

# POST SHOW REPORT

Interherb 2004 (Qingdao 4-6 Sep.)

## 1. ORGANIZATION

### **Organizer:**

China National Pharmaceutical Group Corp.  
China National Group Corp. of Traditional & Herbal Medicine  
China Pharmaceutical Exhibition Corp.

### **Sponsor:**

China Pharmaceutical Exhibition Corporation

### **Media:**

China Pharmaceutical News  
Medicine Economic News  
Research & Information on Traditional Chinese Medicine

## 2. INTERHERB2004 (QINGDAO) PROFILE

Interherb is the only professional standardized international TCM raw materials show with the highest exhibition level in China. For both convenience of exhibitors and visitors, we provide Double-language Service (Chinese and English) during the show time, including Directory, Visitor guide, Name board, Nameplate etc. We also provide 10 free interpreters to help the communication between exhibitors and foreign visitors. Only the first time of show, Interherb provides:

Scale - 5,000 sqm,

Exhibitors - 116,

Visitors - 56,117

Leading Participants -

Tasly Modern TCM Resource Co., Ltd.

Shanghai Hua Yu Chinese Herbs Co., Ltd

Guangdong Kangmei Pharmaceutical Co., Ltd.

American Ginseng group.

Guangzhou Baiyunshan TCM Co., Ltd.

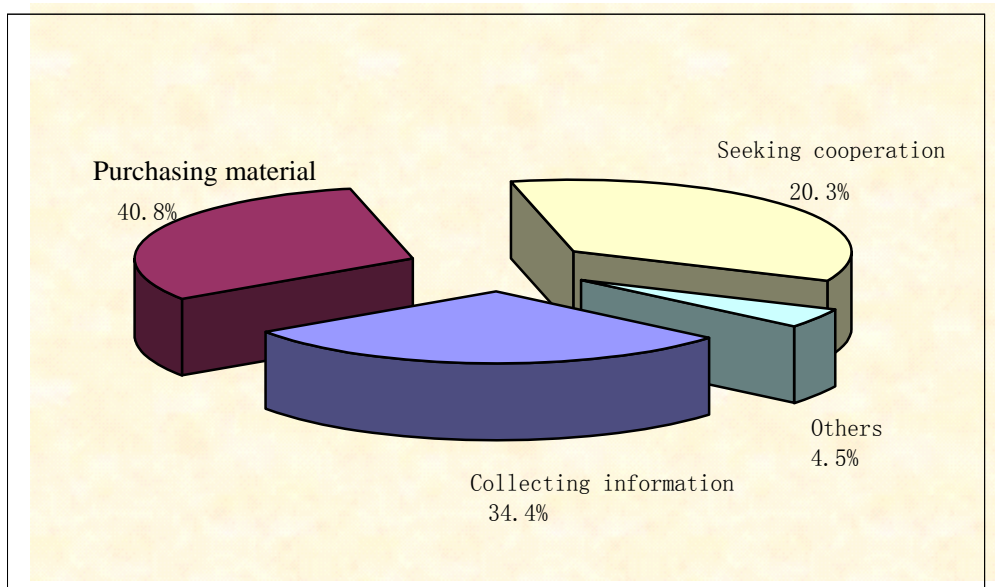
Qingdao Huazhong Pharmaceuticals Co., Ltd.

Nonghyup Korea Insam Co., Ltd, etc.

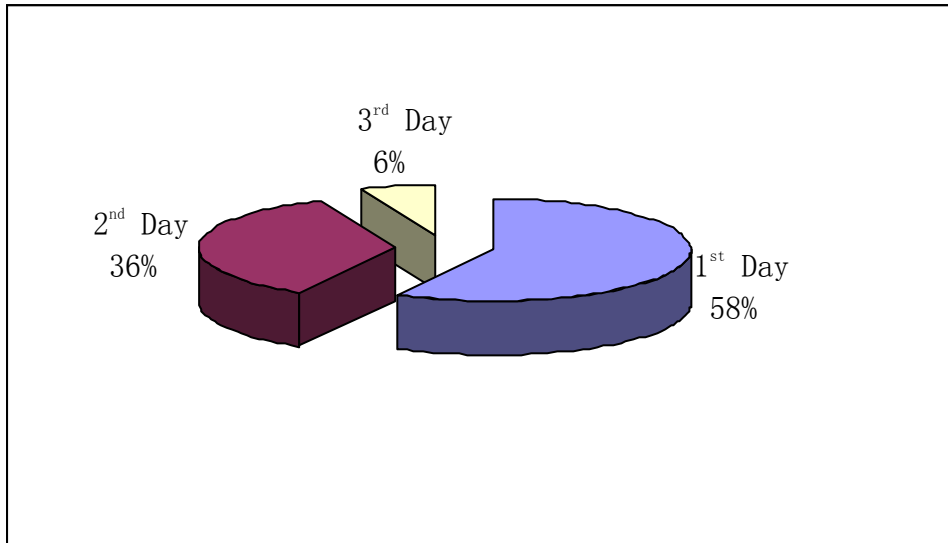
### 3. VISITORS at Interherb2004 (Qingdao)

#### *Purpose of participation-- purchasing and collecting information*

China is one of the biggest countries of manufacturing herbal medicine. Interherb2004 not only attracted native famous TCM material and equipments enterprises, but also the famous enterprises of Korea, Japan and Hong Kong. Interherb 2004 related to TCM raw material, TCM decoction piece, extraction, pharmaceutical packing, equipments, technology service and other fields.

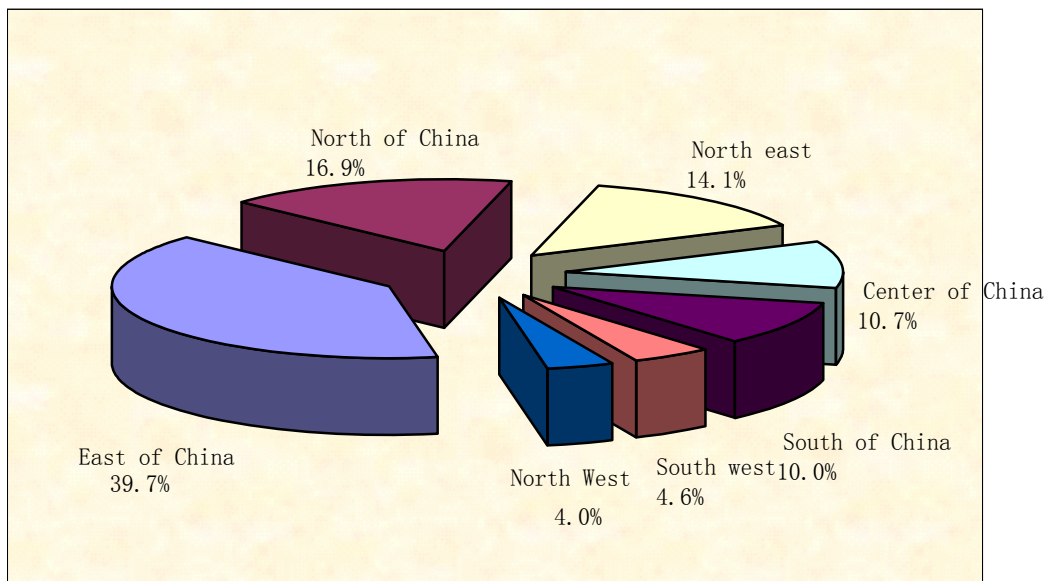


**56,117 visitors participated Interherb2004 during 3 days:**



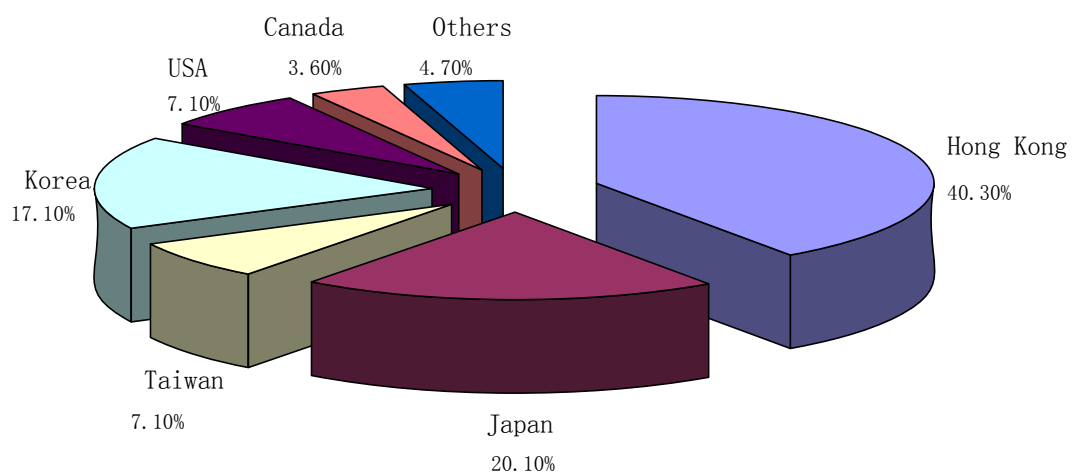
***Regionally specialty of native visitors – 70% of them come from the developed pharmaceutical region:***

Native visitors came from 30 provinces, cities and municipalities:

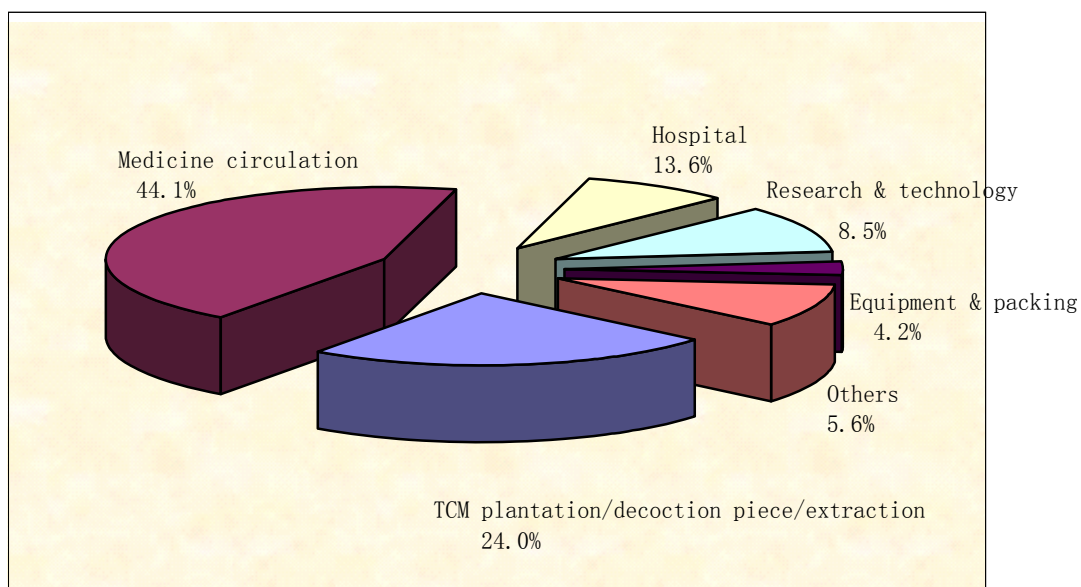


***Overseas visitors – promote the Internationalization of Interherb:***

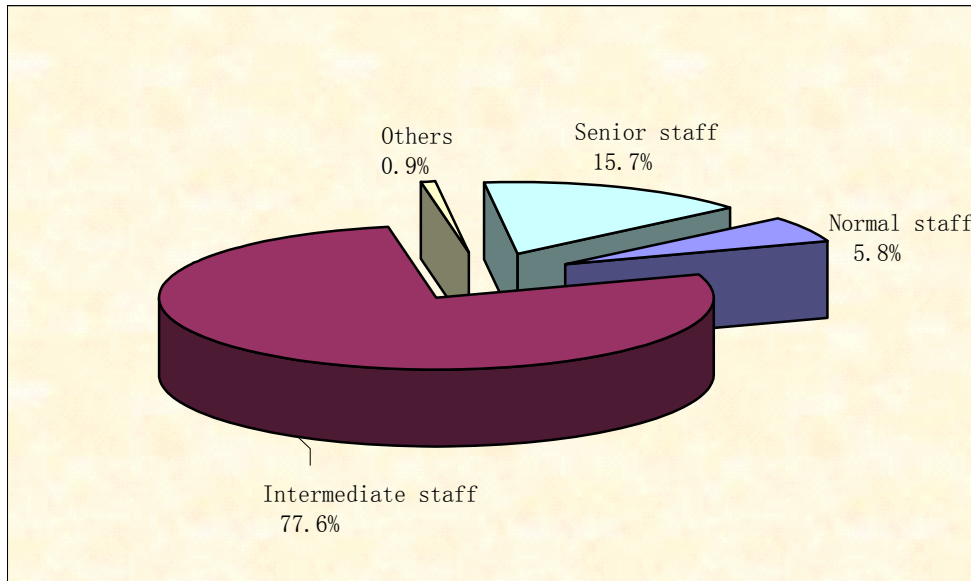
For connection with all the related associations and groups to propaganda Interherb, we gained effective result -- 3.8% of the total visitors are the overseas visitors.



*Professional visitors came from various vocations, it is shows that their multifarious demands to our trade show:*



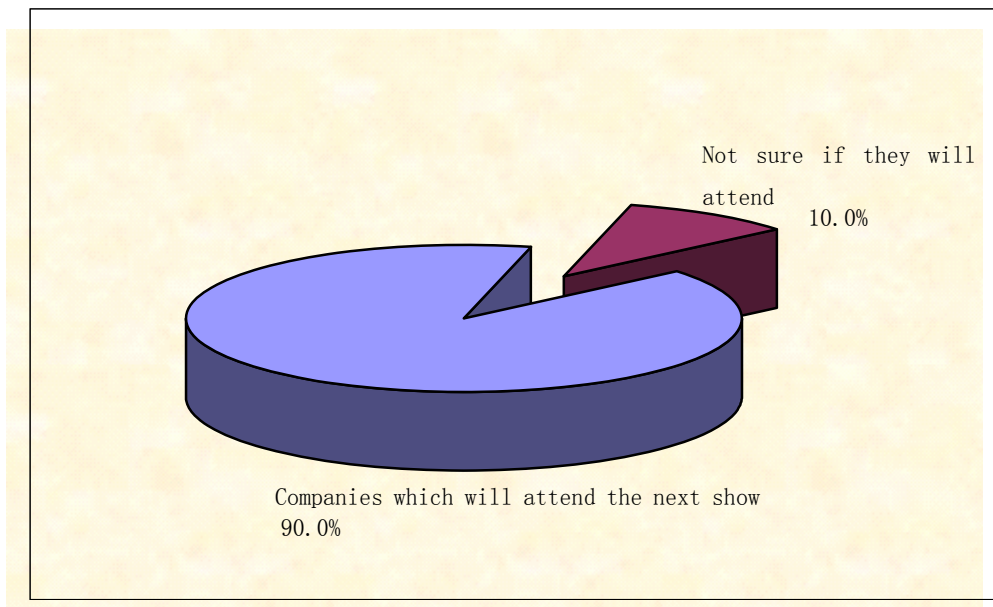
**Senior and intermediate staff attended interherb 2004**



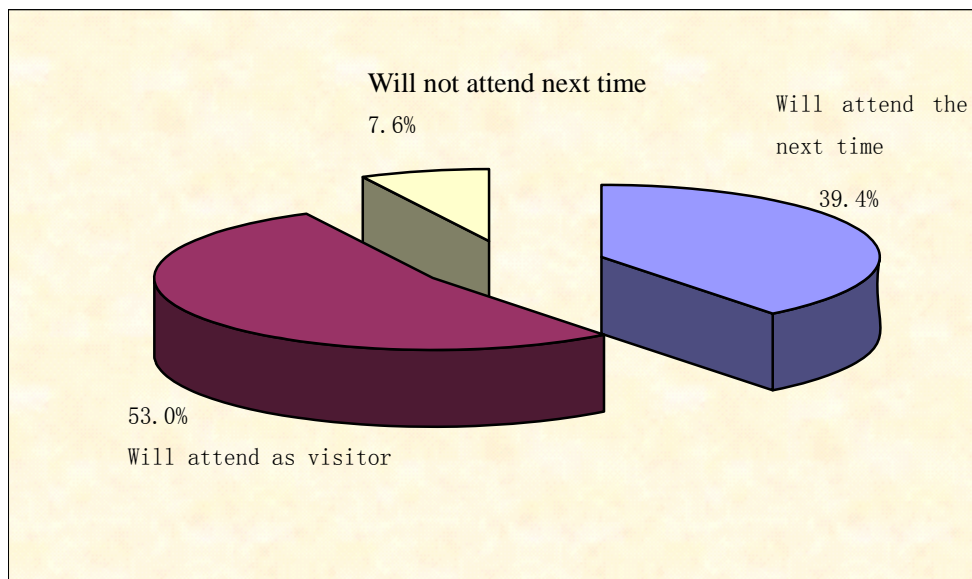
**Both exhibitors and visitors show their big will to attend the next show**

In order to improve Interherb in the future, we have collected the opinion of exhibitors and visitors if they will attend the next show.

*Exhibitor's opinion:*



*Visitor's opinion:*



**We expect that Interherb will become the best platform for all enterprises displaying themselves, promoting communication inside this industry. If you have any suggestions, please don't hesitate to contact us:**

China Pharmaceutical Exhibition Corp. (CPEC)  
Interherb Team  
Tel: 86- 10-62028899 ext. Interherb Department  
86-10-62385975 (Direct line)  
Facsimile: 010-62033210, 010-62385975  
Email: Interherb@reedsinopharm.com  
Website: <http://en.interherb.com.cn>