

PHARMA CHINA ANNUAL FORUM™

March 18, 2016 🌐 Le Royal Meridien Shanghai, China

Confronting Healthcare Challenges in China

Pharma China Annual Forum

March 18, 2016 - Shanghai

Organizer

WiCON | Pharma China

Sponsors

RDPAC, TBD

Supporting Partner

Phina China Training Institute (PCTI)

Time

9:00 AM to 5:15 PM, March 18, 2016

Venue

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

Language

English / limited Mandarin Chinese

Fees

- RMB 6,000 - Pharma China subscribers and employees of RDPAC member cos

- RMB 6,800 - 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 2015 and early 2016*
- * *Business, healthcare reform and regulatory outlook for 2016 and beyond*
- * *Changing dynamics in Chinese pharma/healthcare landscape*
- * *Evolving new business model and pharma sales & marketing strategies*
- * *Trends and strategies for market access, drug R&D, partnership and licensing*
- * *Interactive discussion and brainstorming with our panel of top experts*

The Chinese pharmaceutical sector growth slowed further in 2015 to around 10% under the shadow of numerous challenges mostly stemmed from the troubled Chinese economy, regulatory shakeups, cost containment measures and healthcare reform turbulences.

There is no doubt the healthcare reform will go on with unchanged ambitions. In reality, with tax and other revenues drying up and under threat of BMI system deficit amid a slowing economy, local governments are pressured by both the central government and the public to do more with less. Despite its superficial goals, the healthcare reform has so far mostly been hijacked by containment of drug costs and no longer about improving efficiency and fixing structural flaws.

Pushed to the corner, drug companies are now at the brink of business bottomlines. However, the trend of irrational cost containment is expected to intensify further in 2016, with the central government upholding the radical healthcare reform experiment in Sanming City of Fujian Province as a model for national reference.

The pharma e-commerce sector has been brewing major revolutionary developments pending official liberalization of online prescription drug sales. Under growing pressure from aggressive moves by e-commerce giants to enter drug distribution, leading pharma distributors rushed to reposition themselves to secure presence in the sector.

In the meantime, the recent CFDA's move to elevate drug quality and reform drug approval system provides a ray of future hope for MNCs. With a better policed pharmaceutical industry aligned to rational cost structures, MNCs can expect to compete with domestic companies on a more leveled ground in future and fill market vacuum from exiting irregular players. The real questions are that, with the world's largest population, what kind of healthcare solution and product mix China can and should get for merely 5%-6% of GDP? Is the country willing or able to pay more for better drugs and healthcare?

The Chinese economy and its healthcare system are in transition. This requires pharma companies to recalibrate their strategies and business models.

Chinese experts warned recently that the pharma industry is facing a more complex marketplace in 2016. There will be lots of uncertainties, unbalances and frailty ahead. The future outlook is mixed, while most analysts agree that the market will keep on growing, but at a slower rate, continuing the trend which started two years ago.

The *Pharma China Annual Forum 2016* 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 and strategic issues as well as potential impacts of latest and upcoming policy changes on the Chinese pharma industry. In addition, contemporary trends of M&As, R&D and licensing, business hotspots and e-commerce, as well as future market outlook will be explored and discussed.

At least 12 leading experts will share their knowledge, insights and expertise. The presentation will be followed by an interactive panel discussion with speakers.

What sets this event apart from those organized by conference companies?

- It is an event organized by veteran executives for executives
- Hard-to find biz info/data presented and complimentary latest issue of *Pharma China journal edition*
- 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	<i>Simple registration, networking and refreshments</i>
9:00 - 9:05	Stanley Lau, Veteran Senior Pharma Executive and ex- China GMs of numerous MNCs Opening remarks/welcome by Chairperson
9:05 - 10:00	James Shen, Publisher and Chief Editor, Pharma China Contemporary Trends and Outlook of Chinese Pharmaceutical Sector 2015/2016
10:00 - 10:30	Joseph Cho, Managing Director, RDPAC and former Chairman, Astellas China The Pathway for Developing An Sound Ecosystem for Drug Innovation in China
10:30 - 10:45	<i>Break, refreshments and networking</i>
10:45 - 11:15	Dr. Karl Lintel, President, Bristol Myers Squibb China Emerging Shifts of MNC Business Models in China
11:15 - 11:45	Dr. Songjun LUO, Principal, ZS Associates Emerging Shifts of MNC Business Models in China
11:45 - 12:15	Justin Wang, Managing Director and Global Partner, L.E.K. Consulting Navigating the Depths of Healthcare in China - Policy trends around tiered healthcare - Observations of patient / hospital behavior changes - Implications to Pharma
12:15 - 12:45	Adele Li, Research Director, Kantar Health China Doctors' Digital Revolution in China - The changing use of online and mobile channels by Doctors - Implications for Pharma companies - Best practice in innovation by drawing learning from case studies
12:45 - 13:45	Networking lunch
13:45 - 14:15	Tony Zhang, Managing Partner, BizPro International LLC Mobile Internet +, Its Application in Promotion and Learning in Pharma Industry
14:30 - 15:00	Tiantian LI, Founder and Chairman, DXY.com Data-Driven Chronic Disease Management in Digital Era - Create New Connection Amid Physician & Patient Via Social Media & Mobile Devices - Win-Win Ecosystem of Key Stakeholders - Update of DXY Practice & Value Generation
15:00 - 15:15	<i>Break, refreshments and networking</i>
15:15 - 15:45	Martina Suter, Industry Segment Leader Pharma APAC, Swisslog (Shanghai) Co. Ltd. Pharma E-Commerce – Success Through Safe & Efficient Supply Chain Management
15:45 - 16:15	Hanno Wolfram, Founder and President, Innov8 Future Field Force for Pharma – What Comes After the Old Sales Model - Selling to people who do not even buy: a dying concept - Changing markets and new business models evolving everywhere and in China - Case in point: GSK, a first mover - Pharma's future: Cooperating to improve patient-health
16:15 - 16:45	David Deere, Chief Commercial Officer, PaizaBio Changes in Chinese Policy – Strategic Implications for the Biopharma & CMO Sector - Contributing Strategic Drivers Facing Pharmaceutical MNCs - Snapshot of Injectable Pharmaceutical CMO Sector - CFDA Reforms and Mandate for Local Manufacturing in China
16:45 - 17:15	Moderated by Weiping YANG, Founder/Partner, Ranhou Investment; former Chairman & President, Fresenius Kabi (China); and former President, Double Crane Pharma Participated by all available event speakers Key Factors for Pharma Company Performance in Today's Market Environment - Key observations and case studies - Interactive discussions with audience
After 17:15	<i>Voluntary after-event Q&As, discussions and networking</i>

Organizers



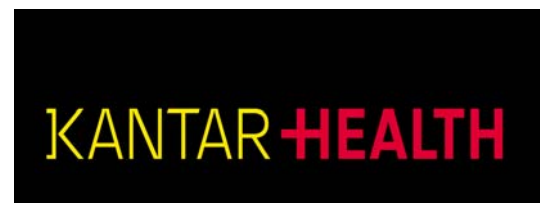
Sponsors



Speaker Representations



Bristol-Myers Squibb



REGISTRATION FORM

Please return this form:

By email: dxue@pharmaguys.com or jenny.wang@pharmachinaonline.com

By fax: +86 10 84476110

I wish to register for:

Pharma China Annual Forum 2016

Date: 9:00 AM - 5:15 PM, March 18, 2016

Price: CNY 6,000 for Pharma China subscribers and RDPAC member employees

CNY 6,800 for others

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

Registration Details:

Name: Job Title:

Company:

Address:

Telephone: Fax:

Email:

Authorized signature: Date:

Payment & Invoicing:

开户行 (Bank): 交通银行北京东直门支行 账号(Account No): 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)

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发票抬头: 快递地址及收件人:

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Card Code (the last 3 or 4 digit number at the back of card on signature line) _____

Cardholder's full billing address _____

* Credit Card/Handling Charge: Be charged equivalent amount of US dollars and 3% surcharge on credit card payments

Cancellation Polices:

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 course opening two weeks in advance of original schedule and reserve the right to cancel or postpone the course should there be insufficient participants