

PHARMACHINA SEMINAR

BUILDING SUCCESS IN CHINA'S PHARMA SECTOR

Unlocking Myths, Gaining Insights, and Developing Winning Strategies

**THE MOST IMPORTANT AND RELEVANT DISCUSSION
ABOUT THE RISING IMPORTANCE OF CHINA IN THE
PHARMACEUTICAL INDUSTRY**

NEW JERSEY

26 FEBRUARY 2009

BOSTON

29 APRIL 2009

SAN FRANCISCO

04 NOVEMBER 2009

China is expected to become the fifth-largest pharmaceutical market in the world by 2010. Now is the time to join the discussion and become a key player in the pharma industry's growth and expansion.

Everything you need to know and have always wanted to know about the Chinese Pharmaceutical Industry in just 1 day!

This one of a kind seminar is jam packed with the most recent, hard-to-find data, exclusive information, and real world, on the ground experience you can't find anywhere else.

The sessions are interactive, and limited to only a small group of executives. Register early to reserve your spot!

PHARMA CHINA SEMINAR

ABOUT THE SEMINAR

After a year of stunning growth in 2007, the pharmaceutical industry in China is delivering another impeccable performance this year. Revenues of the Chinese pharmaceutical manufacturing sector rose 28.8% while its total profits jumped 39.8% in the first eight months of 2008.

As China's pharmaceutical market grew and advanced on many fronts in recent years, its global importance and influence is beginning to emerge. China is expected to become the fifth-largest pharmaceutical market in the world by 2010, according to some estimates. In fact, that market, including all traditional Chinese and Western drugs, was already worth US\$50 billion at the end of 2007, according to Pharma China, and it is quickly approaching the size of Japan's market, the second-largest worldwide. In addition to being the dominant global supplier of active pharmaceutical ingredients (APIs) and intermediates, Chinese companies have invested heavily in the past two years to upgrade their production of generic drug formulations.

For many pharmaceutical MNCs, China is now a leading overseas market and it is likely to become their largest foreign market within a decade. Moreover, China has recently become a favorite destination for innovative drug R&D and many big pharma MNCs are increasingly relocating and outsourcing their R&D to the country. Finally, MNCs are also expanding their Chinese production operations and outsourcing more manufacturing projects to China.

China's enormous size, its ageing population, consistent double-digit pharmaceutical industry growth in the past two decades and ongoing healthcare reform have convinced even the most conservative industry analysts to offer optimistic views about its future. Nevertheless, the pharmaceutical industry in China continues to face mounting challenges and the country's ever-changing legal, regulatory and market environments of China's healthcare sector pose the single biggest challenge to foreign companies.

There are success stories from all categories of players, whether they are foreign or local, large or small, newcomer or established, private or state-owned. However, to be one of the success stories require a thorough understanding of the sector, ability to face and tackle challenges, flexibility to deal with changes, and skills to maneuver through complex situations.

"Building Success in China's Pharma Sector" is a one-day seminar providing both orientations and insights into all important aspects and contemporary trends/issues of the Chinese pharmaceutical industry and marketplace today. As business successes in China are often culturally sensitive – a minor cross-cultural business communication element is also added to the program.

The seminar is packed with hard-to-find data, exclusive information and expertly observations delivered in an interactively manner with spontaneous Q&As. Principal speaker James Shen, publisher of Pharma China and president of WICON International Group, is a veteran executive of the Chinese and Asian pharmaceutical industry who has a wealth of real world strategic and operating experience in China pharma business. He is in constant touch with Chinese government officials, industry association officials and pharma executives at the top and operational levels. Joanne Zhou, who will deliver the cross-cultural communication element of the program, is a well-known cross-cultural trainer for the diplomatic community, NGOs and MNCs in China.

PHARMA CHINA SEMINAR

ABOUT THE SEMINAR

WHO SHOULD ATTEND?

Senior executives
Strategic planning/business development/CI/market research executives
Executives responsible for outsourcing
R&D/licensing/regulatory executives
Regional HQ executives
Expatriate executives in China
CRO executives
Consultants
Investment/VC professionals

WHY SHOULD YOU ATTEND?

Learn winning cross-cultural communication strategies
Receive indepth orientations of the Chinese pharma industry and marketplace
Gain insights into contemporary trends and outlook in China healthcare
Identify valuable information sources and market research venues
Examine emerging opportunity areas and growth drivers
Brainstorm successful China business strategies

WHAT DOES THIS SEMINAR COVER?

Essential cross-cultural considerations in China business
Structure and segmentation of Chinese pharma industry and market
Regulatory structure, environment and related issues
Intellectual property/patent related issues
Pricing and reimbursement/health insurance system
Healthcare reform and impacts on pharma sector
Contemporary trends, issues and challenges
Insights into various aspects of Chinese pharma including outsourcing, APIs, generic drugs, emerging Chinese companies, M&As and emerging pharma/biotech innovation
Strategies and resources for market research and business intelligence
Future growth drivers, opportunities and outlook
Considerations for developing successful China business strategies

PHARMA CHINA SEMINAR

2009 PROGRAM AGENDA

9:00-9:30	Unlocking some common myths about China business - a short orientation for all international business executives	Joanne Zhou
9:30-10:50	Overview of the pharma industry in China -Structure and segmentation -Drug regulation and setup -Intellectual property/patent -Healthcare reform and outlook	James Shen
10:50-11:00	Break - Refreshments	
11:00-12:30	Overview of the Chinese pharma market -Review and present state -Segmentation (hospital, OTC and other) -Contemporary trends and issues	
12:30-13:30	Lunch and Informal Q&A	
13:30-14:15	Cross-cultural considerations in China business	Joanne Zhou
14:15-15:20	Rising global importance of China -Outsourcing (manufacturing, R&D, licensing/marketing/sales) -API/intermediates sector -Generic drugs -Emerging Chinese global companies -IPOs/M&As/industry consolidation -Pharma/biotech innovation	James Shen
15:20-15:30	Break - Refreshments	
15:30-16:00	Strategies and resources for market research and competitive/business intelligence	James Shen
16:00-17:00	Future outlook of Chinese pharma -Drivers and risks -Projects from various sources -Government commitment Considerations for developing successful China strategies -For new comers and smaller players -For MNCs with existing presence	James Shen
17:00-17:30	Questions and Answers	

PHARMA CHINA SEMINAR

MEET THE EXPERTS



James J. Shen, MBA

James J. Shen, a veteran of the Chinese pharmaceutical industry and market, has dedicated his entire 21-year career to pharmaceutical businesses in China and Asia.

James Shen has rich operational and senior level management experience on China's pharmaceutical / healthcare businesses in the capacities of a senior consultant to multinational pharmaceutical companies, a manager of joint venture projects and companies, a business development executive and an entrepreneur.

James Shen started his career in the pharmaceutical industry in 1987 when he joined Beijing Ciba-Geigy Pharmaceutical Ltd. (now Beijing Novartis) as Assistant to the General Manager. While he studied in England in various periods of 1980s, he worked as an editorial consultant for Scrip/PJB Publications, IMS and Financial Times Business Information on China's healthcare news.

In 1991, he founded WiCON International Ltd. in the USA to provide strategic consulting and competitive intelligence to international pharmaceutical companies in order to assist and facilitate their market entry into China. He has worked with many large and mid-size international pharmaceutical companies on a diverse range of projects including entry strategy development, strategic alliances and joint ventures, marketing and distribution agreements, product registration and clinical trials, licensing and technology transfer, API sourcing, and M&A due diligence. His clients included Pfizer, GD Searle, IVAX, GlaxoSmithKline, Novartis, Sanofi-Synthelabo, TEVA, Taro, Ajinomoto, AL Pharma, IMS, Medical Economics/Thomson Healthcare, Mylan Pharmaceuticals, Polichem, and Merrill Lynch. In the late 1990s, he consulted exclusively for a few multinational generic pharmaceutical companies, and was responsible for their business development activities and joint venture projects in Asia-Pacific countries.

As an entrepreneur, James Shen co-founded Beijing Jicai Pharmaceutical Technologies Ltd. in 1992, one of the first private pharmaceutical research institutions in China, and took over its management in 2001. He is also a co-founder of Nanjing Zinox Pharmaceutical Co. Ltd., an emerging generic pharmaceutical company in China.

James Shen was the Managing Editor of the well-known IMS China Update, a monthly newsletter covering China's pharmaceutical market co-published by IMS and WiCON. He authored many China healthcare business publications in English throughout 1990s, including Marketing Pharmaceuticals in China, Guide to Pharmaceutical Research Institutions in China, and Directory of Bulk Pharmaceutical Manufacturers & Products in China.

In early 2006, following a restructure of his businesses, James Shen founded Pharma China, now the most influential English media and source of business intelligence on China's pharmaceutical industry and market which is subscribed by most multinational pharmaceutical companies, leading CROs, investment banking and consulting firms, industry associations and foreign governments.

James Shen was educated in China, Europe and the USA at university and postgraduate levels, and received an MBA from the University of Exeter (UK) in 1990.

He is now based in Princeton, New Jersey with frequent and extended stays in China. He continues to be active in strategic consulting for multinational pharmaceutical companies at headquarter and regional head office levels, and is a frequent speaker at international conferences with a focus on China pharmaceuticals.

PHARMACHINA SEMINAR

MEET THE EXPERTS



Joanne Xiao-Hua Shen (Zhou)

Ms. Joanne Xiao-Hua Shen, founder of WayStone International, is an expert trainer and consultant. She is a Chinese American who grew up in China, but lived in Europe and the USA for nearly 20 years.

In the past two decades, Ms. Shen has provided consulting and training services in the areas of cross-cultural communication, language and business communications to many prestigious companies and organizations which include: Microsoft, Mercer, Inc., Motorola, Bell-Alcatel, AT&T, GTE, Orica, Inc., Lloyds of London, Thomson Group, 3M, Chanel, Time Warner, Lenovo, Li Ning Sports, China Huawei, the Management Forum, US-China Chamber of Commerce, Danish-China Chamber of Commerce, DiversityBusiness.com., U.S. Olympics Committee, British Foreign Office, British Embassy in China, UNESCO, the World Bank, London University and Exeter University. Joanne is a frequent speaker at conferences held in different parts of the world. She also designs and hosts TV and satellite programs on cross-cultural related issues for media companies.

In late 1980s, Joanne was an independent trainer and consultant in London. Among her achievements then were Lloyds of London, whose senior management was prepared by Ms. Shen for a meeting with the late Chinese leader Deng Xiaoping, and the British Foreign Office, whose diplomats were prepared by Ms. Shen to get ready culturally for negotiation with China over the future of Hong Kong.

In 1990s, Joanne held various management positions in public relations, publishing, training and consulting in a number of US companies and organizations including Columbia University, Columbia Press and Time Warner. Before she founded WayStone in 2003, she was an Acting Education Officer, Program Officer and International Advisor respectively with UNESCO's Cluster Office for North Korea, Japan, Mongolia, China and South Korea. She also worked as an international advisor for the World Bank at one time.

Joanne has a first degree in English literature, an MA in Teaching English as a Foreign Language from Exeter University, UK and a MEd in Applied Linguistics from the prestigious Columbia University. In 1989, she became the first non-British European Exchange Scholar sent by the Exeter University to conduct linguistic research at the University of Kansas, USA. She was among the first group of university scholarship students sent by the Chinese Government to study in the UK after the Cultural Revolution in 1978.

PHARMACHINA SEMINAR

REGISTRATION FEES AND DATES

NEW JERSEY : FEBRUARY 26, 2009

Standard Registration Fee	\$1000.00
Early Bird Registration Fee (Before January 26, 2009)	\$899.00

BOSTON : APRIL 29, 2009

Standard Registration Fee	\$1000.00
Early Bird Registration Fee (Before March 29, 2009)	\$899.00

SAN FRANCISCO : NOVEMBER 4, 2009

Standard Registration Fee	\$1000.00
Early Bird Registration Fee (Before October 4, 2009)	\$899.00

HOW TO REGISTER:

1. Contact us by phone: 212.228.7974 or 713.398.6888
2. Visit us at our website: www.pharmachinaseminar.com

WHAT'S INCLUDED:

Registration includes access to the one-day Pharma China Seminar, breakfast, lunch, breaks, and conference documentation. Hotel accommodations and/or travel to and from the venue are not included with the registration fees and all registered attendees are responsible for booking their own travel accommodations.

CANCELLATIONS:

Cancellations must occur within 24 hours of registration for a full refund. Otherwise, the cancellation will be subject to a \$150.00 administration fee. In order to receive your refund, we must receive your cancellation 10 business days before prior to the seminar. The registration fee may be transferred to another date or to another member of your organization.

PAYMENTS:

Payments may be made by company check, American Express, Mastercard, or Visa.