

# The 3<sup>rd</sup> China International Pharmaceutical Raw Material and Intermediate Exhibition

## Post-show Report

### **I Introduction**

The 3<sup>rd</sup> China International Pharmaceutical Raw Material and Intermediate Exhibition (PRE 2007 for short), was held from September 5—7, 2007, at China International Exhibition Center. It produced great economic and social benefits with the cooperation between the organizers and coorganizers. PRE 2007 displayed pharmaceutical raw materials, active ingredients, intermediates, excipients, natural extracts, fine chemicals, pharmaceutical machinery and packaging devices etc, and “2007 China International unpatented medicine, pharmaceutical raw materials and intermediate technology innovation forum & technological and economic cooperation and exchange” , in which about 20 top experts from home and abroad were invited to give brilliant speech, and make deep discussions on development trends and innovation strategy of international unpatented medicine market, technological innovation and industrial development of pharmaceutical raw material and intermediate, international technology and economic cooperation and exchange, etc. And It was high appreciated by visitors and exhibitors. PRE 2007 was an important channel for insiders to understand information for industries and a platform for users to draw and implement their purchasing plan.

We are dedicated to making PRE a top event with large scale, high level, and best service. PRE is of importance to help domestic products export to international market and introduce high quality products and advanced technologies. We believe that: PRE with its great success and influence will bring more industrial aggregation effect and make itself a platform of information exchange, purchase, and cooperation for relevant enterprises in pharmacy industry. It effectively improved the competitiveness of enterprises and realized the wholly improvement of pharmacy industry of domestic and overseas.

### **II Exhibition Details:**

i Exhibition Name: The 3<sup>rd</sup> China International Pharmaceutical Raw Material and Intermediate Exhibition

ii Organization:

Authorized by: China Council for the Promotion of International Trade

Organized by: China Pharmaceutical Technology Organization

China Huayang Technology and Trade Corporation (Group)

Coorganized by: Beijing Lamp Exhibition Co., Ltd

iii Venue: China International Exhibition Center

iv Schedule:

Move-in: September 3<sup>rd</sup>—4<sup>th</sup>, 2007

Opening Ceremony: September 5<sup>th</sup>, 2007

Duration: September 5<sup>th</sup>—7<sup>th</sup>, 2007

Move-out: 4:30 p.m, September 7<sup>th</sup>, 2007

v Exhibit Contents: pharmaceutical raw materials, active ingredients, intermediates, excipients, natural extracts, fine chemicals, pharmaceutical machinery and packaging devices etc

- vi Scale: Exhibition space: 10200 square meters;  
 Standard booth: 432;  
 Raw space: 1200 square meters. It attracted 25 foreign exhibitors, the exhibition space of which is 351 square meters.
- vii Foreign exhibitors are from the United States, Japan, Germany, UK, Switzerland, Canada, South Korea etc.
- viii Topics for forum and experts:
1. Opportunities and challenge that the successive expiration of heavy bomb drug patent brings for the development of Chinese unpatented medicine.  
 Expert: Wang Pushan (Professor) China State Food and Drug Administration Information Center
  2. Review of China pharmaceutical raw materials and generic drug market---world pharmacy development and pharmaceutical raw materials market trend.  
 Expert: Wu Quan (Director) Undersecretary of Shanghai Institute of Pharmaceutical Industry Investment Sector
  3. Super generic research and development trait and case analysis  
 Expert: Lv Wanliang (Vice Director) Department of Pharmaceutics, School of Pharmaceutical Sciences, Beijing University
  4. Research on new drug imitation and important intermediate  
 Expert: Guo Zongru (Professor) China new drug development committee, vice secretary of National new drug development engineering and technological research center
  5. Synthesis and resolution of chiral drugs and intermediates  
 Expert: Sun Wanru (Professor) Enzyme Laboratory, Institute of Microbiology, Chinese Academy of Sciences
  6. Quality Control of plant extract ---- fingerprint map and digital fingerprint map  
 Expert: Gu Ming (Associate professor) Institute of Process Engineering, Chinese Academy of Sciences
  7. Development and foreground of industrialization of plant extract  
 Expert: Bian Baolin (Vice Superintendent) Institute of Chinese traditional medicine, China Academy of Chinese Medical Sciences
  8. View of China pharmaceutical raw materials export trend and internationalization  
 Expert: Wu Huifang (Chief researcher/ Vice President) China Health Net
  9. Globalization trend of China pharmaceutical raw material industry  
 Expert: Le Jianhua (Doctor) Vice president of Zhejiang Jiuzhou Pharmaceutical Co., Ltd and Majordomo of R&D center
  10. Analysis and strategy generic drug market of Japan  
 Expert: Shi Hui (Minister) China Business Department of Chemical Newspaper Office, Japan KOA Corporation
  11. Seek cooperation with enterprises in occident, and establish trade partner relationship on generic drug export---how to step into the world stage for Chinese pharmacy enterprises  
 Expert: Cui Zhiping General Manager of International Department, Shanghai Fosun Pharmaceutical (Group) Co., Ltd

12. Rapid determination of various residual solvent in pharmaceutical raw materials  
Expert: Wang Chaozhou                      Technical Support Department of SGS-CSTC  
Standards Technical Services Co., Ltd
13. Successful experience of selling API to top pharmacy enterprises in occident  
Expert: Xiao Juan (Manager)              America Pacific Genuity. Inc

ix Visitor Statistics:

PRE 2007 attracted 16,320 person-times from around the globe, including 1,580 were from 19 foreign countries and regions such as: India, Indonesia, the United State, Iraq, Russia, Singapore, Japan, South Korea, Korea, Lebanon, Macao, Malaysia, Nigeria, Pakistan, Palestine, Peru, Thailand etc.

x Feedback

1. Some exhibitors said that, PRE 2007 didn't attracted much exhibitor especially exhibitors from overseas. It was because those exhibitors especially foreign exhibitors influential in their industries were very careful to choose exhibitions, and they would consider about participating it next year if PRE was successfully holding.
2. 78% of the exhibitors said that, they would attend the next session of PRE, and suggested inviting more visitors and enhancing promotion.
3. Most exhibitors said that, attracting more exhibitors from overseas will make PRE a large event in Asia even in the world. PRE should stress its internationalism, specialty, and authority.
4. Exhibitors expect that the next session of PRE would attract more foreign visitors.

xi Expectation

1. The next session of PRE will promote itself around the globe with the effort of its agents in many countries.
2. The exhibition space is expected to reach 20,000 square meters. It is expected to become the top event of pharmaceutical raw materials in Asia.
3. It will enhance the promotion especially by foreign media.
4. It will invite more renowned experts from home and abroad to hold more technical discussions, and attract more visitors.

Beijing Lamp Exhibition Co., Ltd  
September 28<sup>th</sup>, 2007