

PHARMA CHINA ANNUAL FORUM™

April 8, 2011 ☺ Rendezvous Merry Hotel Shanghai, China

The Dynamic Healthcare Marketplace in China

Pharma China Annual Forum

April 8, 2011 - Shanghai

Organizer

Pharma China

Sponsors

RDPAC, Frontier Healthcare, TBD

Supporting Partner

PharmaGuys

Time

9:00 AM to 5:00 PM, April 8, 2011

Venue

Rendezvous Merry Hotel Shanghai
(美丽园龙都大酒店), China

Language

English / limited Mandarin Chinese

Fees

- RMB 3,800 - Pharma China subscribers
- RMB 5,500 - Non-subscribers
- 10% discount is offered to employees of RDPAC member companies

Fees covers attendance, refreshments, lunch, copy of presentations, latest issue of *Pharma China journal edition*

Registration/Enquiries

Space is limited to 60 participants and priorities are given to *Pharma China* subscribers.

Please contact:

David Xue or Jenny Wang

Pharma China

Tel: +86 10 8530-0937 or 84476010

Cell: +86 13911325130

Fax: +86 10 5885 7333 ext 0260

E-mail: dxue@pharmaguys.com **and**
jenny.wang@pharmachinaonline.com

www.pharmachinaonline.com

Event Introduction

- * *Contemporary trends & issues in Chinese Pharma in 2010 and early 2011*
- * *Healthcare reform and drug policy impacts on the Chinese pharma sector*
- * *Pharma-related regulatory developments and outlook*
- * *Emerging trends in pharmaceutical R&D and clinical development*
- * *Latest developments in China's pharmaceutical IP and legal environments*

Notwithstanding all the challenges clouding its future, the Chinese pharmaceutical sector managed to post higher growth again in 2010. Official sources expect the overall output value of the Chinese pharmaceutical industry to reach CNY 1,256 billion in 2010, up 25% year on year and accounting for no less than 7% of the Chinese GDP. The Chinese drug market size in 2010, on the other hand, is expected to reach CNY 755.6 billion at the retail price level, up 22% year on year.

For many pharmaceutical MNCs, China is now likely to become their largest foreign market within a few years. 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.

The rising importance of China prompted many leading MNCs to elevate the corporate status of their Chinese subsidiaries in 2010 to ensure reinforced HQ attention. To ensure faster growth, MNCs reversed decisively their past prudence for acquisition of Chinese firms and opened the floodgate of M&As late last year with a flurry of deals.

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 continues to pose the single biggest challenge to foreign companies. Deepening Chinese healthcare reform is reshaping the industry landscape, changing market dynamics and impacting the business models of multinational pharmaceutical companies in the country.

Meanwhile, China's drug regulation regime has continued to evolve in search of better solutions to secure drug safety and efficacy while containing costs, fostering innovation and supporting industry development.

Following China's WTO entry in 2002, the country has been moving its IPR regime closer to those found in many more developed nations. Despite the substantial progress made in this area, a number of issues continued to remain.

The *Pharma China Annual Forum 2011* is an English language event oriented for foreign drug companies in China. Due to the event's popularity in the past few years, we have expanded it into a full-day program this year. *The event seeks to provide insights into new healthcare policies and drug regulations, discuss potential impacts of upcoming changes, draw attention to the emerging legal/IP issues, review M&A and consolidation trends, examine R&D and licensing trends, and improve vision for the future.*

Ten leading experts will share their knowledge, insights and expertise in contemporary market trends, healthcare reform and policy direction, drug regulation and IP/legal issues. The presentation will be followed by an interactive panel discussion with speakers and other experts.

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

- It is an event organized by veteran executives for executives
- Hard-to find/exclusive industry and market information are presented and distributed at the event
- Only industry experts with real world experience 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.

AGENDA

9 AM to 5 PM, April 8, 2011 ☎ Rendezvous Merry Hotel Shanghai (美丽园龙都大酒店), China

8:15 – 9:00	Simple registration, networking and refreshments
9:00-9:05	Stanley Lau, President, China Biological Products/Advisor to Pharma China Opening remarks/welcome
9:00 – 10:30	James Shen, Publisher and Chief Editor, Pharma China Review of Recent Trends and Developments in the Chinese Pharma Industry - Market overview - 2010 and early 2011 - Latest trends of the pharmaceutical industry and market - Latest developments in drug regulation and healthcare reform
10:30 -11:30	Vivian Chen, Director of Healthcare Economics, RDPAC Drug Pricing and Reimbursement under the Healthcare Reform - Policy trends in pricing and reimbursement under the new HC reform - Opportunities and Key challenges facing industry - Industry strategies and advocacy stakeholder engagement
11:30 - 11:45	Break, refreshments and networking
11:45 - 12:45	Dan Frey, China Principal, ZS Associates Healthcare Reform Impacts on Pharmaceutical Companies - Issues, challenges and trends - Market access, pricing, market coverage and business models
12:45 - 13:45	Lunch and informal Q&A
13:45- 14:30	Charles Xie, Director of Market Access, BMS China/James Shen, Pharma China Contemporary Market Access Issues for MNCs
14:30 - 15:15	Baker & McKenzie, Chunfai Lui, Special Counsel Antitrust & National Security Review - Factors affecting M&A transactions and due diligence
15:15 - 15:30	Break, refreshments and networking
15:30 - 16:15	Geoffrey Lin, Counsel, Hogan Lovells Shanghai China IP Strategies against Counterfeiters and Generic Competitors
16:15 - 17:00	Led by Rob Pollard, Managing Director, P/S/L/ Research Asia and all speakers Panel Discussion - Changing dynamics of Chinese healthcare sector
After	Voluntary after-event Q&As, discussions and networking



贝克·麦坚时国际律师事务所



REGISTRATION FORM

Please return this form:

By email: dxue@pharmaguys.com

By fax: +86 10 5885 7333 ext 0260

I wish to register for:

Pharma China Annual Forum 2011

Date: 9 AM – 5 PM, April 8, 2011

Price: CNY 3,800 for Pharma China subscribers

CNY 4,950 for RDPAC members

CNY 5,500 for others

Place: Rendezvous Merry Hotel Shanghai, 396 Yanan Road West, Shanghai

Registration Details:

Name: Title

Company:

Address:

Telephone: Fax:

Email:

Authorized signature: Date

Payment & Invoicing:

开户行 (Bank): 交通银行北京分行东直门支行 账号: 110060439018002037015

帐户名 (Account Holder): 北京集才医药技术开发有限公司 (人民币帐户 – CNY Only)

If you need the official receipt to be sent via courier, please type or print the official title of the company, mailing address, addressee in Chinese.

发票抬头: _____ 快递地址及收件人: _____

If you are based outside China, please pay by credit card or contact us for other options.

Please charge: Visa Mastercard Amex Discover for US\$ _____

Card # _____ Cardholder name _____

Cardholder Signature _____ Expiration Date _____

Card Code (the last 3 or 4 digit number at the back of card on signature line) _____

Cardholder's full billing address _____

Cancellation Policies:

Return of this form by email or fax is considered to be registered officially and liable to the following cancellation policy:

- More than 4 weeks, 100% of the fee is refunded
- 2-4 weeks, 75% of the fee is refunded
- Less than 2 weeks, replacements or program transfer only
- We will confirm the event opening two weeks in advance of original schedule and reserve the right to cancel or postpone anytime should there be insufficient participants