

2014 Simon-Kucher Life Sciences China Forum: Pricing and Market Access Strategies to Drive Growth

Kempinski Hotel Beijing
29 April 2014, 2:00 pm to 5:00 pm

The 2014 Simon-Kucher Life Sciences China Forum will explore unique Chinese market trends and challenges pharmaceutical and biotechnology companies face today. Experts from Simon-Kucher, academia, and the medical community will present on a range of relevant topics to inform your strategic decision-making.

Presentations include

- **The evolving role of China's pharmaceutical market:** How important is China's pharmaceutical market from a global perspective now and in the future?
- **Analysis of China's healthcare policy reforms:** Impactful reforms and trends that can have strategic implications on your portfolio
- **Clinical development and market expectations in Alzheimer's disease:** Evaluation of current treatments and unmet needs for a disease area of high public attention
- **Global trends in pricing and market access:** Outlook on different healthcare models in key markets and their implications on pricing and market access in China

Speakers



Dr. Klaus HILLEKE
CEO
Simon-Kucher & Partners



Prof. Dr. LIU Jitong
Department of Health
Policy and Management
Peking University,
School of Public Health



Dr. PENG Dantao
Chief Physician and
Deputy Director of
Neurology
China-Japan Friendship
Hospital



Steve ROSEN
Partner
Simon-Kucher & Partners



CHEN Fan
Managing Director China
Simon-Kucher & Partners

About the Sponsor

Simon-Kucher & Partners is a global strategy and marketing consulting firm with extensive experience across key healthcare sectors.

PHARMACEUTICALS
Consulted by 24 of the
25 largest pharmaceutical
companies

BIOTECH
Advised the 5 largest
biotechnology companies

MEDICAL DEVICES
Worked for 15 of the 20
leading medical device
and diagnostic companies

GLOBAL PRESENCE
27 offices worldwide,
with project experience
in over 35 countries

Program

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1:30 – 2:00pm	Registration
2:00 – 2:15pm	Welcome and Introduction CHEN Fan Managing Director China, Simon-Kucher & Partners
2:15 – 2:45pm	Role of China's Pharmaceutical Market from a Global Perspective Dr. Klaus HILLEKE CEO, Simon-Kucher & Partners
2:45 – 3:15pm	China's Healthcare Policy Reforms and Latest Developments Prof. Dr. LIU Jitong Department of Health Policy and Management Peking University, School of Public Health
3:15 – 3:30pm	Tea Break
3:30 – 4:00pm	Treatment of Alzheimer's Disease: Clinical Guidance and Market Expectations Dr. PENG Dantao Chief Physician and Deputy Director of Neurology China-Japan Friendship Hospital
4:00 – 4:30pm	Global Trends in Pricing and Market Access Steve ROSEN Partner, Simon-Kucher & Partners
4:30 – 4:45pm	General Discussion and Closing Note CHEN Fan Managing Director China, Simon-Kucher & Partners
4:45 – 5:30pm	Refreshments and Networking

Registration

Registration fee: RMB 1,260 per participant (for registrations before 28 March 2014)
RMB 1,800 per participant

Registration fee is payable within 5 days of registration via T/T or bank transfer. Should you be unable to attend the forum, a substitute participant is welcome. Cancellations received 7 days prior to the forum are subject to a 20% administration fee.

Due to limited number of places, we highly recommend reserving a place as soon as possible
before 21 April 2014:

Online registration portal: www.simon-kucher.com/2014chinalforum

E-mail: 2014chinaforum@simon-kucher.com

Telephone: +86 10 6590 0206