



Post Show Report

API China & INTERPHEX China (2010 Spring Harbin)

Date: 18-20 May 2010

Venue: Harbin International Conference Exhibition & Sports Center

Organizer:



Supported by:

China Pharmaceutical Industry Association

China Pharmaceutical Packaging Association

China Pharmaceutical Research and Development Association

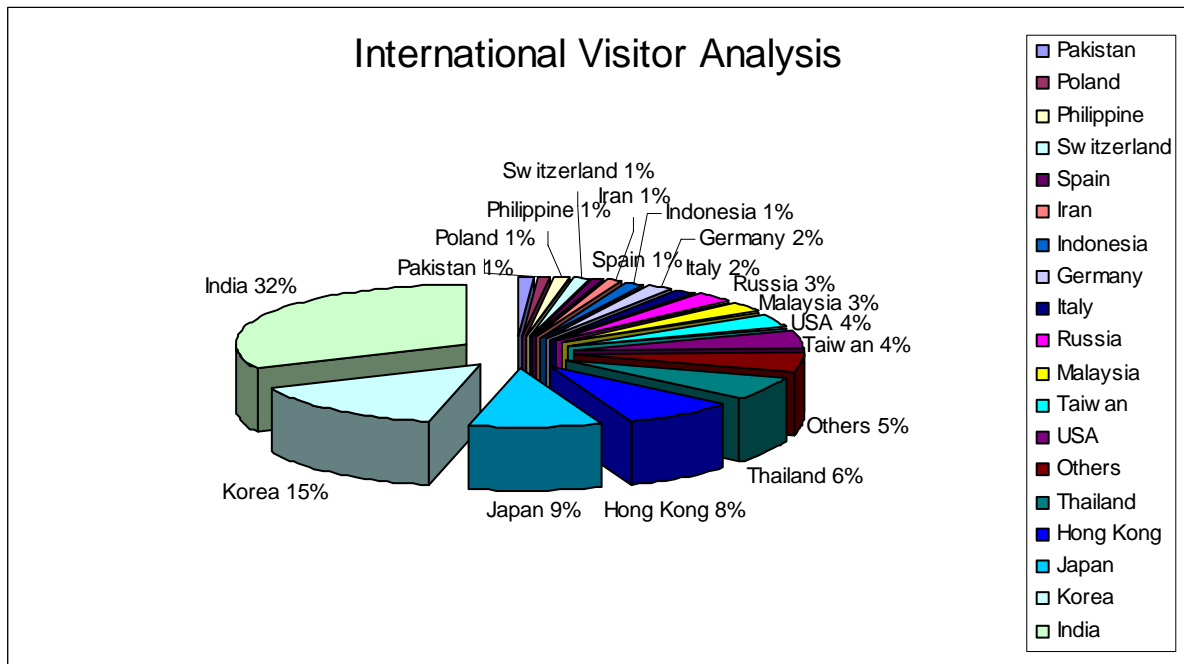
Sinopharm Group

Reed Exhibitions

China National Pharmaceutical Industry Corporation

Facts & Figures

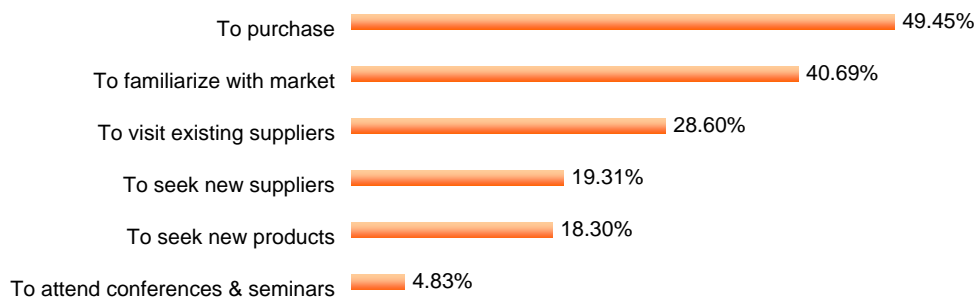
Total Visitor Number: 30,000 visitors
Total Exhibitor Number: 1,300 exhibitors
Exhibiting Area: 55,000 sqm
Conference: 46 conference & seminar sessions



Visitor Analysis

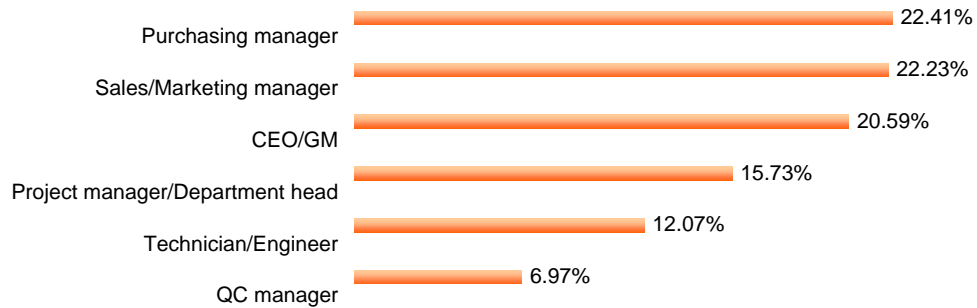
- 64.15%** visitors have visited API China & INTERPHEX China for more than **THREE** times!
- 85.43%** visitors have met their expected exhibitors onsite!
- 91.82%** visitors will attend API China & INTERPHEX China again in Autumn 2010!
- 81.30%** visitors have experienced high level of satisfaction at API China & INTERPHEX China!

- Purpose of Visiting

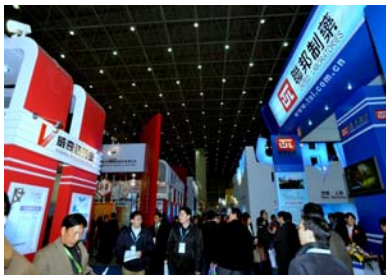
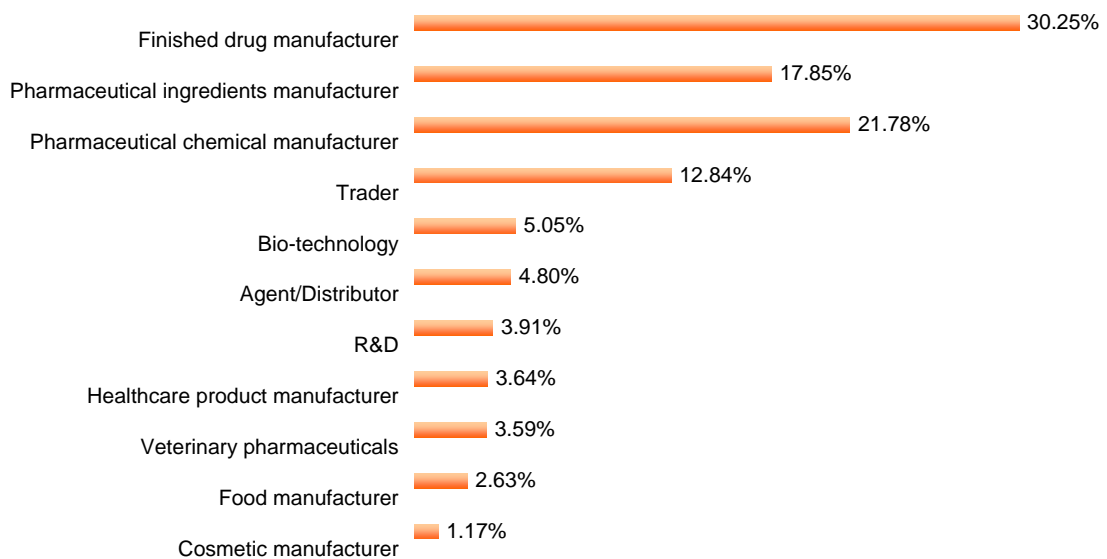


Visitor Analysis

- Job Title

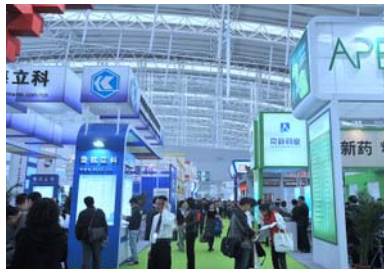
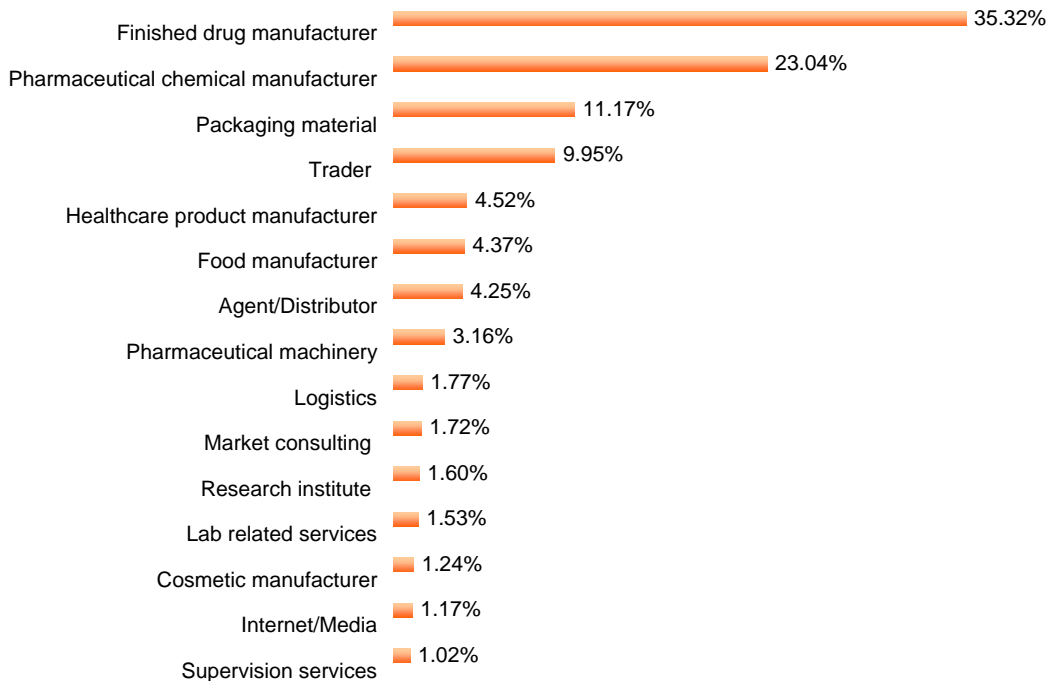


- Nature of business of API China Visitors



Visitor Analysis

-Nature of business of INTERPHEX China Visitors



Visitor Quotes

For the overall of API China & INTERPHEX China, I'm quite satisfied: a lot of exhibitors and various of products.

----**Chayanon Kittayachaweng, Betagro Group**

It is really a good platform to interact with China suppliers.

----**Pankaj Shah, Cadila Pharmaceuticals Limited**

It's a good event to meet old fellow & discover the businessman.

----**Mihammad Yasin, Nimbus Chemtech (pvt) Ltd**

Exhibitor Analysis

★ **800** pharmaceutical ingredients / intermediate manufacturers

- covering almost all pharmaceutical ingredients industry related manufacturers in China



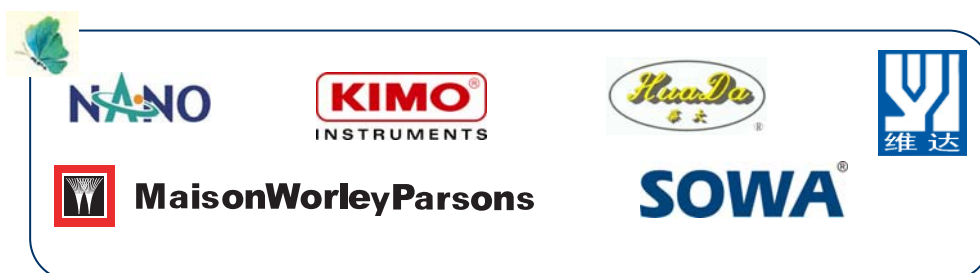
★ **300** pharmaceutical packaging companies

- the largest pharmaceutical packaging material / machinery zone in China



★ **200** pharmaceutical equipment companies

- the most professional pharmaceutical equipment zone in China



Media Hosting Program

RSE is pleased to host **FOUR** international editors from India, Singapore and Korea at the spring edition of API China and INTERPHEX China 2010. 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.

Viveka Roychowdhury, Editor

Express Pharma

Region: India and Asia

Express Pharma (formerly *Express Pharma Pulse*) is India's foremost pharmaceutical and biotechnology publication. The fortnightly insight for industry professionals focuses on key issues and trends from a business perspective. Every issue of the Express Pharma provides unique coverage of major issues facing the industry. Its range of articles spanning market news, business strategy, R&D issues, Government policies, technology updates and HR practices offer valuable insight into the changes and developments taking place across the industry.

The publication enjoys the widest geographical reach within its genre and is a sure means to reach decision-makers and purchase influencers across all levels of management in the companies.

Chandrika Kaul, assistant 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.

SIPP Review

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

First launched in API China & INTERPHEX China Spring 2009, Sino-India Partnership Program (S.I.P.P.) is growing year by year. At API China & INTERPHEX China Spring 2010, this program welcomes more than 30 important India buying companies to join. All India buyers present their buying requirements at India Buyer Port (IBP), to meet domestic pharmaceutical ingredients manufacturers.



With the increasing presence of India delegation industry leaders at API China, the event has won its reputation in India as an effective bridge for the business relationship between the two countries in the pharmaceutical industry.

Moreover, one of the most important India pharmaceutical associations--**Pharmexcil** PHARMACEUTICALS EXPORT PROMOTION COUNCIL (Set up by Ministry of Commerce & Industry, Govt. of India) for the first time, marked its presence at API China Spring 2010.



"It (S.I.P.P) has been a good concept being carried forward in 3rd year and every one should participate and take and explore idea forward"

---- **Dipak Mehta, Managing Director, Chephis Corporation**

"The idea of SIPP is wonderful. It gives right platform for buyers & sellers. We share more knowledge, information & ideas with other Indian companies. SIPP gives platform to understand Chinese suppliers & Indian companies as well"

---- **Nallesh Shah, Director, Sheetal Pharma**

"Came as a pleasant surprise! Good platform for meeting suppliers. Very well managed (professionally)!"

---- **Ajay Dharamshi, Managing Director, ActGen**

SIPP Review

Buyer companies from India presented their buying needs at this IBP Zone:

- Eastern Chemicals
- Sun Pharmaceutical Ind Ltd
- OPEC International
- Ind-Swift Laboratories Ltd
- Uni-Chemie International
- Pradipkumar Pharma Pvt. Ltd
- ActGen Pharma Pvt Ltd.
- HIRAN ORGOCHEM LIMITED
- Calyx Chemicals & Pharma Ltd
- Supriya Lifescience Ltd.
- Elder Pharmaceuticals Ltd.
- Aurobindo
- Rumit International
- Metrochem API Pvt. Ltd
- Vaishali Pharmachem
- Anantco
- G.C. Chemie Pharmie Ltd
- Pharmchem
- UniTrade Agencies
- Shah TC
- Chephis Corporation
- Vasudha Pharma
- Parth Overseas
- Rushi Corporation
- Sheetal Pharma
- Orchid Chemicals & Pharma Ltd
- Manav Drugs Pvt Ltd
- Saurav Chemicals Limited (SCL)
- Ami Life Sciences Pvt Ltd.
- Cadila Pharmaceuticals Ltd



To join in SIPP Program, please contact our India agent:

Mr Vijay Dhody apichina@vimaan.org

Conference Program

Policy

Annual Technological Seminar on Chinese Pharmaceutical Industry

Contents:

- ★ Introduction to Key National Medical Science and Technology Projects
He Wei, Director of Department of Medical Science Technology & Education, Ministry of Health of P.R. China
- ★ Issue and Implement of GMP Update
Official, Department of Drug Safety & Inspection, State Food and Drug Administration
- ★ Introduction to Compilation of Chinese Pharmacopoeia (2010 Edition)
Wang Ping, Deputy Secretary of Chinese Pharmacopoeia Commission
- ★ Focus on Effluent Standards for Pollutants from Pharmaceutical Industry
Feng Bo, Director of Division of Technology Policies and Standards, Department of Science, Technology and Standards, Ministry of Environmental Protection of P.R. China
- ★ Key Points in R & D of Generic Drugs
Zhang Peipei, Deputy Director of Center for Drug Evaluation, SFDA
- ★ Study on Analysis of Effect Factors and Control Techniques of Medication
Du Guanhua, Deputy Director of Institute of Materia Medica, Chinese Academy of Medical Sciences & Peking Union Medical College
- ★ Active Quality Supervision and Whole Process Management of Drug Manufacture on Line
Zhou Weixiao, Director of Pharmaceutical Factory, Shanghai Sine Pharmaceutical Laboratories Co., Ltd.
- ★ Clinic Medical Liability Insurance: Risk Management and Claims
CIS Group and Partners in China

API Market Information Issue

Contents:

- ★ Overview on China Pharmaceutical Market 2009
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 & Chief Researcher, Beijing Orientbit Technology Co., Ltd.
- ★ Monitor and Analysis of Patent Expired Drugs
Zhong Qian, Director of Pharmaceutical Industry Information Center of SIPI

Industry

Antibiotics Industry China Summit 2010

Contents: The summit is a leadership workshop which focuses on antibiotics industry development

Market

Sino-Russian Pharmaceutical Cooperation Forum

Theme: Opportunities of Russian Pharmaceutical Market to Chinese Pharmaceutical Industry

Contents:

- ★ Introduction to Entry Permit System of Russian Pharmaceutical Market
Official of Ministry of Health of Russia
- ★ Overview of Russian Pharmaceutical Market
Business Intelligence Coordinator in Russia
- ★ Access to Russian Pharmaceutical Market and Case Analysis
Russian Agency
- ★ Quality Requirement for Medicines in Russia
Russian Agency

Technology

3rd National Symposium of Pharmaceutical Electronic Supervision System

Theme: Pharmaceutical Information Management and Electronic Supervision

Contents:

- ★ Pharmaceutical Information Management and Electronic Supervision
Wang Peiyu, CITIC 21CN (CHINA) TECHNOLOGY COMPANY LIMITED
- ★ Application of Coding for Pharmaceutical Products and Data Association
Jian Zhaopeng, CITIC 21CN (CHINA) TECHNOLOGY COMPANY LIMITED
- ★ Implement of Pharmaceutical Electronic Supervision

Delegate of Pharmaceutical Industry

★ Positive and Active Attitude toward the Implement of Pharmaceutical Electronic Supervision

Tan Junqiao, Senior Advisor of PEIAC, Honorary Chairman of Label Printing Sub-association of PEIAC

★ Variable Data Printing Technique for Pharmaceutical Electronic Supervision, Expert of PEIAC

Forum on Pharmaceutical Manufacturing Equipment & Technology

Theme: Energy Saving & Environment Protection Technology in Pharmaceutical Industry

Contents:

★ Green Anti-biotics—DSM Kicked off the Future of Sustainability in the Chinese Pharma Industry

Jan Anne Schelling, Director Manufacturing DSM Anti-Infectives China

★ Introduction to Pervaporation Membrane Technology and Its Application for Pharmaceutical Industry

Li Jiding, Professor of Tsinghua University

★ Interpretation of National Standards for Emission Control of Pollutants from Pharmaceutical Industry

Chen Yanqing, Professor of Institute for Environmental Reference Materials, Ministry of Environmental Protection

Propaganda Activity of Industry Standard for Folding Cartons by Paper Board for Pharmaceutical Packaging

Contents:

★ Introduction to Industry Standard for Folding Cartons by Paper Board for Pharmaceutical Packaging

Xu Wencai, President Assistant of Beijing Institute of Graphic, Dean of Printing and Packaging Engineering

★ Application of Folding Cartons in High-speed Packing Line

Lei Chaoyang, Manager of Customer Service Department, Xi'an Global Printing Co., Ltd.

★ Material Technique of Anti-false and Environment-friendly Packing for Pharmaceuticals

Qiu Ruquan, Vice President of Zhuhai S.E.Z. Hongta Renheng Paper Co., Ltd.

★ The Impact of Packing Kit Quality Defects for Drug Safety

Li Xiaoguang, President of Beijing Theis Pharmaceutical Packaging Printing Co., Ltd.

Seminary on Pharmaceutical Excipients Quality and Critical Control for Applications and Drug Safety

Contents:

★ Introduction to IPEC China

Yuan Jiaqi, Vice President of IPEC China

★ Overview of Safety Administration of Pharmaceutical Excipient in Heilongjiang

Official of Heilongjiang Drug Administration

★ Consideration of 2010 Chp for Excipient Quality

Luo Zhuoya, Vice Director of Guangdong Institute for Drug Control (GIDC), Member of Chinese Pharmacopoeia Commission (CPC)

★ Consideration of DMF on Pharmaceutical Excipient

Officer of NICPBP

★ Quality by Design in Pharmaceutical Product Development

Dr. Tong Cheng, Pfizer

★ Consideration of New GMP for Critical Control of Excipients

GMP Expert

★ Importance of Dissolution for Drug Quality Evaluation

Xie Mufeng, Shanghai Institute for Food and Drug Control

★ Pharmaceutical User's Practice on Raw Material Control

Sun Guoming, Lily

★ Safety Control on Excipient Manufacturing Process

Zhou Weidong, Anhui Shanhe

★ Application for Pharmaceutical Excipient (1)

Feng Tao, Hercules

★ Application for Pharmaceutical Excipient (2)

Zhou Peng, FMC

★ Use Safety of Excipients in Injection

Chen Gang, Shanghai Cheneway Pharmaceutical Tech. Co., Ltd.

Product

VITRIDE® REDUCING AGENT

Speaker: Dr. Brian Tarbit, European Business Development Manager

Application and Development of Sodium Borohydride

Speaker: Wang Rijie, Professor of Tianjin University

Seminar on Aclar® - The High Barrier Blister Packaging's Application in Generics

Speaker: Peter Jin, Market Development Manager, Healthcare & Packaging, Honeywell China

Next Show Information

10-12 November 2010

Suzhou International Expo Center

Suzhou, China



Suzhou – Paradise on Earth

There is the Chinese old saying “Paradise in Heaven, Suzhou and Hangzhou on earth”

Suzhou is a well-known tourist and cultural city, as well as a coastal economic opening area, with 2500 years long history.

Economy

Suzhou, a scenic city in the east China’s Jiangsu Province, has attracted more foreign investments in developing local economy. Seventy-five out of the world’s top 500 industrial corporations have invested in 163 projects in the city, and 15 of the 75 investors have set up their own research and development organs in this east China city.

Accessibility

Around Suzhou, there are several airports, including Suzhou Guangfu Airport (with a distance of 10 kilometers to Suzhou Downtown), Wuxi Shuofang Airport (40 kilometers), Shanghai Hongqiao International Airport (86 kilometers) and Shanghai Pudong Airport (120 kilometers).

Suzhou Railway station lies by North Huan Road, at Suzhou downtown. Almost all trains from or to Shanghai will go by Suzhou. As a result you can get to each main city in China by train from Suzhou.

Suzhou city is easily accessible from Shanghai Pudong and Shanghai Hongqiao Airport via taxi, public transport and specially arranged shuttle buses, with land transport time of approximately 1.5-2 hours

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.

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.



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

Our Contact

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