

e-TRADE 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>[Cell and Gene Therapy] Chinese Language</p> <p>13:20-14:00 New strategy for the Development of CAR-T Cell Therapy for Solid Tumors - Speaker: Zhao Yangbing President & CSO, UTC Therapeutics Inc.</p> <p>14:00-14:40 TCR-T Therapy for Solid Tumors, From Discovery to Clinical Research - Speaker: Wang Jianghua Co-founder & CTO, CorreGene</p> <p>14:40-15:20 AAV gene therapy current situation and development - Speaker: Yang Lin Founder & Executive Director, AAVolution-Genes therapy</p> <p>15:20-16:00 Experience in Preclinical Development of Cell Therapy - Speaker: Wang Quanjun Professor, Beijing Institute of Pharmacology and Toxicology</p> <p>16:00-16:30 TBC</p>
31 March 2022	<p>[The Future of Biomanufacturing: Capacity, Capability and Careers] English Language</p> <ul style="list-style-type: none"> - Speaker: Killian O'Driscoll, Director of Projects, National Institute for Bioprocessing Research and Training (NIBRT) - Speaker: Eric Langer, President and Managing Partner, Bioplan Associates, Inc
11-22 April 2022	<p>[Innovative Formulation and Excipients R&D] Chinese Language</p> <ul style="list-style-type: none"> • Pediatric drug dosage form R&D strategies • Capsule Dosage Form Solutions in Drug Development - Speaker: Yang XiaoYi, Business Development of Capsugel • Sustained release dosage forms - trends of osmotic pumps • Long-acting Microsphere Dosage Form R&D and Commercial Barriers - Speaker: Shanghai Jemincare • Design and development of nano-injectable formulations • Novel excipients application in sustained-release injections R&D
13-15 April 2022	<p>[Innovation and Development of Small Molecule Drugs] Chinese Language</p> <ul style="list-style-type: none"> • Discovery and development of therapeutics in respiratory and lung diseases (Topic TBC) - Speaker: General Manager of Ark Biosciences • 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
20 April 2022 (TBC)	<p>[Trends in peptides and oligonucleotides - choosing a partner CDMO] English Language</p>
27 April 2022	<p>[Bio Insights: Cell and Gene Therapy] English Language</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)



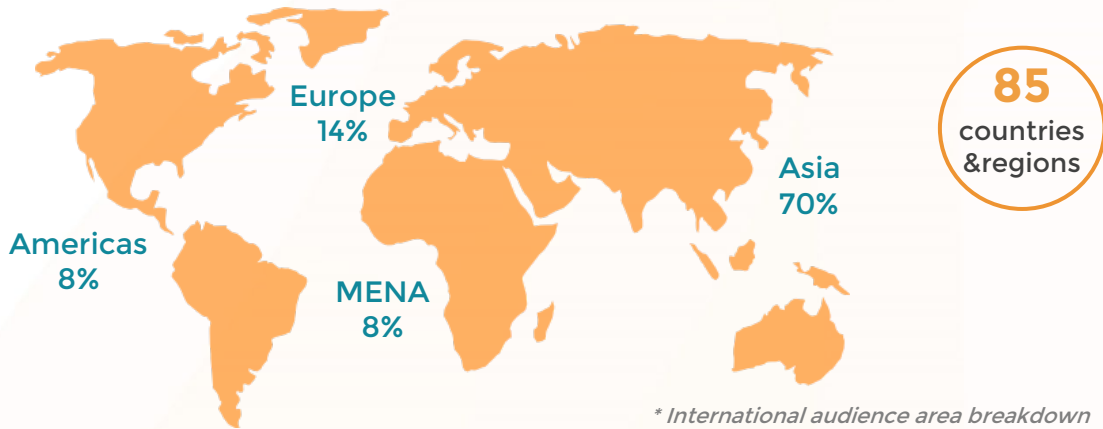
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Post Report 2021

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

