

eTRADE season

Digital Sourcing & On-demand Webinars for Pharmaceutical Products & Manufacturing

CPHI & P-MEC China launches the “E-Trade Season” again during March – May 2022 to provide the pharmaceutical industry with online learning and trading opportunities.

This includes months of informative content and a targeted matchmaking service - delivering themed

webinar series and showcasing high-quality pharma suppliers from the popular themes.

Webinars will be offered in Chinese to the Chinese audience and English to the international audience, with bilingual interpretation available.

Events Calendar 2022

30 March 2022	<p>[Bio Insights: Cell and Gene Therapy]</p> <ul style="list-style-type: none"> · New strategy for the development of CAR-T cell therapy for solid tumors · The new track layout CXO – cell therapy · AAV gene therapy drug development and cutting-edge technology · Global innovation cell and gene therapy update · Finding the right CDMO/CMO partner for gene therapy
31 March 2022	<p>[The Future of Biomanufacturing: Capacity, Capability and Careers]</p> <ul style="list-style-type: none"> · Biopharmaceutical landscape outlook - what are the short and long-term impacts of COVID-19? · Rising trends and technologies – mRNA, immunology, and vaccines · Building flexible manufacturing networks and increasing capacity · Single-use tech availability · Training the workforce of the future
11-22 April 2022	<p>[Innovative Formulation and Excipients R&D]</p> <ul style="list-style-type: none"> · Opportunities and strategies for high-end complex formulations · The future of advanced pharmaceutical formulation analysis methods · Technical difficulties and R&D strategies of oral liquid preparation · Application of pharmaceutical excipients in oral drug development · Sustained release dosage forms -- trends of osmotic pumps · Film controlled tablet coating process parameters · Long-acting injection formulation development and industrial production · Design and development of nano-injectable formulations · Sustained release microsphere technology application in injections · Novel excipients application in sustained-release injections R&D
18-22 April 2022	<p>[Innovation and Development of Small Molecule Drugs]</p> <ul style="list-style-type: none"> · Small molecules targeted agents R&D -- targeting energy metabolism in cancer · Innovation in crystal and particle engineering technology to promote CMC development · Key points of non-clinical CNS drug R&D -- from theory to practice · Trends of CDMO/CMO under the MAH system
April 2022	<p>[Trends in Peptide and Oligonucleotide Drugs]</p>

Final topic and agenda are subject to change.

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Sponsorship Opportunities

Position yourself as a thought leader on a specific topic in the Pharma sector and generate high-quality leads.

Why Sponsor

1

Target a specific pharma audience via themed events

2

Integrate resources to attract Chinese & international pharma professionals

3

Generate leads with extra branding and product exposure

Packages



Customized Webinar Package USD 8,800

No time to create your own expert content? We can Help!

Thought Leadership

- 1 pre-recorded webinar session (30-45mins) nominating your expert to be involved.
- Enrich the webinar content with 1 or 2 invited guest speakers by our editorials.

Brand Awareness

- Product exposure on event page for more than 1 month.
- Company logo inclusion in all related promotional materials
- Welcome video or introduction promotion during the webinar

Lead Generation

- Receive a data list of qualified and GDPR-compliant leads of your session
- On-demand version presented online for 3 months to collect leads.

Marketing Promotion

- Dedicated event page
- Exclusive social media promotion (WeChat, Facebook, LinkedIn, etc.)
- Exclusive e-newsletter promotion

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Exclusive Webinar Package **USD 4,100**

Want to find the good channels to promote your content? We can help!

- 1 pre-recorded webinar session (30-45 mins)
- All registrants' data of qualified and GDPR-compliant leads
- Company logo inclusion in all related promotional materials
- Dedicate event promotion including event page, 1 social media and 2 e-newsletter

Bilingual interpretation service is available for an extra rate of \$650/hour.



Matchmaking Package **USD 5,666**

Want to find Chinese clients for your products and service? We can Help!

- Dedicated customer service to help match 3 local Chinese clients as per your specific requirement in 4 weeks. (For pharma API products only.)
- Dedicated customer service will arrange 1-to-1 video meeting. (20mins/meeting)
- Digital Showroom & exposure online: including product displays to get extra online trade offer (4 weeks)
- 1 top banner on CPhI China Chinese B2B portal (2 weeks)
- E-newsletter and WeChat promotion
- English & Chinese translation service
- Company logo exposure on all promotional material



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Post Report 2021

Digital Sourcing & On-demand Webinars for Pharmaceutical Products & Manufacturing

CPHI & P-MEC China launched “E-Trade Season” during March - June 2021 to provide the pharmaceutical industry with online learning and trading opportunities. This includes months of informative content and a targeted matchmaking service - delivering over 8 themed webinar series and showcasing quality pharma suppliers from 4 popular themes.

<https://www.pharmasources.com/zt/etradeseason>

Previous Sponsors



Previous Partners



Pharmaceuticals Export Promotion Council of India
(Set up by Ministry of Commerce & Industry, Govt. of India)



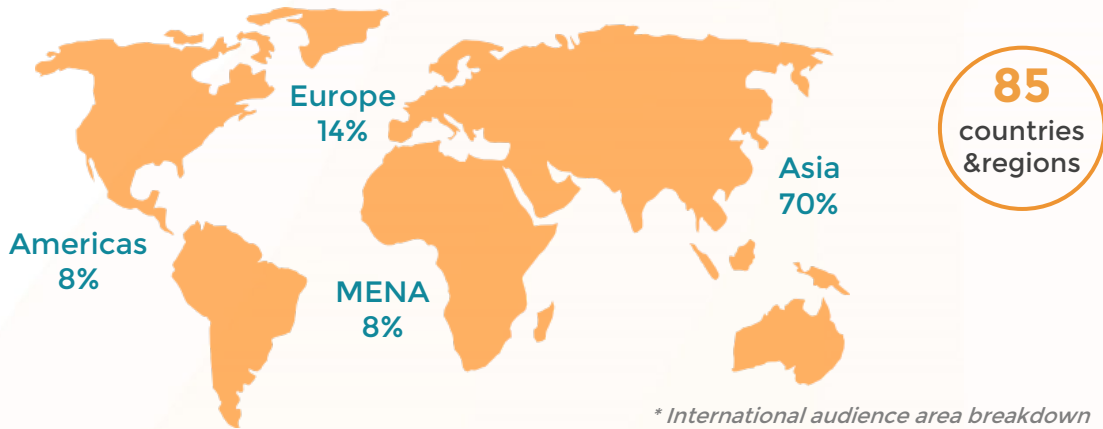
e-TRADE season

Post Report 2021

Attendance Overview

4 English Sessions	13 Speakers	1,348 Int'l Attendance
6 Chinese Sessions	31 Speakers	4,726 Local Attendance

Attendance Profile



Top 10 Audience Business Type

Pharmaceutical Manufacturing	24%
API Producer	20%
Distributor	10%
Import / Export	7%
Biopharmaceutical	3%
Regulatory Affairs	3%
Academic	2%
Animal Health	2%
Nutraceuticals/Health Company	2%
Supply Chain	2%

Audience Job Title Breakdown

