

# PHARMA CHINA ANNUAL FORUM™

April 25, 2014  Venue TBD, Shanghai, China

## Confronting Healthcare Challenges in China

### Pharma China Annual Forum

April 25, 2014 - Shanghai

#### Organizer

WiCON | Pharma China

#### Sponsors

RDPAC, Boston Healthcare

#### Supporting Partner

PharmaGuys

#### Time

9:00 PM to 5:15 PM, April 25, 2014

#### Venue

TBD, Shanghai, China

#### Language

English / limited Mandarin Chinese

#### Fees

- RMB 5,800 - Pharma China subscribers and employees of RDPAC member cos

- RMB 6,500 - 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:*

David Xue or Jenny Wang

*Pharma China*

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### Event Highlights

- \* *Contemporary trends & issues in Chinese Pharma in 2013 and early 2014*
- \* *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 2014 and beyond*
- \* *Interactive discussion and brainstorming with our panel of top experts*

By large the Chinese pharmaceutical sector still saw double-digit growth in 2013 despite a host of challenges stemmed from slowing Chinese economy, regulatory shakeups, cost containment measures and price cuts, as well as healthcare reform turbulences. Revenue and profit growth last year inherited the downtrend from 2012, although their rates were still considered robust compared with the global pharma industry and most of other Chinese industries.

Plagued by structural flaws, inadequate government financing as well as conflict of interests among different agencies and stakeholders, China's ongoing healthcare reform remained to be bottlenecked in 2013 despite some superficial progresses.

Meanwhile, developments were across many different areas of drug regulation last year with the newly-created CFDA remaining to be preoccupied with promotion of drug quality and registration/evaluation efficiency.

On the front of drug pricing, NDRC is still overwhelmed by stakeholder disputes and has failed to make up its mind about the reform direction for another year.

There is no doubt the healthcare reform will go on with unchanged slogans. But 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 with the backdrop of a slowing broad Chinese economy.

2013 had a good start with renewed optimism, but business climate for the pharmaceutical industry in China made a sudden turn in late May when dramatic police investigation of GSK corruption scandal began.

There are no easy solutions for MNC players in China. Companies will need to boost compliance structures, reform business models, refocus China strategies, form more R&D and business partnerships with local companies, target diseases prevalent to China, leverage China's R&D and manufacturing capabilities globally, and integrate commercial investment plans with government objectives.

But don't be discouraged prematurely. Most experts continue to agree that China is set to become the second-largest pharmaceutical market by 2020, and ultimately, the largest one in the world.

The *Pharma China Annual Forum 2014* 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, and healthcare landscape, as well as future market outlook will be explored and discussed.

At least 11 leading experts will share their expertise and insights. 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 2014 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 and former GM, Baxter China <b>Opening remarks/welcome by Chairperson</b>
9:05-10:00	James Shen, Publisher and Chief Editor, Pharma China <b>Review of recent trends and developments in the Chinese pharma industry</b> - Market overview - 2013 and early 2014 - Latest trends of the pharmaceutical industry and market - Latest developments in drug regulation and healthcare reform
10:00 – 10:30	Joseph Cho, Managing Director, RDPAC and former Chairman, Astellas China <b>Together to improve the assess to innovative drug in China</b>
10:30-10:45	<i>Break, refreshments and networking</i>
10:45-11:15	Vivian Chen, VP Corporate Affairs and Government Relations, Eli Lilly China <b>Pricing and reimbursement solution to high value drugs in China</b>
11:15 - 11:45	Simon Li, General Manager, Kantar Health China <b>Case studies on business model innovations from MNCs in China</b>
11:45-12:15	Philip Leung, Partner and Head of Healthcare practice, Greater China, Bain & Co. <b>New Commercial Playbook for MNC Pharma in China</b> - Review of existing MNC business model and success in China - Escalating price pressure and recent “compliance crisis” - Winning and profiting in the future requires reframing
12:15 – 12:45	Dr. Songjun Luo, Principal, ZS Associates Shanghai <b>Lower tier Chinese drug market: challenges and strategies</b>
12:45 – 13:45	Networking lunch
13:45-14:15	Nick Beckett, Managing Partner, Beijing Office, CMS China <b>The GSK After-Shock - Managing Internal Corruption Investigations</b>
14:30-15:00	Dr. Scott M. Wheelwright, Complya Asia Co., Ltd. <b>Sourcing from China / Role of China in Global Supply Chain / CMOs</b>
15:00-15:15	<i>Break, refreshments and networking</i>
15:15 - 15:45	Tiantian Li, Founder and Chairman, DXY.com <b>China Pharma Digital Marketing 3.0</b> - Review of pharma digital marketing development in China - Latest status and trend of China HCP for digital based interaction - Integrating digital resource & channel for social media-based closed-loop mktg - Future of physician centric digital marketing model for Chinese pharma cos
15:45 - 16:15	Dr. Dan Zhang, Chairman and CEO, Fountain Medical Development Ltd <b>Changing Regulatory Process &amp; Impacts on Drug Development Strategy in China</b> - “Green channel” for innovative drugs, generics and medical devices - Structural and personnel changes within CFDA - Identifying “green channel” qualified portfolio and local partners - Incorporating China strategy into global development plan
16:15 - 16:45	Dr. Michael Yu, President and CEO, Innovent Biologics <b>Case Study: The Invention &amp; Development of China’s First Novel Antibody Drug</b>
16:45 - 17:15	Donald Xu, Managing Director, Lynx Financial as moderator, Joseph Ferrara President of Boston Healthcare Associates and selected other speakers <b>Panel: Co-developing Drugs With China, For China</b> - Chinese Pharma transformation: generic-centric to innovation driven - Time for Chinese and U.S. companies to act with unique angles - Opportunities for VC/PE: Chinese pharma still under-invested
After 17:15	<i>Voluntary after-event Q&amp;As, discussions and networking</i>

Organizers



Sponsors



BOSTON HEALTHCARE

Speaker Representations



KANTAR HEALTH



LYNX FINANCIAL 德石资本

# 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 (Jenny Wang)

I wish to register for:

**Pharma China Annual Forum 2014**

Date: 9:00 AM – 5:15 PM, April 25, 2014

Price:  CNY 5,800 for Pharma China subscribers and RDPAC members

CNY 6,500 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.

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

## **Sponsorship Packages for Pharma China Annual Forum 2014**

### **SPEAKER BENEFITS**

- One free pass for speaker
- Logo on event literature
- Distribution of company literature at the event site

### **SPONSORSHIP PACKAGES**

#### *Event Sponsor – CNY 6,000*

- Logo inclusion in promotional materials as sponsor
- Banner with Sponsor Logos at event site
- On the online agenda and at event, sponsor will be recognized

#### *Refreshment Sponsor – CNY 20,000*

- Logo inclusion in promotional materials as sponsor
- Onsite display of information and personal promotion at event breaks
- 1 Guest Pass
- One page b/w ad (8 1/2 x 11) in conference program book
- Banner with Sponsor Logos at event site
- Reception sponsorship sign is displayed at refreshment area
- On the online agenda and at event, sponsor will be recognized
- Company may bring cocktail napkins with their logo to replace the cocktail napkins with the hotel's logo during breakfast

#### *After-event cocktail reception – CNY 27,000*

- Logo inclusion in promotional materials as sponsor
- Onsite display of information and personal promotion at event breaks
- 1 Guest Pass
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If you are committed to making an impact in the marketplace, sponsoring the *Pharma China Annual Forum* will help you meet your marketing objectives by helping you:

- Reach your target market
- Achieve cost-effective marketing exposure
- Meet with prospects and clients
- Enhance your corporate image and increase your brand recognition
- Establish your company as the industry leader

Contact David Xue or Jenny Wang

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