

Shanghai New International Expo Center, China

Your impact starts at Hall E1.1 – an exclusive gateway for international brands



110,000+
attendees



3,600+
exhibiting companies



100+
conferences & activities



240,000+
sqm of exhibition floor

Book your stand today:

For Pan Asia Enquiries:

candice.lau@informa.com

For Non-Asia Enquiries:

salesoperations@informa.com



Key market facts



World's **2nd** largest pharma market



Valued at USD **282.07bn** in 2024, and projected to reach USD **378.67bn** by 2029



Prescription drugs accounts for **89.1%** of total drug expenditure



China is on track to own **25%** of the **global medical device market** 2030

Economic growth

Strong post-COVID recovery and **rapid growth** especially in the biotech sector creates **opportunity** for innovative therapies and biologic drugs, with increasing R&D **investment** shifting focus from generic to innovative medicines.



Pharma market projected to grow at **6.1% CAGR** through 2028

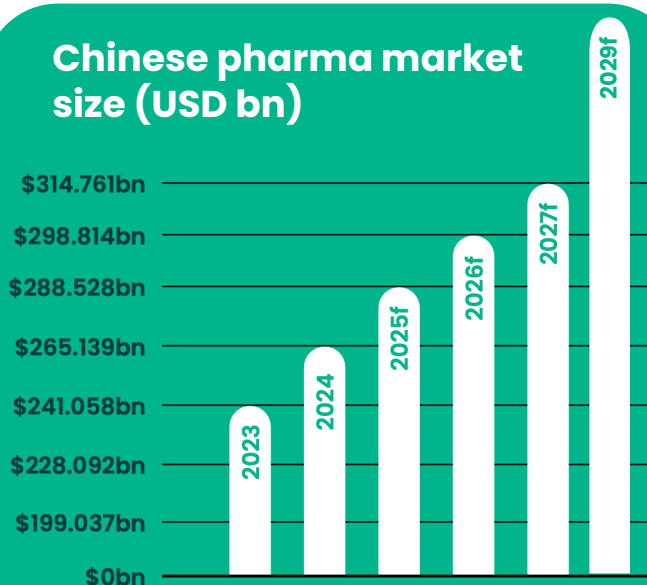
Government support

Through extensive healthcare reforms and **strategic initiatives** such as 'Made in China 2025' continue to improve access to medical services, boosting demand and sales while incentivising multinational **investment** to transforming China's pharmaceutical industry.

Innovation and R&D opportunities

China is a hub for pharma R&D and innovation, shifting from traditional manufacturing towards becoming a center for drug discovery and biotechnology advancement.

Chinese pharma market size (USD bn)



Aging population

By 2050, approximately **26%** of China's population, around 366 million people, will be over 65.



Position yourself in China,
where the **building blocks of pharma are sourced and supplied.**

Hall E1.1

What's in it for international brands?

Why join E1.1?



Prime location: Hall E1.1 located at the main entrance, is designed to promote emerging players and rising talent across pharma.



Exclusive value-added services offered to hall E1.1 exhibitors:

To bring wider exposure to your company, array of pre-event & onsite promotions are provided exclusively to support your presence at the event.



What to expect in E1.1?



International Innovations:

Get ready to explore a wide range of international innovations designed to engage a global audience.



Gateway for emerging companies:

A unique opportunity for new exhibitors to connect directly with the **52%** of visitors looking to discover new products, trends, and innovations, as well as the **31%** seeking new suppliers.

2025 in numbers



109,056
Attendees



3,600+
Exhibitors



100+
Content
sessions



230,000+
sqm

Why exhibit:

- Secure your position **where the building blocks of modern medicine are sourced and supplied.**
- With over **3,600** exhibitors CPHI & PMEC China brings together the **entire supply chain**, connecting you with Asia's largest hub for ingredients, **APIs**, natural extracts including Traditional Chinese Medicine (TCM), **machinery** manufacturers, and cutting-edge **production technology.**
- Network and connect with **110,000+** pharma professionals, strengthen your relationships with current clients while generating leads and scheduling pre-arranged meetings with **qualified buyers.**
- Showcase your products to active buyers who are **sourcing** reliable **suppliers** across the pharmaceutical supply chain.
- Immerse yourself in **rapid innovation**, from investigational drugs to **biotech** and advanced machinery.
- Stay **ahead of the competition** with insights from hundreds of industry experts, discovering the latest industry trends and developments across multiple conferences.

Who's attending:

63%

of visitors have purchasing power

Top 3 purpose of visit:

32%

Keep up-to-date
with the industry



52%

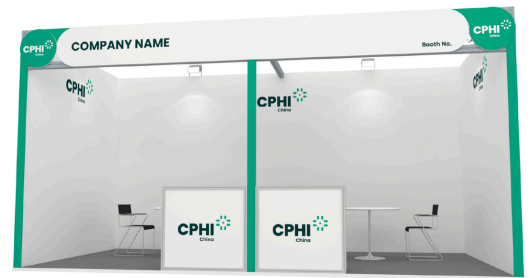
Discover new
products,
trends, and
innovations

31%

Source new
suppliers

MSD 18 sqm booth

- Maxima system with fabric graphic on the wall
- 2x 1m information counter (with graphic)
- 2x round table
- 4x leather arm chair
- 2x bar stool
- 2x waste paper basket
- 4x Floodlight
- 2x 13A/220V single phase socket (max. 500W)



MSD 16 sqm booth

- Maxima system with fabric graphic on the wall
- 1x 1m information counter (with graphic)
- 2x round table
- 4x leather arm chair
- 1x bar stool
- 1x waste paper basket
- 4x Floodlight
- 1x 13A/220V single phase socket (max. 500W)



MSD 9 sqm booth

- Maxima system with fabric graphic on the wall
- 1x 1m information counter (with graphic)
- 1x round table
- 2x leather arm chair
- 1x bar stool
- 1x waste paper basket
- 2x Floodlight
- 1x 13A/220V single phase socket (max. 500W)



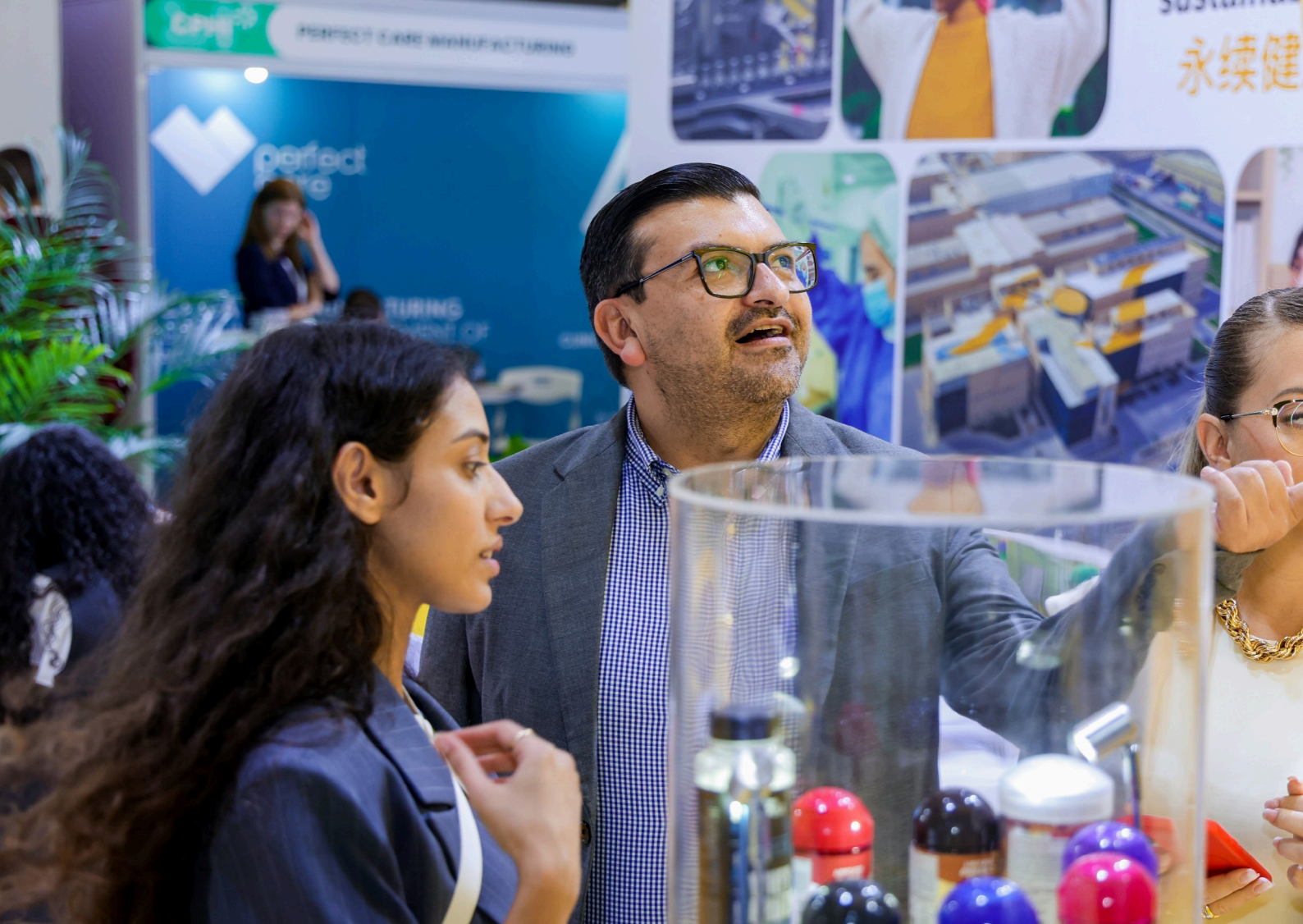
Exclusive promotions for you at Hall E1.1

Pre-Event Promotion:

- 1x headline article on WeChat to promote the exhibitors in Hall E1.1.
- 1x email to domestic attendees to promote the exhibitors in Hall E1.1.
- 1x promotional SMS about Hall E1.1 to domestic pre-registered attendees before the event.

On-Site Promotion:

- 1x advertising board displaying the list of exhibitors at the entrance of Hall E1.1.
- Hanging banners in one of the corridors of Hall E1.1 (*limited spots available*).
- Highlight all E1.1 exhibitors' company names in the E1.1 floorplan and exhibitors' list in the show guide.



Don't miss your chance to take your place at Asia's largest pharma event – secure your stand now!

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CHINA
16-18 JUNE 2026