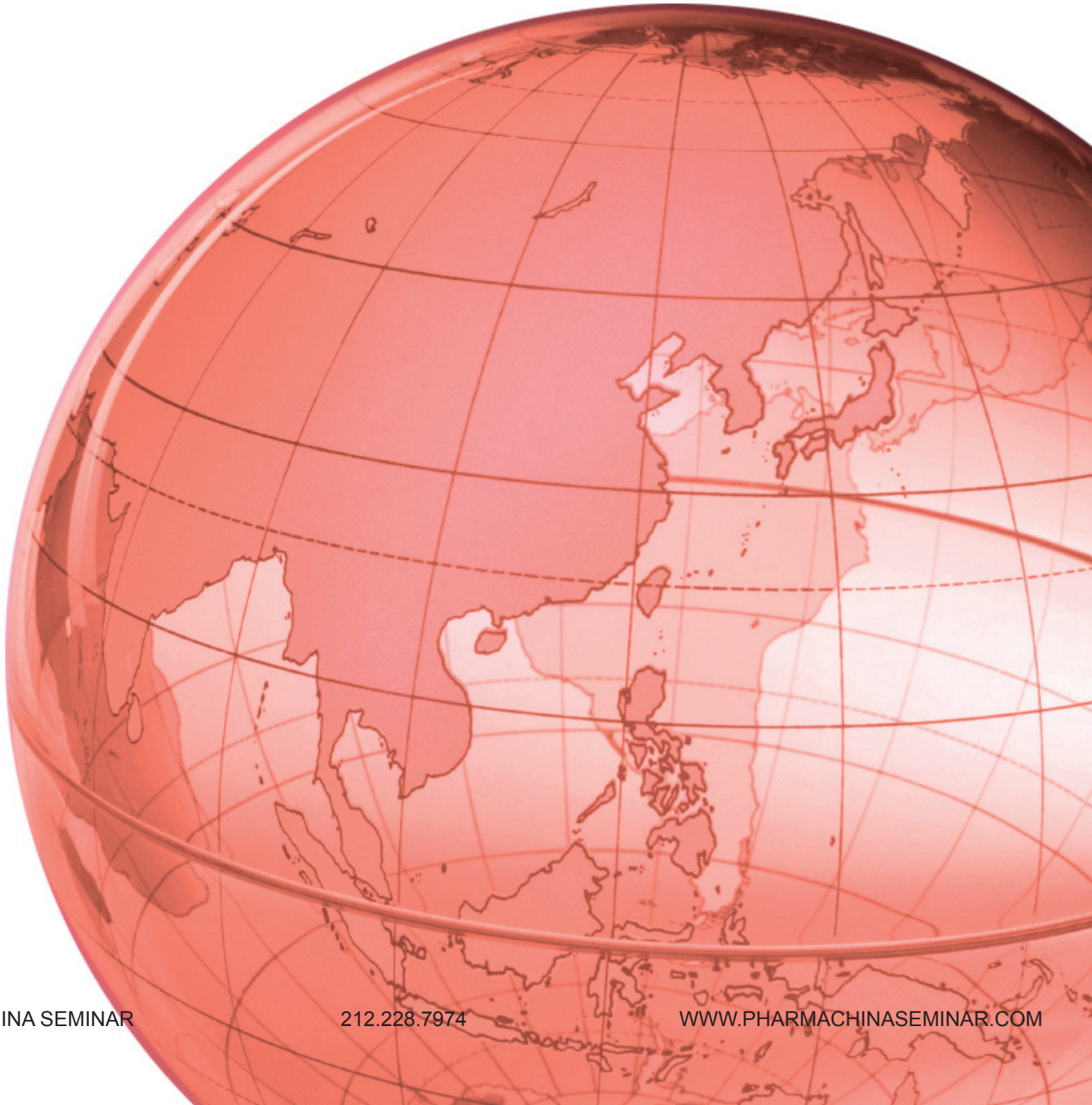
PHARMA CHINA SEMINAR

BUILDING SUCCESS IN CHINA'S PHARMA SECTOR

Unlocking Myths, Gaining Insights, and Developing Winning Strategies



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Unlocking Myths, Gaining Insights, and Developing Winning Strategies

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

Princeton NEW JERSEY

16 APRIL 2013

China's pharmaceutical market continues to expand its influence and importance at an astonishing rate. 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.

China's ever-changing legal, regulatory and market environments of China's healthcare sector pose the single biggest challenge to foreign companies. Our experts are in constant touch with top Chinese government officials, industry association leaders, and senior level executives at Chinese Pharma companies.

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

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. The output value and sales growth of the API, pharma formulation, biological product sub-sectors continued to show steady growth rates between 23% and 29% in the first three quarters of last year, while the Chinese hospital drug market rose 18.1% in MAT 3Q/2011. However, repeated price cuts and cost containment measures have hurt the pharma industry bottom line in 2011. The net profit of the API, pharma formulation and biological product sub-sectors grew only 10%, 13% and 7% respectively in the period.

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 set to take over after the 18th CPC Congress this November and Executive Vice Premier Li Keqiang, who has been in charge of healthcare reform now, is presumed to take over Premier Wen Jiabao, so the overall direction of Chinese healthcare reform is expected to stay on course.

Despite growing challenges on the ground in China, 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, abilityto face and tackle challenges, flexibility to deal with changes, and skills to maneuver through complex situations.

To cater for the growing needs of headquarter pharmaceutical executives for better understanding of the Chinese market, the Seminar was launched in 2009 by Pharma China, the most influential English media and source of business intelligence covering the Chinese pharmaceutical / biopharmaceutical industry and market and the organizer of prestigious pharmaceutical conferences.

"Pharma China Seminar - Building Success in China's Pharma Sector" is a one-day seminar providing insights into contemporary trends/issues and the most important aspects of the Chinese pharmaceutical industry and marketplace today.

On the basis of our successful experience with the event in the past three years, Pharma China Seminar2012 will refocus its agenda to provide more in-depth coverage of and strategic insights into four key aspects of Chinese pharma business including 1) latest trends and issues in drug regulation and healthcare policies, 2) impacts of deepening healthcare reform on the pharmaceutical industry, marketplace and business models of MNCs; 3) changing dynamics in pharma marketing & distribution channels, 4) M&A trends and diversification drive of pharma companies; 5) R&D, partnership and licensing trends & strategies; 6) dynamic healthcare and disease trends, and 6) emerging IP/legal issues.

At least eight leading experts of the Chinese pharmaceutical/healthcare sector with different specialization will share their expertise and knowledge through exclusive data, detailed analysis, case studies and interactive panel discussions.

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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
Investment/VC professionals

WHY SHOULD YOU ATTEND?

Learn about the present and future outlook of the Chinese pharma industry and marketplace
Identify emerging opportunity areas and growth drivers
Examine major intellectual property issues and legal risks
Stay informed for the latest developments in Chinese drug regulation and healthcare policy
Gain insights into key aspects of Chinese pharma business
Brainstorm successful China business strategies

WHAT DOES THE SEMINAR COVER?

Contemporary trends, issues and challenges
Future growth drivers, opportunities and outlook
Healthcare reform and impacts on pharma sector
Intellectual property/patent related issues
Pricing and reimbursement/health insurance system
Pharmaceutical marketing and distribution channel strategies
Regulatory process for new drug development and registration
Considerations for developing successful China business strategies
Rising global importance of China – sourcing and licensing opportunities

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2013 PROGRAM AGENDA

8:15-9:00	**Registration and Breakfast**	
9:00-10:30	**Review of China's pharma sector in 2012/2013** - Overview - Drug regulation - Healthcare reform policies - Industry trends	**James Shen** Publisher Pharma China
10:30-10:45	**Break - Refreshments & Networking**	
10:45-11:30	**Regulatory Process in China: changes ahead!** - Historical complaints by the industry - Personnel change in SFDA and impact on its operations - What happened in year 2012 and what to expect in 2013 - Has the industry been ready for the change?	**Dr. Dan Zhang** Chairman and CEO Fountain Medical Development Ltd
11:30-12:15	**A Comparative Overview of P&R Mechanism Across the Major Markets: US, EU5 and China** - An overview of Pricing & Reimbursement framework across countries with a focus on US, EU5 and China - Implications for the industry players and case studies - Which route will China choose - what China could learn or avoid from the western world?	**Mark Dancer** Channel Practice Leader ZS Associates
12:15-12:45	**Panel Discussion - The Future of Market Access In China: Evolution Of HTA Process And Insurance Coverage**	**Amy Grogg** President, Amerisource Bergen Consulting **Thomas Bramley** VP, Xcenda **Allen Yan** GM World Courier-China
12:45-13:45	**Networking Luncheon**	Sponsored by... BOSTON HEALTHCARE

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2013 PROGRAM AGENDA (continued)

13:45-14:15	**Emerging Major Disease Trends and Implications**	**TBD** Kantar Health
14:15-14:45	**Recent Developments and Regulation of Biosimilars in China** - Biosimilar development in China - Current Regulation of Biosimilar in China - Comparison of US/EU and China Biosimilar regulation	**Dr. Xin Du** Director, Regulatory-CMC Biologics, Worldwide Quality & Compliance Bristol-Myers Squibb
14:45-15:00	**Break - Refreshments & Networking**	
15:00-15:30	**China Life Science Deals - Regulatory and IP Considerations** - Overview of Regulatory Process in China compared to US - Review of Deal Structures in China - Discussion of IP Considerations when doing deals in China	**Geoffrey Lin** Partner Ropes & Gray LLP
15:30-16:00	**Branding and Name Innovative Drugs in China** - Challenges and Opportunities for brands and trade names - Current environment and future implications for naming	**Brannon Cashion** President Addison Whitney
16:00-16:30	**Manufacturing and Supply Chain in China: Challenges and Opportunities**	**Dr. Qingxi Wang** Director of Regional Business Operations Merck Co., Inc.
16:30-17:00	**Questions and Answers**	**All Speakers**

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MEET THE EXPERTS

James J. Shen, President, WiCON International Group LLC / Publisher, Pharma China

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. In the late 1990s, he consulted exclusively for a few multinational generic pharmaceutical companies, including IVAX and Taro, 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, between 1993 and 2003.

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.

PHARMA CHINA SEMINAR

MEET THE EXPERTS

Dr. Thomas J. Bramley, RPh, PhD, Vice President of Scientific Client Strategies, Xcenda

Thomas J. Bramley joined Xcenda in 2001 and is now Vice President of Scientific Client Strategies. Dr. Bramley has over 10 years of experience specializing in health economics and outcomes research and product value diagnostics to support payer marketing strategies. He has provided strategic and research consulting for major pharmaceutical and biotechnology firms as well as small pharmaceutical and medical device firms.

Dr. Bramley has participated in the design and development of more than 100 economic models, and he has managed or provided input on well over 200 outcomes research and strategy engagements. Dr. Bramley has been an invited speaker at many national conferences and has authored numerous peer-reviewed articles. Dr. Bramley received the American College of Gastroenterology Governor's Award for Excellence in Clinical Research at the 2005 conference and was selected as Xcenda's nominee for AmerisourceBergen's Specialty Group 2008 Vision Award.

Brannon Cashion, President, Addison Whitney

Brannon Cashion is President of Addison Whitney. With nearly two decades of marketing experience, Mr. Cashion has led the firm's offerings in brand name development, corporate identity consulting, generic/nonproprietary name development, logo development, brand standards and various other branding capabilities provided to clients worldwide. He has directly guided the branding needs for companies such as Pfizer, Novartis, Genzyme and Takeda among others. Mr. Cashion is frequently engaged to speak about industry-specific value-in and challenges of pharmaceutical branding, and his comments have also been featured in major publications, including The Wall Street Journal, Fortune, Financial Times and Forbes. Mr. Cashion received a B.S. degree in Marketing and Finance from the University of North Carolina at Chapel Hill.

Dr. Xin Du, Director of Regulatory CMC, Bristol-Myers Squibb

Xin Du is a Director of Regulatory CMC at BMS. In his current role, he is responsible for the development and licensing of biologic products. Before joining BMS, Xin worked for Novartis, Wyeth, Aventis Pastuer and FDA, mostly on regulatory aspects of biological products.

Xin received his Ph.D in biochemistry from University of Florida and finished his post-doctoral training at the National Institution of Health.

Before moving to the U.S., Xin taught at Southwest Agricultural University of China and worked for the Agriculture Ministry of China.

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MEET THE EXPERTS

Joseph V. Ferrara, President, Boston Healthcare Associates

Joseph Ferrara is President of Boston Healthcare Associates. He has over 14 years of experience in life sciences consulting, working with biopharmaceutical, medical device, diagnostics, and health care IT clients in market and business development strategy. He leads the global consulting team with practice areas in reimbursement and pricing, health economics, market analysis, and business development strategy. Mr. Ferrara has extensive experience in the development of novel business approaches designed to capture evidence-based value for innovation health care technologies. Mr. Ferrara writes and speaks extensively on the subject of the value of medical technology innovation, with particular focus on pharmacogenomics, specialty pharmaceuticals, and novel therapeutic devices.

Prior to his consulting role, Mr. Ferrara led a joint venture between Boston Healthcare and a non-profit research organization focused on a global electronic medical record network for the purposes of clinical trials and health outcomes research.

Mr. Ferrara completed undergraduate studies at the University of Cincinnati and received a master's degree from Harvard University.

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MEET THE EXPERTS

Dr. Amy L. Grogg, President
Xcenda and AmerisourceBergen Consulting Services

Amy L. Grogg, PharmD, is President of Xcenda and AmerisourceBergen Consulting Services. Dr. Grogg leads the companies' strategic direction and integrated approach to provide services that help manufacturers prove product value and expand market access. AmerisourceBergen Consulting Services offers unparalleled commercialization support by integrating outcomes research, health policy analysis, managed markets agency services, reimbursement strategy, contract field staffing, and clinical services programs.

Dr. Grogg brings a comprehensive understanding of payers and a deep knowledge of how to develop product value propositions that support market access. Prior to becoming President of Xcenda in 2010, she held a number of executive roles within Xcenda and Janssen Pharmaceutica. Dr. Grogg led teams at Janssen Pharmaceutica that were responsible for all health economic, quality of life, and patient-reported outcomes research studies for all of the company's marketed products in the United States.

During her tenure at Janssen, Dr. Grogg was a member of the Medical Affairs Management Team, Chairman of the J&J Global Health Economics and Outcomes Research Council, and Chairman of the Janssen Women's Leadership Initiative. She is Chair of the Research Committee for the Foundation of Managed Care Pharmacy and the immediate Past Chair of the Institutional Council for the International Society of Pharmacoeconomics and Outcomes Research.

Dr. Grogg received her Doctor of Pharmacy from Mercer University, Southern School of Pharmacy and completed a clinical practice residency at Hamot Medical Center in Erie, PA. She also completed a 2-year fellowship in pharmacoeconomics at Sandoz Pharmaceuticals Corporation and the University of South Carolina.

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MEET THE EXPERTS

Geoffrey Lin, Partner, ROPES & GRAY LLP

Geoffrey is a partner with ROPES & GRAY LLP. Before joining the company, he was an intellectual property attorney and licensed U.S. patent attorney in Hogan Lovells Shanghai office. He advises clients on obtaining, protecting and enforcing their intellectual property rights, as well as on licensing and technology transfers. His practice focuses on contentious and non-contentious intellectual property matters in China, as well as on a regional and worldwide basis. He has litigated numerous high-profile technical patent cases in China and the U.S.

Prior to joining Hogan Lovells, he was with Fenwick & West LLP, a large technology law firm in Palo Alto, California and with Proskauer Rose LLP, a large international law firm, in New York, New York where he practiced intellectual property litigation, transactional law, patent prosecution and counselling.

Betty Su, Managing Director
Boston Healthcare Associates International

Betty Su is Managing Director for Boston Healthcare Associates International Hong Kong Limited and VP-Asia. She leads the firm's activities in the Asia Pacific region out of the Shanghai office. She manages a team of consultants supporting clients in Hong Kong, China, and other Asia-Pacific markets, and complementing Boston Healthcare's global reimbursement and market access advisory services.

Ms. Su specializes in market access and regulatory strategy in China, advising drug, device, and diagnostics companies on commercialization and business development opportunities. She advises biopharmaceutical, medical device, imaging and diagnostics companies in the areas of pricing and reimbursement, sales and marketing, market development, and growth strategy. Prior to her consulting role, Ms. Su held several positions at AstraZeneca in China in marketing, government affairs, and corporate communications.

Betty completed her international MBA degree through a joint program between Norwegian School of Management and Fudan University in 2007 and has a bachelor's degree in international marketing from Shanghai Institute of Foreign Trade.

PHARMA CHINA SEMINAR

MEET THE EXPERTS

Dr. Qingxi Wang, Ph.D/MBA, Director of Regional Business Operations, Merck & Co., Inc.

Dr. Wang has over 19 year experience with Merck Co., Inc. with various responsibilities in business development, manufacturing and R&D. He is currently the Director of Regional Business Development and Operations in China to support business development, product importation and launch. Prior to this role, he was the function Director of Global Product Commercialization to support product/process development, regulatory filing, commercialization and technology transfer. Dr. Wang received his Ph.D from University of Connecticut in 1993 and MBA from Temple University in 2002. He serves on SFDA ICH Expert Committee; and adjunct professor of ZheJiang University (China) and SFDA Institute of Executive Development. He has been the invited speaker to numerous international and domestic conferences including annual SFDA ICH conferences. He authored and co-authored over 40 peer-reviewed publications and one book chapter.

Dr. Dan Zhang, Chairman and CEO Fountain Medical Development Ltd

Dr. Dan Zhang is the Chairman and CEO of Fountain Medical Development Ltd, a full-service clinical CRO with primary operation in South East Asia and China.

Dr. Zhang was the Head of Clinical Development at Sigma-Tau Research Inc, He was a vice president at the Quintiles Transnational Corp. and the Chairman of the Board, Quintiles Medical Development (Shanghai) Company Ltd.

Dr. Zhang is a member of grant application review committee for National Key Drug Development Fund, and is also a consultant for the State Food and Drug Administration (SFDA). He was a member of the Overseas Expert Committee on New Drug R&D from MOST.

Dr. Zhang received his pre-med training from Peking University and received his M.D. from Peking Union Medical College. He then went to the Harvard School of Public Health and received an MPH in health policy and management. Then he went to the Wharton Business School of the University of Pennsylvania, where he obtained his master's degree in healthcare management in 1998 and is working on his Ph.D. dissertation in the field of health economics and finance.

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REGISTRATION FEES AND DATES

NEW JERSEY: APRIL 16, 2013

Early Bird Registration Fee (Before March 15, 2013)	$ 1,195.00
Standard Registration Fee (After March 15, 2013)	$ 1,495.00

HOW TO REGISTER:

1. Contact us by phone: 212.228.7974
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:

For attendee registrations, a full refund minus a $150 administrative fee will be made if cancellations are received fifteen (15) business days prior to the start of the event. Cancellations thereafter will receive credit to attend the next event.

PAYMENTS:

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