

PHARMA CHINA FORUM™

March 31, 2009 ☺ OKURA Garden Hotel ☺ Shanghai, China

Pharma Distribution/Channel Strategies in China

Pharma China Forum

March 31, 2009 - Shanghai

Organizer

Pharma China

Sponsors

ZS Associates / Zuellig Pharma

Supporting Partner

PharmaGuys

Time

1 PM to 5:00 PM, March 31, 2009

Venue

OKURA Garden Hotel, Shanghai, China

Language

English / limited Mandarin Chinese

Fees

CNY 500 - Subscribers of any *Pharma China* products

CNY 950 - Non-subscribers

Fee covers attendance, refreshments, digital copy of presentations, latest issue of *Pharma China Journal Edition*

Registration/Enquiries

Space is limited to 50 participants and priority is given to *Pharma China* subscribers.

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Event Introduction

- * *Trends & issues in Chinese Pharma in 2008 and 1Q/2009*
- * *Changing landscape of the Chinese pharmaceutical distribution sector*
- * *Distribution channel strategy and management requirements in China*
- * *Interactive discussion and brainstorming with our panel of top experts*

The Chinese pharma distribution sector experienced a relatively good year in 2008 with total distributor sales of western medicines up 13.9% reaching CNY 138.6 billion in the first half of 2008.

However, the sector continued to be highly fragmented with around 8,000 players and its average net profitability and gross profit margin remained very low. Consolidation of the sector persisted in 2008 with growing number of small distributors being forced out of business changing market environments. The largest pharmaceutical distributors generally fared better as mid-year reports of publicly-listed Chinese pharma distribution companies showed that most of them experienced fast profit growth in the first half of last year.

The looming healthcare reform, under which rural and community healthcare will be heavily invested, is expected to further change the landscape of the Chinese pharmaceutical distribution sector and accelerate ongoing consolidation. Large pharmaceutical distributors possessing efficient national and regional distribution capabilities will be necessary to facilitate the government's ambitious plan for universal basic healthcare coverage to all.

While healthcare reform is expected to boost demands for healthcare in rural areas and community healthcare institutions, it is also likely to bump up drug distribution costs at the same time due to the need to cover vast and less populated areas. Pharma distributors are unlikely to benefit much from the rising drug sales in rural areas and community healthcare network, but intensifying consolidation in the pharma distribution sector may help improve the performance and operating efficiency.

Through government policies and/or competitive forces, the pharmaceutical distribution channel in China will become more streamlined over time, improving the overall efficiency of the healthcare delivery system in China.

Market conditions in China will continue to evolve, creating new opportunities for leveraging the distributor channel. Pharmaceutical companies will miss growth opportunities if distributors are treated as customers and if suppliers fail to set performance expectations. By adopting a disciplined channel management process and improving commercial team competencies, pharmaceutical suppliers can build high-performing distributor channels that can help drive bottom line results.

This Pharma China Forum event in English is hosted by Pharma China and jointly sponsored by ZS Associates a sales and marketing consulting firm with deep expertise in distribution and channel strategy, and Zuellig Pharma, a leading specialist in the distribution sector.

The event seeks to draw attention to current trends and challenges in the sector and improve understanding of effective distribution solutions and channel strategies.

Three top experts will present review of contemporary trends and challenges in Chinese pharma, synopsis of changing landscape in the country's pharmaceutical distribution sector and examination of distribution channel strategies. The presentation will be followed by an interactive panel discussion with presenters and other leading experts in the field.

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

- It is an event organized by executives for executives
- Exclusive industry and market information contents are presented and distributed at the event
- Only the industry experts with real world experience to share are invited to present at the event
- Cost effectiveness – our goal for this event is not *profit* but to bring value-added services to our subscribers and potential customers.

This Pharma China Forum is exclusively sponsored by ZS Associates and Zuellig Pharma

AGENDA

1 PM to 5 PM, March 31, 2009 ☉ OKURA Garden Hotel, Shanghai, China

1:00 – 1:30	Simple registration, refreshments, networking
1:30 – 1:35	Opening and introduction of Pharma China and sponsor(s)
1:35 – 2:30	James Shen, Publisher and Chief Editor, Pharma China Review of Recent Trends and Developments in the Chinese Pharma Industry <ul style="list-style-type: none"> - Overview of 2008 and 1Q/2009 - Regulatory issues, events and trends - Pharma industry trends, activities & performance data - Legal/IPR – latest events and observations - Healthcare reform/administration – latest developments
2:30 – 3:30	Andi Umbricht, Head of Commercial Operations, Zuellig Pharma China The Chinese pharmaceutical distribution landscape and Zuellig Pharma solutions <ul style="list-style-type: none"> - Socio-economic trends – Healthcare reform and financial environments - De-layering of Pharma distribution - The need for value added services likes Cold Chain and customized models - Maturation of data collection, analysis and reporting
3:00 – 3:30	Break, exhibits and networking
3:30 – 4:30	Mark Dancer, Manager and Distribution Channel Expert, ZS Associates Inc. Review of pharma distribution channels and channel strategies/management requirements in China <ul style="list-style-type: none"> - Assessment of distributor coverage, capabilities, economics and relationships - Responding to consolidation and other distributor trends - Upgrading trade terms for driving distributor performance - Case studies of creative channel strategies for developing markets - Competency, process and tool needs for ongoing success
4:30 – 5:00	Panel Discussion/Q&As with <ul style="list-style-type: none"> - James Shen, Publisher and Chief Editor, Pharma China - Mark Dancer, Manager and Distribution Channel Expert, ZS Associates Inc. - Dr. Songjun Luo, Principal, ZS Associates Inc. - Andi Umbricht, Head of Commercial Operations, Zuellig Pharma China - James Lee, GM, Logistics Services Division, Zuellig Pharma China
After 5:00	Voluntary after-event Q&As, discussions and networking

Event Organizer, Sponsors and Supporting Partner



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REGISTRATION FORM

Please return this form:

By email: wenny.gu@zsassociates.com or dxue@pharmaguys.com

By fax: (8621) 2322-8201 (8610) 8530-0938

I wish to register for:

Pharma China Forum – 2009

Date: 1 – 5 p.m. March 31, 2009

Price: CNY 500 for Subscribers of any Parma China products
CNY 950 for non-subscribing companies

Place: OKURA Garden Hotel
No. 58 Mao Ming Road (S.), Shanghai, China 200020

Registration Details:

Name:

Job Title:

Company:

Address:

Telephone: Fax:

Email:

Authorized signature:

Date:

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- 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 anytime should there be insufficient participants