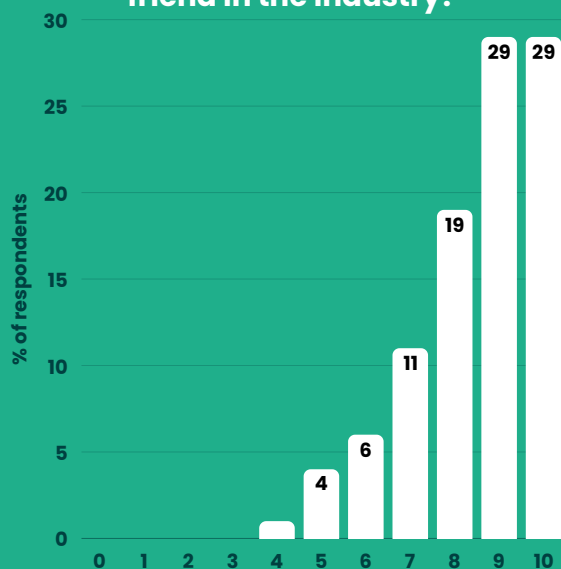


# CPHI China & PMEC attendee insights:

## Personal experiences from past attendees

**Q: How likely are you to recommend CPHI & PMEC China to a colleague or friend in the industry?**



58% of attendees are 'promoters'. Promoters are attendees who rated their likelihood to recommend CPHI China at 9 or 10. They're not just satisfied—they're enthusiastic, loyal, and often act as ambassadors by sharing their positive experiences and encouraging others to attend.

### App Usage Statistics

From 2024 to 2025 we saw a **150%** increase in the CPHI China app usage. There was a **411%** increase in usage of interactive features such as booking in person business meetings, and a **134%** increase in the exchange of business cards.

Users found it easy to use, useful for connecting with visitors, exhibitors and sponsors, and valuable for finding products of interest.

**What would promoters tell a friend or colleague when recommending the event?**



"A great platform to meet business partners face to face and to explore more opportunities".

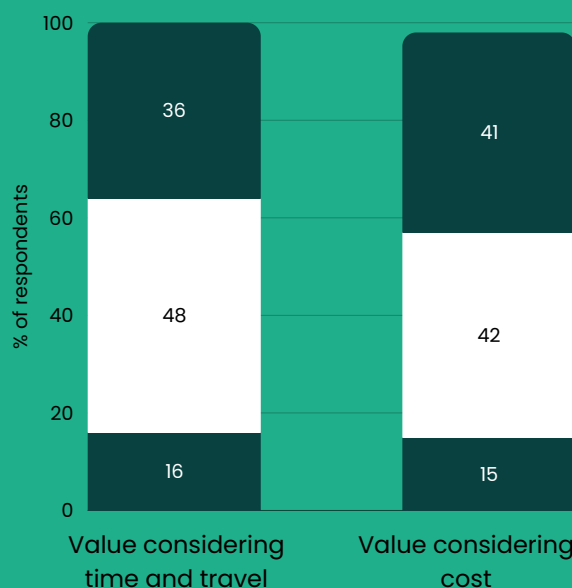


"It really is a gateway to the China/Asia market. With so many exhibitors, there are opportunities to find business partners in this region".



"Attending is truly beneficial for staying up to date with innovations and benchmarking industry standards."

### Evaluating Overall Value: Time, Travel, and Cost at CPHI & PMEC China



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