



United Business Media

PRESS RELEASE

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China pharma events keep growing for UBM

Maarsse, The Netherlands, 6 August 2009: **Numbers were impressive at June's CPhI China, with ICSE China and P-MEC China - which together form Asia's biggest annual networking opportunity for the pharma ingredients, services and production equipment communities.**

Staged by UBM at Shanghai's New International Expo Centre on 23 - 25 June, the combined events hosted 1,651 exhibitors from 17 countries and welcomed nearly 23,700 visits.

Accordingly, numbers were notably ahead of the 1,400 exhibitors and 19,500 visits in 2008. At 82,100 sq. m. the exhibition area was 25% larger than last year. And in only its third year, the P-MEC China production equipment and technology event had nearly 400 exhibitors - a 45% increase on 2008.

The exhibitions were complemented by the third CPhI China International Forum, over 30 exhibitor seminars and a Global VIP Trade Delegation to match Western buyers with Chinese suppliers.

CPhI Event Director Annemieke Timmers commented: *"As evidenced by the impressive year-on-year growth of the Shanghai events, China has continued to outpace some of the steep business challenges in the international pharma market"*.

And she continued: *"Helped by the strong fundamentals in her domestic market, China has quickly become a key global player. Our Shanghai exhibitions increasingly provide international access to the many outsourcing and production efficiency partnering opportunities available in China to Western companies"*.

Commenting on P-MEC China's success, Event Director Haf Cennydd said: *"The 45% year-on-year rise in exhibitor numbers over a good platform in 2008 signals that P-MEC is a clear success in only its third year in China"*.

In dramatic contrast to 2009, fewer than 200 exhibitors and 7,000 visitors attended the first CPhI China, held in 2001.

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UBM's China events enjoy the valuable support of the China Chamber of Commerce for Import and Export of Medicines and Health Products (CCCMHPIE) – with which UBM recently formalized an agreement for continuing co-operation.

Co-organisers of the exhibitions are UBM International Media's sister company in China UBM Sinoexpo. The 2010 events will be staged three weeks earlier next year, on 2 – 4 June 2010.

Reflecting their industry standing, the CPhI event family – together with their conference and digital derivatives - are increasingly promoted under the "Where Pharma Meets" theme. Significantly, www.wherepharmameets.com is the new gateway website to access all the pharma portfolio events, products and services.

Notes for Editors:

- *With CPhI China started in 2001, the family has grown to include dedicated annual events in Japan (2002); India (2006) and South America (2008). Meanwhile, the CPhI brand celebrates its 20th birthday this year – marking Europe's first CPhI Worldwide exhibition, held in 1990. This year's event is in Madrid, Spain.*
- *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 12 highly-regarded annual events. The portfolio also includes Informex (speciality 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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