

# Showcase your innovations in our Start-Up market



**90,000+**  
unique attendees



**3,500+**  
exhibitors



**100+**  
content sessions



**230,000+**  
sqm exhibition space



# Considering expanding into China? Here's what the market looks like

## Market Growth

The total pharmaceutical market in China is forecast to grow at a **CAGR of 3.5% (±1.5%) from 2023–2028<sup>1</sup>**. Expected growth rate (**CAGR**) of **7.50% during 2024–2032**.

## Economic Growth

**China's GDP growth**, forecasted at an average of **4.4% from 2022 to 2030**, is expected to surpass that of the **US** and **EU<sup>3</sup>**.

## Market Revenue

The Pharmaceuticals market in China is expected to reach a revenue of **US\$117.50bn in 2024**.

## Innovation and R&D Opportunities

**China** is emerging as a key player in **pharmaceutical R&D**, with **R&D expenditure reaching 2.4% of GDP in 2020<sup>4</sup>**.

## Aging Population

By **2050**, approximately **26% of China's population** (around 366 million people) will be **over 65<sup>2</sup>**.

## Government Support

The Chinese government has been reforming drug approval processes. In just the first half of **2023**, **24 innovative drugs** were approved, showcasing a streamlined approach to **medical product approval**, **PwC**. Government support provides **opportunities to develop and test new drugs<sup>5</sup>**.

<sup>1</sup> IQVIA  
<sup>2</sup> World Population Prospects 2022 by the United Nations  
<sup>3</sup> PwC  
<sup>4</sup> PwC  
<sup>5</sup> PwC





Strategically positioned to help Start-Ups and SMEs to engage with thought leaders in the pharma sector, discover investments opportunities, boost brand visibility and connect with seasoned mentors, joining the Start-Up Market at CPHI & PMEC China will accelerate your company's growth and success.

## Exclusive Benefits

Secure the Complete Start-Up Package



**Exhibitor advertisement:** The Start-Up Market promoted across the CPHI social channels (WeChat, LinkedIn, Facebook, Instagram) as a destination for innovation on-site.



**Networking activities:** Welcome/networking coffee break to initiate conversations with the right people.



**Start-Up product/service pitch:** 4-5 mins each company



**Marketing Toolkit:** Equips you with tools to effectively promote your attendance and maximise engagement.



**CPHI Celebrations:** Entry to the CPHI Celebrations.

## Do you qualify?

Your business will be assessed on the following criteria to ensure eligibility for the Start-Up Market.

- The entity should be classified as an international 'Start-Up' – introducing an innovative concept to the market – a product or solution that is scalable and will positively impact multiple end-users.
- Be active in the pharma or biopharma sectors.
- Have a product which is either in proof of concept, prototype or commercialised stage.
- The Start-Up should be working towards innovation/ improvement of existing products, services and processes and should have the potential to generate employment/ create wealth.
- Can commit to attending CPHI & PMEC China 2025 in person, taking place 24-26 June.
- The entity shall be classified as a micro and small enterprise (fewer than 50 employees & turnover of less than USD10 million annually).
- An entity formed by splitting up or reconstruction of an existing business shall not be considered a "Start-Up".
- Has not previously exhibited at CPHI China.

*\*Informa Markets reserves the right of refusal to applicants deemed not to fit the required criteria.*



# Package inclusion



**Exhibition Space in the Start-Up Market:** Includes a 2x2m booth space, including a 1kW socket, bin, tabletop stand and two chairs.



**Branding toolkit:** Provides company logo, exhibiting name and stand number printed on the stand.



**Five Exhibitor Badges for CPHI & PMEC China 2025:** Grants access to all on-site content and networking opportunities.



**Lead Retrieval:** Facilitates the collection of leads and contact information from interactions.



**Exhibitor advertisement:** Company profile added to the Exhibitor listing and promoted on CPHI Online.

## Pricing

**USD 1,400**  
no additional costs







**Get in touch**

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