

PHARMA CHINA ANNUAL FORUM™

April 14, 2017 ☯ Le Royal Meridien Shanghai, China

Confronting Healthcare Challenges in China

Pharma China Annual Forum

April 14, 2017 - Shanghai

Organizer

WiCON | Pharma China

Sponsors

RDPAC, Kantar Health, TBA

Supporting Partner

Phina China Training Institute (PCTI)

Time

9:00 AM to 5:15 PM, April 14, 2017

Venue

Le Royal Meridien Shanghai, 789 Nanjing Road East, Shanghai 200001, China (*Subject to Final Confirmation*)

Language

English / limited Mandarin Chinese

Fees

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

- RMB 6,500 - Non-subscribers

Fees covers attendance, refreshments, lunch, copy of presentations, **Pharma China Annual Review and Outlook 2016/2017** and 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:

Jenny Wang or David Xue

Pharma China

Tel: +86 10 84476010

Cell: +86 18601267831

Fax: +86 10 84476110

E-mail: dxue@pharmaguys.com **and** jenny.wang@pharmachinaonline.com

www.pharmachinaonline.com

Event Highlights

- * *Contemporary trends & issues in Chinese Pharma in 2016 and early 2017*
- * *Business, healthcare reform and regulatory outlook for 2017 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*

Each year there are more uncertainties surrounding China healthcare and 2017 is no exception. The pharmaceutical industry in China is facing an overhaul of its business model, fast changing marketplace and repeated assaults of its bottomlines.

The Chinese pharma industry revenue and profit growth rebounded slightly in 2016 to 10.3% and 15.6% respectively in 2016 despite shadows of numerous challenges. On the other hand, the Chinese drug market rose slower in 2016 at 8.8%, vs. 11% in 2015. Albeit the seemingly better industry performance, which may simply mean higher inventory in the face of slower market growth, the era of single-digit growth has finally arrived.

The pharma e-commerce segment has been brewing a revolutionary development. Despite some setbacks, its prospects are sharply lifted by liberalization of pharma B2B and B2C biz in early 2017.

In the meantime, the CFDA's move to elevate drug quality and reform drug approval system, though contradicted by other government agency's preoccupation to slash drug costs, has advanced substantially in the past year. The question is that, with the world's largest population, is the country willing or able to pay more for the better drugs being pushed?

On the front of drug pricing, the NDRC returned to the drug pricing theme in 2016 under a different flag of antitrust enforcements. By late 2016, MOHRSS finalized its draft policy for proposed uniform BMI payment standards and initiated the process to revise the NDRL.

Despite superficial slogans and touted ambitions of the Chinese government, the healthcare reform has been hijacked by cost containment and gone astray from the pledged path of improving efficiency and fixing structural flaws. With tax and other revenues drying up and under increasing threat of BMI system deficit amid a slowing Chinese economy, local governments are pressured to do more for healthcare with less financial resources.

Under pressures of escalating anti-corruption campaigns, increasingly sophisticated cost containment measures as well as policy shifts in drug pricing and reimbursements, both domestic and MNC drug cos had no choice but to recalibrate their strategies and business models in order to meet the challenges of the Chinese healthcare business today.

Nonetheless, many drug company executives are still bullish about China's long-term growth prospects, which is projected by IMS to reach approximately between \$140B and \$170B by 2021 on slower annual growth between 5% and 8%.

Sponsored by RDPAC and WiCON|*Pharma China*. The **Pharma China Annual Forum 2017** 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. 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 10 leading experts will share their knowledge, insights and expertise, 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 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, Co-founder, iiTalent; Strategic and Management Advisor; Independent Director of A Few Pharma Companies, 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 2016/2017
10:00 - 10:30	Michael Dethick, Managing Director, RDPAC Fostering a Sustainable Ecosystem for Drug Innovation in China
10:30 - 10:45	<i>Break, refreshments and networking</i>
10:45 - 11:15	Jenny Yao, Partner/Head of Healthcare, KPMG China Sanming – Origins and Implications of the Next Wave of Healthcare Reform in China - The background leading up to reform - The reform methodology and key players - Steps taken and the achievements - What's new, and what's next
11:15 - 11:45	Dr. Songjun Luo, Principal, ZS Associates (topic pending update) Thinking About Transforming Your Business Model? - The "New Normal" for Chinese pharma - A new look at lower tier market, provincial bidding, group purchasing and hospital listing and capping - Should you transform your business model now? What models? How?
11:45 - 12:15	Helen Chen, Managing Director and Head of China Life Sciences, L.E.K. Consulting China Commercial Excellence: Experiences from International Pharmas
12:15 - 13:00	Moderator: Stanley Lau + panelists TBA Panel Discussion: Responses of Pharma Cos to Recent Changes of Market Dynamics
13:00 - 14:00	Networking lunch
14:00 - 14:30	Adele Li, Commercial Director of China, Kantar Health Effectively Communicating to Chinese Physicians through Innovative Platforms
14:30 - 15:00	Pei Li Teh, Director – Asia, Research Partnership Urban China's Evolving Patient Journey - What influences the current patient journey? - What will the development of primary care mean? - Will relaxation of physician movement accelerate private HC usage? - What will these potential changes mean to MNCs?
15:00 - 15:15	<i>Break, refreshments and networking</i>
15:15 - 15:45	Dr. Saurabh Jain, Vice President – China and Japan Business, Indegene Omnipresence: Addressing Gaps in Multi Channel Marketing (MCM) - HCP Digital Habit in China - Marketers Approach - Current Gaps in MCM - Omnipresence Model
15:45 - 16:15	Dr. Friedhelm Blobel, President and CEO, SciClone Pharmaceuticals When Does the Innovation Transfer in U.S.-China Biotech/Pharma Become A Two Way Street?
16:15 - 16:45	Geoffrey Lin, Partner, Ropes & Gray LLP Lifescience Regulatory, IP and Transactional Considerations in China - Overview of Regulatory Pathways in China - China Pharmaceutical Deal Structures - Pharma Licensing Considerations - Pharma License Structures & Scenarios
After 17:00	<i>Voluntary after-event Q&As, discussions and networking</i>

Organizers



Event Sponsors



Speaker Representations



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 2017

Date: 9:00 AM - 5:15 PM, April 14, 2017

Price: CNY 6,000 (\$900) for Pharma China subscribers and employees of RDPAC member companies

CNY 6,500 (\$980) for others

** credit card acceptable at 3% charge for US\$ payments

Place: TBA, Shanghai, 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)

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 _____

* Credit Card/Handling Charge: Be charged US\$900 (or US\$980) and 3% surcharge on credit card payments

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

Sponsorship Packages for Pharma China Annual Forum 2017

SPEAKER BENEFITS

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

SPONSORSHIP PACKAGES

Event Sponsor – CNY 7,000

- 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 25,000

- 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 30,000

- 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 reception 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

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

Tel: +86 10 8530-0937 or 84476010

Cell: +86 18601267831, 13522738365

Fax: +86 10 84476110

E-mail: dxue@pharmaguys.com and jwang.wicon@gmail.com