

CPHI Global Ambassador Case Study

Altruist Biologics



CPHI Global Ambassadors

Become a trusted industry voice in the international pharma community as a CPHI Global Ambassador.

The program was set up to showcase the work of our most dedicated exhibitors from around the world – organizations of any size who have participated in several of our worldwide events for more than 2 years.

We're thrilled to announce that our first CPHI Global Ambassador is **Altruist Biologics**. We spoke with **Joon Chang, Vice President of Global Business Development**, and Courtney Garcia, Director of Marketing & Public Relations, to find out more about Altruist, their experience with CPHI, and what exhibiting at our events has done for their business.



Joon Chang

**Vice President of Global Business
Development & Marketing**



“Our innovative capabilities, state-of-the-art technology, and agile/quality-first mindset... [are] what sets Altruist apart.”

Introducing Altruist Biologics

Launched by *Innovent Biologics*, **Altruist Biologics** has been at the forefront of biopharmaceutical therapies for the last 3 years, with a focus on “the development and commercial manufacturing of antibodies, fusion proteins, ADCs and other drugs.”

With a strong background in CMC, the company is understandably proud of its “highly advanced technical foundation,” which has let Altruist create a range of high-quality, affordable treatments. The company has two locations in China – its flagship manufacturing site in Suzhou and a second facility which

opened in May 2024 in Hangzhou, which is the first in China to accommodate four 20,000L stainless steel bioreactors. With a core team boasting over two decades’ experience, Altruist Biologics has managed to achieve China’s largest number of manufactured batches in just three years of operation.

STATS

Name:

Altruist Biologics

Founded:

2022

Location:

Suzhou and Hangzhou, China

Field:

Contract development & manufacturing organization (CDMO)

Size:

1,000+ chemistry manufacturing and controls (CMC) development & commercial production personnel



Altruist's road to CPHI

Why CPHI?

Altruist Biologics has exhibited with CPHI since 2023, first with their parent company Innovent, then returning as sole exhibitors at CPHI Milan 2024. Chang was already familiar with CPHI from a previous role, and “knew that [it] was one of the events we had to attend” once he joined the team at Altruist.

Becoming an exhibitor at our events also helped Altruist work towards one of their most significant marketing goals, which Garcia describes as “leveraging the established technical and reputational strengths of our parent company...while carving out our own unique identity as a forward-thinking brand.”

“Our innovative capabilities, state-of-the-art technology, and agile/quality-first mindset...[are] what sets Altruist apart,” she added. So, guided by their previous experience at our events, the company set out to use CPHI as a platform to accomplish this, as well as reach new audiences, and widen brand exposure.



Altruist's road to CPHI

The CPHI experience

The company's main goal was to "increase our sales leads and brand awareness," but as anyone who's attended a CPHI show will know, they found far more than that at the heart of pharma...

"I was surprised at how CPHI has grown over the years but still managed to feel tailored to our objectives and needs," Chang said of his initial impressions of the event, adding, "It really has become the CES of the pharma world!"

The CPHI team provided Altruist with consistent end-to-end support at the conference from build-up to tear-down, and beyond.

Chang singled out the "seamless planning process" for particular praise, noting that "it was really apparent that the CPHI organizers cared about our experience at every touch point."

He also found the networking experience at CPHI events "excellent", helping Altruist secure qualified leads, as well as "engage with key contacts... and strengthen [their] presence in the biopharma community."



While leads and awareness were Altruist's main priorities at CPHI, Chang also pointed out that their experience at our events let them "connect with other industry experts to foster collaboration and share insights" – not only on the show floor, but as part of our content program. "You'll get a front seat to the industry leaders and changemakers who are driving innovation."

After the show

Highlights



For Garcia, who describes sustainability as “one of [her] passions,” the number of dedicated sustainability-themed spaces on the show floor, including our newly-formed [Sustainability Collective](#), was especially inspiring. “It was a truly rewarding experience meeting with sustainability leaders,” she explains. “It gave me the opportunity to exchange valuable insights and engage in discussions on how we can drive positive change in the industry.”

When asked if she had any advice for first-time visitors to a CPHI event, Garcia recommended preparation. “Define clear objectives and set goals

“We are excited to continue evolving our partnership with the CPHI organizers, working together to foster innovation and collaboration in the biopharma industry and the event space. We feel that CPHI provides immense value towards our company’s goals, [and] our continued involvement in CPHI Europe underscores our commitment to driving meaningful connections and advancing the future of biologics on a global scale.”

on what you want to accomplish at the event,” she advises. Beyond the planning, however, her suggestions were clearly rooted in a real enthusiasm for everything the show has to offer, whether by connecting with prospects through the event app or attending relevant panel discussions – though, she quickly clarifies, “hosting one is even better.”

After the show

Building networks

By exhibiting at CPHI, Altruist “was able to gather a large amount of qualified leads,” and further build their contact network, as well as bringing their individual brand and mission to an international audience.

Indeed, at CPHI Milan 2024, our exhibitors made a total of over 111,000 contacts between them, demonstrating just how far businesses can extend their reach from the show floor. They also confirmed around 9,800 meetings as a result, helping foster crucial connections with a lasting impact.

Across the whole of that year’s event, CPHI facilitated almost 165,000 connections through online requests and badge scans. This led to nearly 10,500 meetings between our attendees over the course of the show, proving just how rich in opportunities our events can be.

