

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 by 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

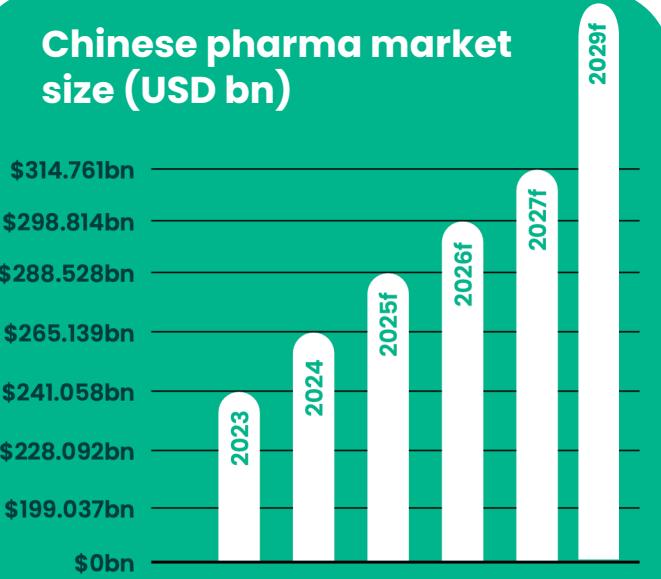
Government support

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**.

Sources:
China Pharmaceuticals report 2023, Fitch Solutions Group Limited Worldwide Pharmaceutical Market Forecasts 2025, Fitch Solutions Group Limited World Population Prospects 2022 by United Nations

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%

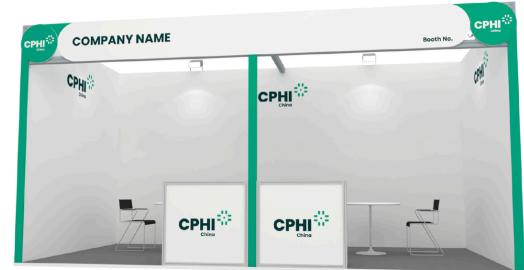
Discover new
products,
trends, and
innovations

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

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