

PHARMA CHINA ANNUAL FORUM™

April 25, 2013 ☯ Le Royal Meridien Shanghai, China

Confronting Healthcare Challenges in China

Pharma China Annual Forum

April 25, 2013 - Shanghai

Organizer

WiCON | Pharma China

Sponsors

RDPAC, Boston Healthcare

Supporting Partner

PharmaGuys

Time

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

Venue

上海世茂皇家艾美酒店

Le Royal Meridien Shanghai

789 Nanjing Road East, Shanghai
200001, China

Tel: +86 21 3318 9999

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.

Pharma China Annual Forum 2013 is sponsored by RDPAC and Boston Healthcare

AGENDA

8:30-9:00	Simple registration, networking and refreshments
9:00-9:05	Stanley Lau, CEO, Amsino Medical Group/Former GM, Baxter China Opening remarks/welcome by Chairperson
9:05-10:30	James Shen, Publisher and Chief Editor, Pharma China Review of recent trends and developments in the Chinese pharma industry - 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	Break, refreshments and networking - sponsored by Boston Healthcare Associates, Inc.
10:45-11:30	Lou Yu, Market Access Director, RDPAC Emerging challenges for MNCs in China
11:30-12:15	Vivian Chen, VP Corporate Affairs & Government Relations, Eli Lilly China BMI Payment System Reform – Contemporary Trends and Outlook
12:15 – 13:00	Dr. Jason Mann, Head of China Healthcare Equity Research, BARCLAYS Chinese healthcare outlook for 2013 and beyond - 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 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 do expect in 2013 - Is the industry ready for change?
14:30-15:00	Dr. Songjun Luo, Principal, ZS Associates Shanghai Lower tier Chinese drug market: challenges and strategies
15:00-15:15	Break, refreshments and networking - sponsored by Boston Healthcare Associates, Inc.
15:15 - 15:45	Hettie Han, Director, Kantar Health China Chronic disease management and treatment outcomes in China and the implications to pharmaceutical companies - Focus on management of diabetes in “real life” settings - Compared treatment costs and disease burden in China and matured markets - Understand the treatment outcomes, and the differences to other markets - Discuss the implications and opportunities to MNCs
15:45 - 16:15	Joe Ferrara, President & Betty Su, VP Asia, Boston Healthcare Associates Companion Diagnostics Business Models in Asia: Value Capture in Personalized Medicine
16:15 - 16:45	Stanley Tiantian Li, Founder and Chairman, DXY.com Feeling the Rhythm of pharma digital marketing in China - How does SCVR system work? - What are the three stages for digital marketing? - If content is King, then who is Queen?
16:45 - 17:15	Stanley Lau, COO, EddingPharm/Former GM, Baxter China (Moderator) Panel discussions with speakers
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 or jwang.wicon@gmail.com

By fax: +86 10 5885 7333 ext 0260 or +86 10 84476110 ext. 805

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: Le Royal Meridien Shanghai, 789 Nanjing Road East, Shanghai 200001, 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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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