



PRESS RELEASE

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CHINA PHARMA EVENTS ATTRACT RECORD ATTENDANCE

24 June 2010, Amsterdam—Leading events organiser UBM International Media and sister company UBM Sinexpo today announced that a record attendance of 26,547 at its 2010 Chinese Pharma events cluster - CPhI China for intermediates and APIs; P-MEC for equipment and machinery; plus trails for ICSE Contract Services; and BioPh for the biopharma sector - representing an increase of 12.3% over 2009 attendance levels. The collocated events, which took place from June 2-4 at the Shanghai New International Expo Centre, are the largest annual networking event for the Asian pharmaceutical community and this year saw an increase of 13% in international visitors over 2009.

Exhibitor figures were also surpassed at the 2010 events, attracting 1,391 exhibitors at CPhI China and 330 at P-MEC China, from a total of 18 countries. On-site space bookings for the 2011 events, scheduled for 21-23 June 2011, again at Shanghai New International Expo Centre, are at record levels, with both existing and new exhibitors signing up in line with rapidly accelerating market growth.

“The continued growth of our China events is testament to the strength of the Chinese pharma market, which is projected to be the third largest pharma market globally by 2011 and second largest by 2020,” commented Eliane van Doorn, UBM International Media’s Group Director for Pharma Events. “We have witnessed significant growth in the number of Western visitors year-on-year, and the fact that we saw an increase of 13% at this year’s events is a reflection of changes within the industry, such as those to local GMP standards, which make sourcing in China increasingly appealing. Factors such as these simply add to the attraction of the many outsourcing and production efficiency partnering opportunities for which China is already globally renowned. This growing demand for outsourcing of contract services has led us to introduce a dedicated ICSE pavilion for the 2011 event.”

In addition to the exhibition and networking elements, CPhI China offered over 25 seminars and presentations, many of which were fully booked, and focused on dynamic changes in the Chinese pharmaceutical market and US Quality Standards. Highlights included keynote speakers from Roche, Hovione, Wuxi AppTec and the FDA while a panel discussion carried out a SWOT analysis of the current outsourcing market in China.

Now in its tenth year, CPhI China was joined by ICSE China in 2005, P-MEC China in 2006 and BioPh China in 2010. The events benefit from the support of the China Chamber of Commerce for Import and Export of Medicines and Health Products (CCCMHPIE) and are organised in conjunction with UBM International Media's sister organisation, UBM Sinexpo. For further information on CPhI China and P-MEC China see: www.cphi-china.com and www.pmec-china.com.

Notes for Editors:

- UBM International Media operates market-leading global exhibition brands and their complementary media products.
- The CPhI pharmaceutical ingredients and related sector exhibitions currently number over 15 highly-regarded annual events. The portfolio also includes Informex (specialty chemicals), Food Ingredients, HBA (health & beauty industry) and Sea Trade (cruise industry).
- Worldwide locations for its events include China, India, Japan, North America, Brazil, Africa and Europe. More than 330,000 business professionals and marketers visit UBM exhibitions each year. The exhibitions portfolio is managed from Holland. UBM International Media has approximately 1,200 employees in the UK, US, Asia and Europe. See www.ubm.com

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Media Enquiries:

Impress PR
Global (excl. North America): Richard Kerns
richard@impress-pr.com
Tel + 44 161 728 5880

North America: Mark Button
mark@impress-pr.com
Tel + 1 503 616 3817

Company Enquiries:

UBM International Media
Rob Sahi (CPhI)
Tel: + 31 20 40 99 5561

Ian O'Malley (ICSE, P-MEC, BioPharma)
Tel: + 31 20 40 99 5526
