

## Press Release

# CPhI China 2012

## Where intelligence gathers

Shanghai, 26 - 28 June 2012

by Om Prakash, Director – INORBIT Tours Pvt. Ltd.

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**CPhI China** is a dedicated exhibition for the **Medical & Pharmaceutical** industry and has been organized in China since its launch in 2001. The latest edition of the fair has been organized by UBM Asia Limited and will start from 26 – 28 June 2012. CPhI China 2011 was attended by 26,547 pharma professionals which included 7,806 international visitors.

With such a large visitor base, this trade fair has been widely acclaimed as one of the best in the **Pharmaceutical** industry. **CPhI China** mirrors the growth of Chinese industries over the last decade and it showcases its excellence in the **medical and pharma industry**. With China's initiative in the R&D and innovation, this fair opens up the doors for international. This three day event will take place at Shanghai New International Expo Center (SNIEC).

### Main scope of pharmaceutical exhibitions

- Drugs,
- Beauty & Fitness Products,
- Hospital Equipments,
- Pharmaceutical Instruments,
- Environmental & Cleanroom Fabrication,
- Motors and Motion Control Products,
- Production Equipment,
- Packaging Equipments,
- Healthcare Accessories,
- Clinical Products,
- Rescue & Emergency Equipment,
- Medical Disposables,
- Controlling Software,
- Raw Materials,
- Sterilization,
- Hospital Design and Construction, etc.

The events, to be held from 26<sup>th</sup> – 28<sup>th</sup> June 2012, are projected to host over 27,000 attendees with 1,700 exhibitors, including many key players from all over the world's expanding pharma industry.

The diverse and exciting industry provides the perfect environment for **CPhI China 2012**. This event will provide **unrivalled access** to the pharmaceutical industry from which to launch new products and increase market knowledge. Meet with other **key decision-makers** who are searching for business opportunities, partnership, new products and services that only CPhI China can offer.

### **Key benefits**

- Bring you **face-to-face** with potential customers old and new
- **Launch** your new products and showcase your innovation
- Forge **relationships and network** to set a strong foot into the market
- Develop trustworthy **partnerships** with key local decision makers

### **Visitors Profile**

**CPhI China** is attracting more and more visitors each year. They include specialists from General Management, Marketing & Sales, Purchasing, Production, Quality Control, Engineering and R&D. On average, **over 70%** of all visitors have **purchasing power**. **Decision-makers** from all sectors of the pharmaceutical industry will be searching for new products, services and deals.

China's pharmaceutical market is forecasted to become the **world's second largest pharma market** in 2011. As the Healthcare Reform is progressing into an essential stage, China presents **great opportunities** for all international pharmaceutical companies to explore and benefit from.

- Meet with **key decision makers** in pharmaceutical industry from 102 countries, including China, India, US, UK, France, Italy, etc
- Discover **potential partners** who can make the connection between products and local productivity
- Find **all major Chinese suppliers** of pharmaceutical ingredients, outsourcing, equipment and bio-solutions in **one location**
- Source ingredients and services at **competitive prices**
- Learn about the latest innovations, technologies, trends and developments in China's pharmaceutical industry at the **CPhI China Conferences**
- Network and gain access to one of the world's fastest growing pharmaceutical markets

### **Special travel package**

Inorbit Tours Pvt. Ltd., will provide special travel packages for Indian visitors & exhibitors. Further details can be obtained from Mr. Om Prakash – Director, Inorbit Tours Pvt. Ltd. Tel: 022 24229281 email: [omprakash@inorbittours.com](mailto:omprakash@inorbittours.com)

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