

# PHARMA CHINA ANNUAL FORUM™

April 9, 2019 🌐 Le Royal Meridien Shanghai, China

## Confronting Healthcare Challenges in China

### Pharma China Annual Forum

April 9, 2019 - Shanghai

#### Organizer

Beijing Jicai PharmaTech Co. Ltd.  
北京集才医药技术开发有限公司

#### Supporting Partner

WiCON | Pharma China  
WiCON International Group LLC

#### Sponsors

RDPAC and Kantar Health

#### Time

9:00 AM to 5:15 PM, April 9, 2019

#### Venue

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

#### Language

English / limited Mandarin Chinese

#### Fees

- RMB 6,400 / \$930 (Pharma China subscribers and RDPAC member cos)

- RMB 6,800 / \$980 (Non-subscribers)

Fees covers attendance, refreshments, lunch, copy of presentations, **Pharma China Annual Review and Outlook 2018/2019** 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:

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### Event Highlights

- \* *Contemporary trends & issues in Chinese Pharma in 2018 and early 2019*
- \* *Business, healthcare reform and regulatory outlook for 2019 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 2019 is no exception. Despite some positive developments on the front of Chinese drug registration regime, which has substantially accelerated its evaluation and approval of innovative new drugs, the pharma industry in China is faced with another overhaul of its business model, fast changing marketplace and repeated assaults of its bottom-lines following establishment of the National Healthcare Security Administration (NHSA), introduction of national level volume-linked centralized drug purchase tender trial, and advancement of the generic quality and clinical equivalence (GQCE) program which aims to replace MNC originator drugs with local GQCE products.

While the Chinese pharma manufacturing industry saw its operating revenues up by 13.5% (above average of 9.4% for all industries) to CNY 20,181 bln in the first ten months of 2018, the industry's profits rose only 10.4% (below average of 13.6% for all industries) to CNY 255 bln in the period, according to official data.

Structural issues with the Chinese healthcare system continued to haunt the pharmaceutical industry in 2018. Notwithstanding the touted pharma industry ambitions of the Chinese

government, slogans are nothing but pies in the sky when it comes to paying for better medicines. The healthcare reform has long been hijacked by cost containment and gone astray from the pledged path of improving efficiency and fixing structural flaws. The crashing course of reform is deeply rooted in the growing contradictions between wishful goals and healthcare financial reality, as well as among different government policies and their pursuits.

With tax and other revenues drying up and under threat of BMI system deficit amid a looming Chinese economic downturn, local governments are pressured by both the central government and the public to do more for healthcare with less financial resources. As local governments assaulted the pharma industry above the table with wave after wave of cost containment measures, public hospitals also squeezed drug companies under the table for funds through a variety of schemes. Shortage of low cost but clinically essential medicines has become widespread, forcing the central government to step in and often intervene administratively.

Incidentally, 2018 turned out to be a triumphant time for MNCs. A number of pharma MNCs witnessed high growth last year ahead of the flood of local GQCE products. Despite naive overjoys of some executives, such inadvertent victories are not expected to last in 2019.

The Chinese economy and the reform of its healthcare system are once again in deep water of what's become of a "lost river". Pharma companies, local or foreign, must make dynamic changes to remain competitive and survive with the turbulent market.

The *Pharma China Annual Forum 2019* 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.

At least 10 leading experts will share their knowledge, insights and expertise. 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 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 and ex-China GMs of numerous MNCs <b>Opening remarks/welcome by Chairperson</b>
9:05 - 10:00	James Shen, Publisher and Managing Editor, WiCON Pharma China <b>Contemporary Trends and Outlook of Chinese Pharmaceutical Sector 2018/2019</b>
10:00 - 10:30	Wei Kang, Managing Director, RDPAC <b>Accelerating Reimbursement of Innovative Medicines</b>
10:30 - 10:45	<i>Break, refreshments and networking</i>
10:45 - 11:30	Steve Rosen, Senior Partner, Simon-Kucher & Partners <b>Considerations for A Successful Pricing Strategy in Today's Chinese healthcare Dynamics</b> - Considerations at each stage: Pre-launch, Launch, NRDL Listing/Post NRDL and LOE - Lessons from known analogs: NRDL, announced pricing, intl/domestic impacts - Questions to ask: MNCs vs. local novel or generic cos - Approach for a multi-year plan
11:30 - 12:00	Helen Chen, Greater China Managing Partner, Head of L.E.K. China and Asia LS and HC <b>The Next Normal in Pharma Market Access and Commercialization</b> - How are the volume-based procurement being implemented and monitored? - Is this pilot considered a success? - What will happen to the off-patent-originators? - What is likely to come next? - Time to reconsider business models and strategies?
12:00 - 12:30	Kelly Wang, Associate Principal, ZS Associates <b>Thinking About Transforming Your Business Model?</b> - Implications of policy development at "China Speed" on MNC Pharma's Business Model - Should you transform your business model now? What models? How?
12:30 - 13:00	Colin Yu, Partner, KPMG China <b>Embrace the New Era of R&amp;D in An Evolving Landscape in China</b> - Major drivers for new era of R&D - Emerging trend and outlook of R&D - Being an R&D front-runner in China
13:00 - 14:00	Networking lunch
14:00 - 14:30	Adele Li, Commercial Director of China, Kantar Health <b>How to Effectively Communicate with Physicians and Patients in the Changing Chinese Healthcare Environment</b> - The changing use of online and mobile channels by physician and patients - Implications for pharma cos - Best practices in innovation: insights from case studies - Impacts of online consultation, Internet hospital & AI on physician's future practice
14:30 - 15:00	Sridhar Subramanian, former China GM of Numerous Leading Indian Companies <b>Chinese Market - So Near Yet So Far for Indian Pharma</b>
15:00 - 15:15	<i>Break, refreshments and networking</i>
15:15 - 16:15	Moderator: Eric Bouteiller, Honorary Chairman, RDPAC; Panelists: Thierry Weishaupt, China GM, Groupe VYV; Vivian Chen, VP Corporate Affairs, Asclepis BioScience; Yang Xie, Head of Real-World Insights, IQVIA and Steve Rosen, Senior Partner, Simon-Kucher <b>Panel Discussion: Reimbursement - New Practices and New Trends</b> - Overview of reimbursement market - New practices of reimbursement - The case for financial innovation at the service of life-long health
16:15 - 16:45	Geoffrey Lin, Partner, Ropes & Gray LLP <b>Life Science Collaborations in China and Update on Patent Laws</b> - China Life Science Regulatory, IP Considerations - Collaboration and Licensing Transactions Considerations in China - Review of Draft Patent Law Amendments in China Relevant to Biotech and Pharma Cos
16:45 - 17:15	John Moore, Director of Global Clinical BD, Vetter Pharma International GmbH <b>Current Injectable Market Trends and CDMO perspective</b>
After 17:00	<i>Voluntary after-event Q&amp;As, discussions and networking</i>

Organizers



Event Sponsors



Speaker Representations



**SIMON ♦ KUCHER & PARTNERS**

Strategy & Marketing Consultants



# REGISTRATION FORM

## Please return this form:

By email: [dxue@pharmaguys.com](mailto:dxue@pharmaguys.com) or [jenny.wang@pharmachinaonline.com](mailto:jenny.wang@pharmachinaonline.com)

By fax: +86 10 84476110

## I wish to register for:

### Pharma China Annual Forum 2019

Date: 9:00 AM - 5:15 PM, April 9, 2019

Price:  CNY 6,400 (\$930) for Pharma China subscribers and employees of RDPAC member companies

CNY 6,800 (\$980) for others

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

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)

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\$930 (or US\$985) 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