

CPHI & P-MEC China 2020 adapts to customer needs with hybrid pharma event

Virtual Expo Connect to empower access for international pharma to the world's largest pharma ingredients market

Amsterdam, 17 November 2020: [CPHI & P-MEC China](#) returns as a hybrid event in Shanghai (16-18 December, 2020), with a physical exhibition running alongside [Virtual Expo Connect](#) (18 November – 18 December, 2020) for international audiences unable to attend.

The physical exhibition will be held at the SNIEC (Shanghai New International Expo Center), with some 3,000 exhibitors present across three days, alongside exhibitor talks and conferences. Crucially, this year's exhibition will support international attendees with a dedicated month-long digital platform, [Virtual Expo Connect](#).

Reacting to customer needs, CPHI & P-MEC China introduced a new hybrid model so that pharma executives (unable to visit Shanghai) can continue to meet and do business in the country – which plays such an integral role in global supply chains. In fact, China is the world's biggest ingredients producer, supplying 80% of chemicals used in European drug manufacturing and 70% of APIs to Indian manufactures - which in turn makes 40% of global generics¹.

“China based companies are absolutely vital in the pharma supply chain. It is therefore essential international pharma is able to meet with partners here to support the delivery of medicines globally. For international attendees to connect with China-based suppliers, we created a special digital platform. Virtual Expo Connect provides access to thousands of potential suppliers over a one-month long period of engagement, allowing pharma to source connections to support manufacturing needs. To sustain global growth, it is crucial that overseas professionals can meet with companies from the world's largest pharma ingredients market,” commented Laura Murina – Brand Manager CPHI & P-MEC China, Informa Markets

The onsite and digital exhibitors will span the full supply chain in China – from ingredients and machinery to contract services, biologics, finished dosage and packaging.

Virtual Expo Connect will have a number of digital features at the disposal of online attendees. For example, the **Digital Showroom** will showcase products and services from the event's exhibitors, with attendees able to search for suppliers and request video meetings. Business development will be further facilitated by the **online matchmaking service**, which uses precise targeting to source the most appropriate partners. The virtual expo also provides **hosted buyer video meetings**, a customised one-to-one digital meeting service tailored to individual purchasing requirements.

Additionally, to stay informed on the latest challenges and opportunities, the **exhibitor talks** will feature in-depth interviews with senior management from across leading pharmaceutical companies in China. Further industry expert insights will also be provided by the **conference webcasts**, which are available to livestream and on-demand.

Finally, for a fully immersive experience of CPhI & P-MEC China, virtual attendees will have the chance to tour the show floor via both a **360° virtual reality view** of the show floor and livestreamed **virtual guided tours**.

Murina added “*Following the success of the recent **CPhI: Festival of Pharma**, we realised the importance for international audiences of combining the benefits of Virtual Expo Connect. Yet with our 360° virtual reality and guided tours we have taken this a step further and we now empower the global community with a truly immersive digital event experience. The online and on-demand conference agenda will deliver vital information on market dynamics, opportunities and trends. All from the comfort of executives own computers and over an extended month-long period.*”

International attendees can register for CPhI & P-MEC China 2020 Virtual Expo Connect [here](#). CPhI believes that quality of life can be improved through attainable healthcare, delivered by more accessible and affordable medicines – which it empowers through providing professionals’ platforms to meet and exchange ideas.

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Notes to editors

About CPhI

CPhI drives growth and innovation at every step of the global pharmaceutical supply chain from drug discovery to finished dosage. Through exhibitions, conferences and online communities, CPhI brings together more than 100,000 pharmaceutical professionals each year to network, identify business opportunities and expand the global market. CPhI hosts events in Europe, Korea, China, India, Japan, South East Asia, North America, and the Middle East and Africa. Co-locating with ICSE for contract services; P-MEC for machinery, equipment & technology; InnoPack for pharmaceutical packaging; bioLIVE for biopharma; Finished Dosage Formulation for every aspect of the finished dosage supply chain; and NEX for natural extract products, applications and solutions. CPhI provides an online buyer and supplier directory at CPhI-Online.com.

For more information visit <https://www.cphi.com>

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world’s leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

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For media enquiries, please contact:

Jennifer Yang

T: +86-21-33392533

E: Jennifer.Yang@imsinoexpo.com

ⁱ <https://cen.acs.org/business/outsourcing/COVID-19-reshaping-pharmaceutical-supply/98/i16>