

PHARMA CHINA FORUM

1st Qtr, 2008
Shanghai

2:00 PM to 4:30 PM, April 11, 2008 ☉ Shanghai JC Mandarin, Shanghai, China

Pharma China Forum

1st Quarter, 2008

Organizers

Pharma China / PharmaGuys

Sponsor

Synovate Healthcare China

Time

2 PM to 4:30 PM, April 11, 2008

Venue

Shanghai JC Mandarin, Shanghai, China

Fee

CNY 500 - Subscribers of any Pharma China products

CNY 1,000 - Non-subscribers

Fee covers attendance, refreshments, digital/print copy of presentations, latest issue of *Pharma China Journal Edition* in print, and *Pharma China Quarterly Review*.

Invited Participants

Limited to executives and competitive intelligence/market research related personnel of pharma companies, CROs and service providers serving international pharmaceutical companies, investment banking & consulting companies, and industry associations. The working language of participants should be English.

Registration

Space is limited to 30 participants and priority is given to *Pharma China* subscribers.

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Event Introduction

- * *Review of trends & developments in Chinese Pharma in 1st Qtr, 2008*
- * *Therapeutic trends in oncology, diabetes and hepB areas*
- * *Changing landscape of hospital marketing and sales*
- * *Interactive discussion and brainstorming with our expert panel*

Despite enormous business opportunities and growth prospects, the ever-changing legal, regulatory and market environments in China healthcare present the single biggest challenge to foreign pharmaceutical companies operating in the sector. Although there are success stories from all categories of players, becoming one of them requires a thorough understanding of the sector and its contemporary trends, knowledge to make informed decisions, flexibility to deal with changes, and capability to maneuver through complex situations. Failures to do so often lead to costly mistakes, frustrations and even downfalls.

Since its inception in 2006, *Pharma China*, the leading English media covering China's pharmaceutical sector, has been serving the mounting needs of the international business community in understanding the sector's trends and developments as they unfold. The root of *Pharma China* as a reliable source of third party Chinese pharma intelligence can be traced back to *IMS China Update*, a joint monthly publication of IMS and WICON (publisher of *Pharma China*).

In order to better serve our subscribers and meet the rising demand for in-depth understanding of contemporary issues and trends facing the Chinese pharmaceutical sector *Pharma China* is convinced that a platform is needed to serve as a venue for exclusive information releases and expert observations by reputable industry sources, and for exchanges, peer discussions and brainstorming among experts and pharma executives whose working language is English. This new platform to be launched in April is *Pharma China Forum*, a quarterly event to be held within two weeks after the end of each quarter.

Each quarterly event of *Pharma China Forum* will feature a keynote presentation from James Shen, Publisher of *Pharma China*, on contemporary trends and developments in the previous quarter, followed by a presentation from another reputable information source, and one more presentation from an expert in a selected field of the pharmaceutical industry. The presentations are followed by interactive discussions and brainstorming between participants and an expert panel.

The upcoming *Pharma China Forum* on April 11 is sponsored by Synovate Healthcare China. Drawing from their specialty China therapeutic monitors, Synovate's experts will report on therapeutic and drug consumption trends in oncology, diabetes and hepatitis B areas. This event also features a presentation from Mark Lotter, CEO of Novamed Pharmaceuticals and a former VP Commercial Operations for AstraZeneca China. Mark will discuss the changing trends and landscape of hospital marketing and sales in China against a backdrop of many recent regulatory introductions and imminent healthcare reform. In addition, Dr. Songjun Luo, Principal ZS Associates (a leading sales force effectiveness consulting firm), will join us as a panelist.

What sets this event apart from those organized by professional conference companies?

- It is an event organized by executives for executives
- Exclusive industry and market information contents are presented and distributed at the event
- Only the industry experts with real world experience to share are invited to present at the event
- Cost effectiveness – our goal for this event is not profit but to bring value-added services to our subscribers and potential customers.

This quarterly event is exclusively sponsored by Synovate Healthcare China

AGENDA

2 PM to 4:30 PM, April 11, 2008 ☺ Shanghai JC Mandarin, Shanghai, China

1:30 – 2:00	Simple registration, refreshments, networking
2:00 – 2:05	Opening and introduction of Pharma China and sponsor(s)
2:00 – 2:50	James Shen, Publisher and Chief Editor, Pharma China Review of Trends and Developments in the Chinese Pharmaceutical Industry in 1st Quarter, 2008 <ul style="list-style-type: none"> - Overview of the quarter - Regulatory issues, events and trends - Pharma industry trends, activities & performance data - Legal/IPR – latest events and observations (if available) - Healthcare reform/administration – trends and developments, newly available health statistics, etc.
2:50 – 3:00	Break, exhibits and networking
3:00 – 3:30	Rob Pollard, Director, Synovate Healthcare China Kelly Price, Head of Asia Pacific Oncology Monitors, Synovate Healthcare Patrick Nowlin, Director, Synovate Healthcare Shanghai Therapeutic Trends in HepB, Oncology and Diabetes <ul style="list-style-type: none"> - Overview - Topline findings of Synovate's China Hepatitis B Monitor - Topline findings of Synovate's China Diabetes Monitor - Topline findings of Synovate's China Oncology Monitor - Future outlook
3:30 – 4:00	Mark Lotter, CEO, Novamed Pharmaceuticals Inc. (former VP Commercial Operations, AstraZeneca China) Changing Landscape: Sales and Marketing of Branded Ethical Drugs in Chinese Hospitals <ul style="list-style-type: none"> - Review of latest trends and developments in this sector - Regulations that have impacts on hospital sales and marketing - Potential impacts of healthcare reform - Future outlook
4:00 – 4:30	Panel Discussion/Q&A: Contemporary Trends and Issues in China's Pharma and Healthcare Sector Panelists: <ul style="list-style-type: none"> - James Shen, Publisher and Chief Editor, Pharma China - Rob Pollard, Director, Synovate Healthcare China - Kelly Price, Head of Asia Pacific Oncology Monitors, Synovate Healthcare - Patrick Nowlin, Director, Synovate Healthcare Shanghai - Mark Lotter, President & CEO, Novamed Pharmaceuticals - Dr. Songjun Luo, Principal, ZS Associates Inc. (a leading SFE consulting firm)
4:30 -5:00	Voluntary after-event Q&As, discussions, exhibits and networking

REGISTRATION FORM

I wish to register for:

Pharma China Forum - 1Q 2008

Dates: 2 – 5 p.m. April 11, 2008

Price: CNY 500 for Pharma China subscribers

CNY 1000 for non-subscribers

Place: Shanghai JC Mandarin Hotel

Please return this form to:

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By fax: +86 10 8530 0938

Registration Details

Name: _____ Title: _____

Company: _____ Tel: _____

Fax: _____ Email: _____

Address: _____

Authorized signature: _____ Date: _____

Bank Information

开户行: 北京银行红星支行 账号: 01090330400120109074498

帐户名: 北京富马杰士信息咨询有限公司

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