

CPHI Global Ambassadors

Yino



YINO
PHARMA | CHONGQING



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 – organisations of any size who have participated in several of our worldwide events for more than 2 years.

Our newest CPHI Global Ambassador is pharmaceutical and medical device testing company **Yino**. We spoke with Richard Yin, **the company's General Manager**, to find out more about Yino's journey, what brought them to CPHI, and their evolving experience of exhibiting at our events.



Introducing Yino

Rooted in three decades’ experience in heperin – an anticoagulant manufactured from pig intestines – **Yino** began as a specialised manufacturer of intermediates. Sixteen years on, the company has quickly evolved into a vertically integrated producer of heparin APIs.

Now operating on a global scale from two state-of-the-art production plants in the company’s Chongqing, China headquarters, Yino has the capacity to oversee the entire production process of heperin products, end-to-end. As Yin puts it, that makes the company “uniquely positioned to ensure quality, traceability, and supply stability.”

As Yin explains his role as General Manager, he is “focused on driving our mission of delivering high-quality,

life-saving medicines while promoting sustainable, ethical business practices.” He is also responsible for expanding the company’s operations on an international scale, and describes “navigating diverse regulatory requirements while maintaining consistent global supply” as one of Yino’s biggest challenges.

So, naturally, as they searched for solutions, and a way to meet their objectives, Yino found their way to CPHI

STATS

Name:

Yino

Founded:

2009

Location:

China & Europe

Field:

Research, development, manufacture and supply of EU-GMP certified heparin-series products

Size:

250+ employees



Yino's road to CPHI

Why CPHI?

"CPHI has consistently helped us open doors to valuable business opportunities."

Yino has made CPHI events a "core part of our international engagement strategy" since first attending in 2010, after their interest was piqued by positive word of mouth from industry peers. As Yin puts it, the company were drawn to our "strong global reputation, and the opportunity it offers to connect with key players across the entire pharmaceutical value chain."

In the following fifteen years, Yino has regularly returned to take part in our events around the world, and see CPHI as a way to stay informed and nurture their connections with international industry partners, as well as the pharma community at large. This has been a critical component of "accelerating our international expansion," in Yin's words, and has helped build the company's industry reputation.



Yino's road to CPHI

The CPHI experience

"CPHI is the place to be for serious industry engagement."

When it came to their first CPHI event as an exhibitor, Yin says that the Yino team found it to be an "energising and insightful" experience, which helped them get results even quicker than they expected. "We were impressed by the professionalism of the event, the diversity of participants, and the immediate impact it had on our international visibility," Yin elaborates. "It gave us valuable exposure and laid the foundation for several meaningful business relationships."

With facilities across the globe, Yino remain understandably drawn to our worldwide appeal, as CPHI events continue to draw visitors from more than 166 countries. Yin notes that this really adds to the "dynamic and international atmosphere" of the event, adding that "there's always a sense of excitement on the show floor that makes business interactions enjoyable and inspiring."

In fact, Yino have benefitted from our global reach at most of the CPHI events they've attended. Our shows have helped them reach new markets, create new international partnerships and brought about product development collaborations, "all sparked by initial conversations at the event."



After the show

Highlights

“Companies that exhibit should expect strong visibility, valuable networking opportunities, and real business leads.”



Yino haven't only seen how the CPHI show has evolved over the last fifteen years; they've evolved along with us. Initially viewing it as "a platform to showcase our products," Yino now takes every CPHI event they attend as "strategic opportunity to build relationships, explore new markets, and stay ahead of industry trends."

Yin describes Yino's aims for the future as "establishing themselves as a leading supplier of anticoagulation and antithrombic medications... expanding our global reach, enhancing innovation, and strengthening compliance."

He hopes to achieve all of this with the continued support of CPHI, where Yino can "connect with partners, meet new customers, and explore international markets" all under one roof.

"It's become much more of a trade show," Yin concludes. "CPHI is a global hub for innovation and collaboration in the pharmaceutical industry, and we are proud to be part of it."

Do you want results like this?

Join the CPHI community and grow your business like **Yino**.

Contact us today to learn how we can support you with your specific goals.

Discover more about exhibiting at one CPHI's events and put yourself at the heart of pharma.

