

Today's pharmaceutical manufacturers are faced with ever-growing pressures to evolve and transform their business strategies. Increasing cost pressures, tightened regulatory guidelines, and new technologies are forcing the industry to shape towards a more efficient and flexible operational model. As China becomes the second pharmaceutical market globally, reaching international quality standards is paramount in succeeding in a global marketplace.

By 2011, sales on the Chinese drug market reached **RMB 1550 billion (about US\$246 billion)**, an increase of 7.08 fold over 2000 level.

China drug market to grow **over 25% by 2015** [Source: Access China 2012].

As the global pharmaceutical sales profile has shifted in the last few years, and fewer new products are being registered in Europe and North America, companies have begun to move their focus to emerging markets with more potential for growth.

**18% of companies** use China as a primary sourcing destination for manufacturing their products.

What are the 3 most important pieces of information you need when selecting a CMO?

GMP compliance

**77.8%**

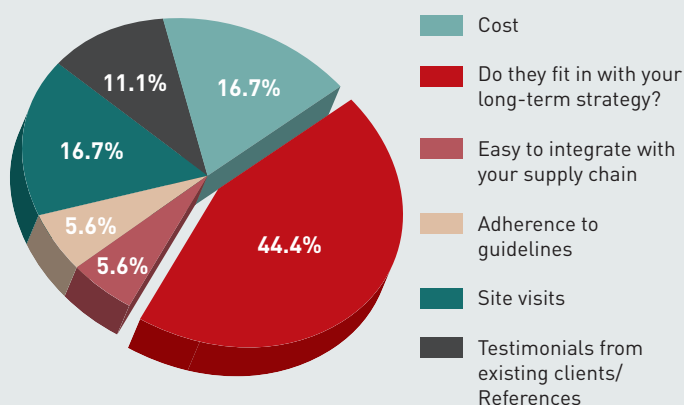
Technological capabilities

**66.7%**

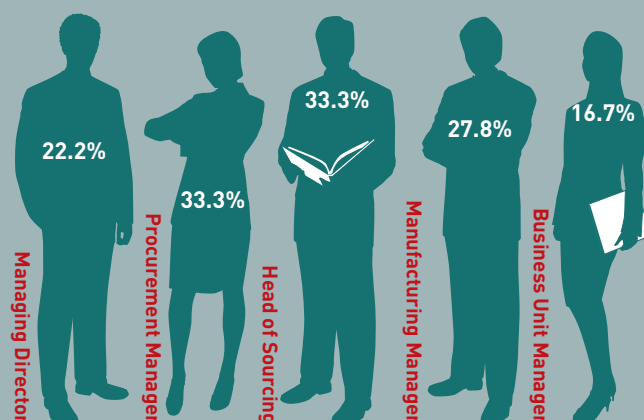
History of working with them

**44.4%**

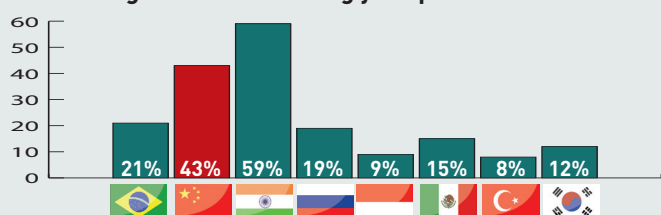
What is the most important factor when making a decision?



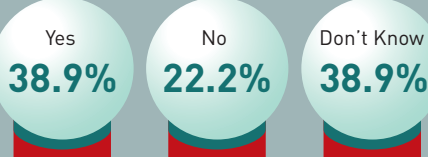
Who are the key decision makers in CMO selection process?



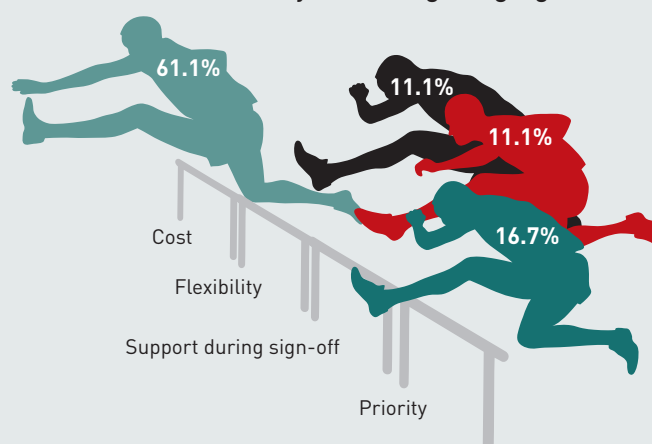
Which of the following emerging markets are you considering for manufacturing your products in 2014?



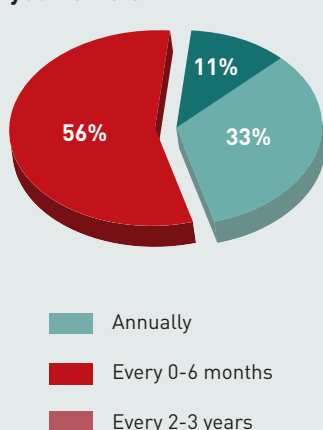
Do you have plans to enter into a relationship with a new CMO in the next 12 months



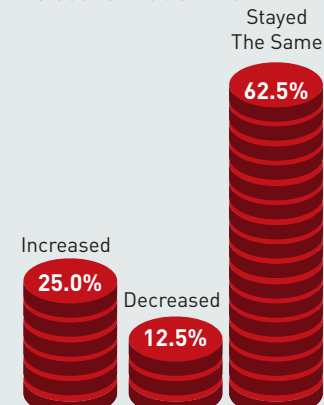
What is the main hurdle you face in getting sign off?



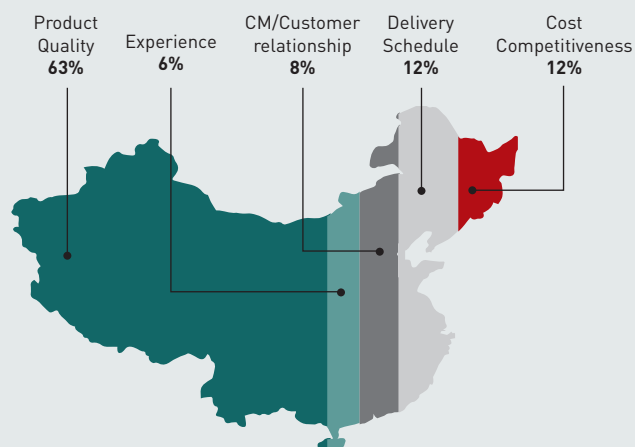
How often do you review your CMO's?



How has your purchasing of services and technology for manufacturing changed in the economic downturn?



Which of the following is the most critical success factor for contract manufacturing?



Pharmaceutical Manufacturing China 2012 caters for pressing challenges that small molecule drug manufacturing executives are faced with and will deliver best practices for contract manufacturing, risk based quality management, operational excellence and continuous improvement. To find out more go to [www.pharmamanufacturingchina.com](http://www.pharmamanufacturingchina.com)