

# PHARMA CHINA ANNUAL FORUM™

April 25, 2013  Venue TBA, Shanghai, China

## Confronting Healthcare Challenges in China

### Pharma China Annual Forum

April 25, 2013 - Shanghai

#### Organizer

Pharma China

#### Sponsors

RDPAC, Boston Healthcare

#### Supporting Partner

PharmaGuys

#### Time

9:00 PM to 5:15 PM, April 25, 2013

#### Venue

TBA, Shanghai, China

#### Language

English / limited Mandarin Chinese

#### Fees

- RMB 5,500 - Pharma China subscribers and employees of RDPAC member cos

- RMB 6,300 - 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.

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### Event Highlights

- \* *Contemporary trends & issues in Chinese Pharma in 2012 and early 2013*
- \* *Healthcare reform and policy impacts on the Chinese pharma sector*
- \* *Pharma-related regulatory developments and market access issues*
- \* *Changing dynamics in Chinese pharma/healthcare landscape*
- \* *Pharmaceutical/healthcare market outlook for 2013 and beyond*
- \* *Interactive discussion and brainstorming with our panel of top experts*

The Chinese pharmaceutical industry and market in 2012 was characterized by slowing growth, falling profitability, mixed regulatory developments setting higher industry standards to improve drug safety and boosting drug review efficiency, renewed price cutting initiatives disregarding higher costs and expenditures of the industry, superficial healthcare reform progress driven primarily by cost containment measures, fallen healthcare quality & growing drug safety incidents, worsening patient-physician relations, and non-stop repositioning of the pharma industry adapting to new realities.

The Chinese government did step up their healthcare investment somewhat, but it is far from enough to finance the reform goals, and the reform last year had to be driven primarily by comprehensive cost cutting initiatives.

Besides, Central government agencies including SFDA, MOH and NDRC have been leading the efforts of strengthening drug regulation with emphasis on price control, drug safety, 2010 GMP, drug registration system reform and OTC drug management.

Faced with unprecedented challenges, large pharmaceutical companies, represented by state-controlled companies and MNCs, continued to reposition themselves through M&As, diversification drives, alliances and partnerships, and capacity building for both manufacturing and R&D.

In fact, the pharmaceutical industry in China continued to outperform other industries last year in spite of a fresh array of policy turbulences, slowing economy and a host of other challenges, and it managed to grow at around 20%.

There is no doubt the healthcare reform will go on with unchanged slogans. In reality, both central and local governments will be more financially strapped this year to achieve original reform objectives and they will be forced to rely on cost containment even more. The aftermath will be fallen quality of healthcare, increased safety incidents and reduced overall healthcare efficiency, potentially leading to social unrests in a period of political sensitivity.

Given the present market environment, it is anticipated that pharma industry and market growth in the near future would no longer match the high rates seen in 2010 and 2011.

But don't be discouraged prematurely. Those with flexibility and creative strategies will succeed in this increasingly complex and challenging market.

The **Pharma China Annual Forum 2013** 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, R&D and licensing, healthcare landscape, as well as future outlook will be explored and discussed.

At least 11 leading experts, together with their guests and partners, will share their knowledge, insights and expertise in contemporary market trends, healthcare reform and policy direction, drug regulation and creative strategies. The presentation will be 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 Chairperson</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 - 2012 and early 2013 - Latest trends of the pharmaceutical industry and market - Latest developments in drug regulation and healthcare reform
10:30-10:45	<b>Break, refreshments and networking</b> - sponsored by Boston Healthcare Associates, Inc.
10:45-11:30	Joseph Cho, Managing Director, RDPAC/Chairman, Astellas Pharma China <b>The Challenges of Pharma R&amp;D in China</b>
11:30-12:15	Vivian Chen, VP Corporate Affairs & Government Relations, Eli Lilly China <b>BMI Payment System Reform – Contemporary Trends and Outlook</b>
12:15 – 13:00	Dr. Jason Mann, Head of China Healthcare Equity Research, BARCLAYS <b>Chinese healthcare outlook for 2013 and beyond</b> - Strong long-term growth prospects - More favorable policy environment - Improved Barclays China Healthcare Index survey data - Defensive industry growth and attractive valuations
13:00 – 14:00	Networking lunch
14:00-14:30	Dr. Dan Zhang, Chairman and CEO, Fountain Medical Development Ltd <b>Regulatory Process in China: changes ahead!</b> - Historical complaints by the industry - Personnel change in SFDA and impact on its operations - What happened in year 2012 and what do expect in 2013 - Is the industry ready for change?
14:30-15:00	Dr. Songjun Luo, Principal, ZS Associates Shanghai <b>Lower tier Chinese drug market: challenges and strategies</b>
15:00-15:15	<b>Break, refreshments and networking</b> - sponsored by Boston Healthcare Associates, Inc.
15:15 - 15:45	Simon Li, General Manager, Kantar Health China <b>Emerging major disease trends and implications</b>
15:45 - 16:15	Joe Ferrara, President & Betty Su, VP Asia, Boston Healthcare Associates <b>Companion Diagnostics Business Models in Asia: Value Capture in Personalized Medicine</b>
16:15 - 16:45	Stanley Tiantian Li, Founder and Chairman, DXY.com <b>Feeling the Rhythm of pharma digital marketing in China</b> - How does SCVR system work? - What are the three stages for digital marketing? - If content is King, then who is Queen?
16:45 - 17:00	Stanley Lau, COO, EddingPharm/Former GM, Baxter China (Moderator) <b>Panel discussions with speakers</b>
After 17:15	Voluntary after-event Q&As, discussions and networking

*Organizers*



*Sponsors*



BOSTON HEALTHCARE

*Speaker Representations*



KANTAR HEALTH

# 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)

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I wish to register for:

**Pharma China Annual Forum 2013**

Date: 9:00 AM – 5:15 PM, April 25, 2013

Price:  CNY 5,500 for Pharma China subscribers and RDPAC members

CNY 6,300 for others

Place: TBA, Shanghai, 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.

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**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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**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