

# PHARMA CHINA ANNUAL FORUM™

March 30, 2012 ☎ Rendezvous Merry Hotel Shanghai, China

## Confronting Healthcare Challenges in China

### Pharma China Annual Forum

March 30, 2012 - Shanghai

#### Organizer

Pharma China

#### Sponsors

RDPAC, others TBA

#### Supporting Partner

PharmaGuys

#### Time

9:00 PM to 5:15 PM, March 30, 2012

#### Venue

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

396 Yanan Rd. West, Shanghai, China  
中国上海市延安西路396号

Tel: +86 21 6249 5588

#### Language

English / limited Mandarin Chinese

#### Fees

- RMB 4,200 - Pharma China subscribers

- RMB 5,500 - Non-subscribers

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

#### Registration/Enquiries

Space is limited to 80 participants and priorities are given to *Pharma China* subscribers.

*Please contact:*

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### Event Introduction

- \* *Contemporary trends & issues in Chinese Pharma in 2011 and early 2012*
- \* *Healthcare reform and policy impacts on the Chinese pharma sector*
- \* *Pharma-related regulatory developments and market outlook*
- \* *Changing dynamics in Chinese pharma/healthcare landscape*
- \* *Interactive discussion and brainstorming with our panel of top experts*

Although there are growing concerns about China's economy and uncertainties with the country's healthcare reform, the pharmaceutical industry has remained generally positive about the future outlook of the Chinese healthcare market.

In the face of policy turbulences, pricing pressures and a host of other challenges, the pharmaceutical industry in China had shown unusual resilience last year and delivered steady revenue growth but at lower margins. However, repeated price cuts and cost containment measures have hurt the pharma industry bottom line in 2011.

Large pharma companies, represented by state-controlled companies and MNCs, continued to reposition and expand through M&As, diversification drives, alliances and partnerships, and capacity building for both manufacturing and R&D in 2011.

Although the healthcare reform is relatively more successful in expanding its enrollment to over 95% of the Chinese population, it has made little progress on the part of public hospital reform, the core of healthcare reform, other than some superficial issues.

The deadlock with reform of the Chinese healthcare financing mechanism and public hospitals is also blocking progresses in many other reform areas. Over-emphasis on price bidding by local governments has become a critical issue for provincial-level drug purchase tenders, especially those for essential drugs, and the aftermath is alarming with drug quality freefalling and shortage of low-cost medicines surging.

Drug pricing reform is also stuck, and under mounting public pressure, the NDRC had to initiate more price cuts, as disputes among stakeholders and government agencies continue to prevent it from coming up with a well-defined drug pricing reform framework.

Despite wide-ranging problems, the Chinese government did manage to raise its healthcare funding for both BMI programs. As a result, China's healthcare expenditure composition is undergoing major changes with falling share of personal out-of-pocket expenditures and rising shares of government expenditures and socialized expenditures.

A new Chinese government will fall into place after the 18th CPC Congress and Vice Premier Li Keqiang, who has been in charge of healthcare reform, is presumed to become the new Premier, so the Chinese healthcare reform is expected to stay on course.

The Pharma China Annual Forum 2012 is an English language annual pharma industry event oriented for foreign drug companies in China. The event's emphasis is on healthcare policies, drug regulations, market access issues as well as potential impacts of upcoming changes on the Chinese pharma industry. In addition, various trends in M&A and industry consolidation, R&D and licensing, dynamics of the Chinese healthcare landscape, as well as future market outlook will be explored and discussed.

At least five leading experts will share their knowledge, insights and expertise followed by an interactive panel discussion with speakers and other experts.

#### What sets this event apart from those organized by 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
- Cost effectiveness – our goal for this event is not *profit* but to bring value-added services to our subscribers and potential customers.

## AGENDA

8:30-9:00	Simple registration, networking and refreshments
9:00-9:05	Stanley Lau, COO, EddingPharm/Former GM, Baxter China <b>Opening remarks/welcome by chairman</b>
9:05-10:30	James Shen, Publisher and Chief Editor, Pharma China <b>Review of recent trends and developments in the Chinese pharma industry</b> - Market overview - 2011 and early 2012 - Latest trends of the pharmaceutical industry and market - Latest developments in drug regulation and healthcare reform
10:30-10:45	Break, refreshments and networking
10:45-11:30	Andy A. Liu, President, Asia Pacific and China, IMS Health <b>State of the pharmaceutical market: today and beyond</b> - The pharmaceutical market view: Global vs. Asia Pacific vs. China - Current and future growth projections - Key Market Trends in China - Key Challenges and Opportunities in China
11:30-12:30	Joseph Cho, Managing Director, RDPAC/Chairman, Astellas Pharma China <b>Contemporary market access issues and challenges for MNCs in China</b>
12:30 – 13:30	Networking lunch
13:30-14:15	Dr. Songjun Luo, Principal, ZS Associates Shanghai <b>MNC strategies and opportunities under changing dynamics of China healthcare</b> - Issues, challenges and trends - Strategies, business models and corporate structures
14:15-15:00	Simon Li, General Manager, Kantar Health China <b>Diabetes in China: market characters, trends and implications</b>
15:00-15:15	Break, refreshments and networking
15:15 - 15:45	Tony Zhang, Chief Consultant and Managing Partner, BizPro International Asia <b>Structuring an effective sales and marketing organization to meet china's healthcare reform challenges</b>
15:45 - 16:15	Richard Bird, IP Counsel, Freshfields Bruckhaus Deringer <b>Making co-marketing and co-promotion deals work in China</b>
16:15 - 16:45	Mai TRAN, Executive VP Asia, Health & Wellness, Ruder Finn Public Relations <b>Social media strategies and opportunities for pharma companies in China</b>
16:45 - 17:15	Stanley Lau, COO, EddingPharm (Moderator) <b>Panel discussions with speakers</b>
After 17:15	Voluntary after-event Q&As, discussions and networking



ZS ASSOCIATES



# REGISTRATION FORM

Please return this form:

By email: [dxue@pharmaguys.com](mailto:dxue@pharmaguys.com) or [jwang.wicon@gmail.com](mailto:jwang.wicon@gmail.com)

By fax: +86 10 5885 7333 ext 0260 or +86 10 84476110

I wish to register for:

**Pharma China Annual Forum 2012**

Date: 9:00 AM – 5:15 PM, March 30, 2012

Price:  CNY 4,200 for Pharma China subscribers and RDPAC members

CNY 5,500 for others

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

**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\$ \_\_\_\_\_

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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