

ZS Associates presents

CHINA PHARMACEUTICAL DISTRIBUTOR CHANNEL STRATEGY & MANAGEMENT CONFERENCE

中国制药行业分销渠道策略与管理研讨会

'09

Aug 26 - 28, 2009 Shanghai

8月26-28日, 2009 上海

Aug 31 - Sept 2, 2009 Beijing

8月31日-9月2日, 2009 北京

Distributors are critical to the successful execution of growth strategies for pharmaceutical firms in China. They will be playing important roles in gaining accesses to new markets such as lower tier cities and community hospitals that will be critical to future business successes.

Come to the conference to hear about

- » global pharmaceutical industry channel evolution, trends and lessons
- » fresh perspectives from different industries to help re-think your channel strategy
- » best practices in building a commercial team capable of creating and managing a partnership-based distribution channel

对于中国的制药公司来说, 经销商对于其增长策略执行的成功与否至关重要。经销商们对制药公司进入一些新兴市场的过程中扮演了重要的角色, 而这些新兴市场, 比如小城市和社区医院, 对于制药公司的未来意义重大。

本次研讨会将给您带来

- »全球制药行业渠道的演变、趋势和经验
- »来自其他行业的崭新视角以帮助您重新思考您的渠道策略
- »最佳实践以打造一支能够建立并管理以合作伙伴关系为基础的经销渠道的商业队伍

Target audience 适合对象

GMs / Presidents, VPs, Sales Directors, Commercial Directors, Commercial / Distributor / KA Managers, Sales Operations Managers, Bidding Manager, etc.

总经理 / 总裁, 副总裁, 销售总监, 商务总监, 商务 / 商业客户 / 重点客户经理, 业务运营经理, 招标经理等

"I have been to many conferences. This is the first one that presents channel concepts, approaches and best practices specific for the pharmaceutical industry."

—Attendee of the March 2009 Pharma Distribution/Channel Strategy Forum

"我曾经去过不少研讨会, 但这是第一个能阐述针对医药行业的渠道策略概念、方法和最佳实践的研讨会。"

—2009年3月医药分销渠道策略论坛与会者

WICON PHARMA CHINA
www.pharmachinaonline.com

ZS ASSOCIATES
www.zsassociates.cn

ZS

About the Conference 关于本次研讨会

China Pharmaceutical Distributor Channel Strategy and Management Conference is a three-day event for professionals who design and manage distributor channel strategies for the pharmaceutical industry. The Conference is a great opportunity to:

- Discuss timely topics that are impacting distributor channel strategies
- Learn from channel experts detailed best practices about channel management
- Examine new ideas for addressing some of the very difficult channel issues in China
- Network with selected channel partners and peers in the industry

中国制药行业分销渠道策略与管理研讨会为期三天，系为制药行业设计和管理分销渠道的专业人士量身定做，以提供绝佳的学习和交流的平台：

- 讨论影响分销渠道策略的热门话题
- 专家讲解渠道管理的最佳实践方法
- 探讨中国渠道管理中的复杂问题的可能解决方案
- 与同行业专业人士及渠道合作伙伴沟通和交流

Conference Schedule 会议日程安排

Day 1		
08:30	Registration / Morning Tea	参会登记 / 早茶
09:00	Welcome Address / Conference Overview	欢迎致词 / 会议概况
09:15	Perspectives on Distributor Channel Strategy <ul style="list-style-type: none">• Impact on driving business success• Global pharmaceutical channel trends and lessons	关于分销渠道战略的观点 <ul style="list-style-type: none">• 对于商业成功的影响• 全球制药业渠道的趋势和经验
10:45	Break / Networking	休息 / 交流
11:15	Panel Discussion: Distributor Channel Strategies from Other Industries <ul style="list-style-type: none">• Innovative strategies for achieving competitive advantage• Examples of supplier leadership and channel power	专题讨论：其他行业的分销渠道策略 <ul style="list-style-type: none">• 实现竞争优势的创新策略• 供应商领导力和渠道控制力的实例
12:15	Lunch	午餐
13:15	Art and Science of Creating a Pharmaceutical Channel Strategy in China <ul style="list-style-type: none">• Channel structure and distributor roles• Role of partnership in driving performance	制定中国制药业渠道战略的科学和艺术 <ul style="list-style-type: none">• 渠道结构和经销商的角色• 合作伙伴关系对提升业绩所起的作用
14:45	Break / Networking	休息 / 交流
15:15	Panel Discussion: China Pharmaceutical Distributor Opportunities and Challenges <ul style="list-style-type: none">• Market changes and supplier expectation	专题讨论：中国医药行业经销商面临的机遇与挑战 <ul style="list-style-type: none">• 市场变化和供应商的期望
16:15	Break / Networking	休息 / 交流
16:45	Critical Channel Management Capabilities for Executing Strategies <ul style="list-style-type: none">• Commercial manager role definition and support• Channel compensation design for performance and profits	执行战略所需的关键渠道管理能力 <ul style="list-style-type: none">• 商务经理的职责定义和支持• 以提升业绩和利润为目标的渠道报酬计划的设计
18:00	Closing Comments	结束致词

Day 2		
08:30	Registration / Morning Tea	参会登记 / 早茶
09:00	Welcome Address / Conference Overview	欢迎致词 / 会议概况
09:15	Foundations of High-Performing Channel Management <ul style="list-style-type: none"> • Case studies of leading suppliers with channel power • Requirements for excellence in China 	高效渠道管理的基础 <ul style="list-style-type: none"> • 具有渠道控制力的领先供应商案例分析 • 在中国取得成功的必要条件
10:45	Break / Networking	休息 / 交流
11:15	Distributor Business Models <ul style="list-style-type: none"> • Key financial metrics, business practices and motivations • Supplier strategies for partnerships and influence 	经销商的业务模型 <ul style="list-style-type: none"> • 关键财务指标，商业行为和驱动力 • 供应商对合作关系的策略及其影响
12:15	Lunch	午餐
13:15	Territory Management for Commercial Managers <ul style="list-style-type: none"> • Territory performance analysis and gap assessment • Distributor segmentation and growth planning 	商业经理的区域管理 <ul style="list-style-type: none"> • 区域业绩分析和差距评估 • 经销商细分和增长计划
15:15	Break / Networking	休息 / 交流
15:45	Distributor Performance Management for Commercial Managers <ul style="list-style-type: none"> • Battling for share of mind from a low share position • Joint planning, KPI programs and communication strategies 	商务经理的经销商业绩管理 <ul style="list-style-type: none"> • 在占经销商总体业务比例不高的情况下赢得足够的关注度 • 共同计划，关键业绩指标设定和沟通策略
17:15	Summary Comments	总结致词
Day 3		
08:30	Networking / Morning Tea	交流会 / 早茶
09:00	Welcome / Conference Overview	欢迎致词 / 会议概况
09:15	Building a High-Performing Commercial Team <ul style="list-style-type: none"> • Commercial representative job description, deployment and territory design • Performance management and incentive compensation practices 	建立高效的商业团队 <ul style="list-style-type: none"> • 商务代表工作描述，部署和区域设计 • 业绩和薪酬管理
10:45	Break / Networking	休息 / 交流
11:15	Potential Solution for China's Key Distributor Channel Issues <ul style="list-style-type: none"> • Managing destructive channel conflict • Alternative distributor compensation models 	应对中国主要分销渠道问题的可能解决方案 <ul style="list-style-type: none"> • 处理消极的渠道冲突 • 渠道报酬模型的可选方案
12:15	Lunch	午餐
13:15	Potential Solutions for China's Key Distributor Channel Issues <ul style="list-style-type: none"> • CPFR and demand chain management • Price influence and maintenance 	应对中国主要分销渠道问题的可能解决方案 <ul style="list-style-type: none"> • 协同补货(CPFR) 及需求链管理 • 价格影响和维护
14:15	Building a High-Performing Distributor Channel in China <ul style="list-style-type: none"> • Sources of competitive advantage through channel excellence 	在中国构建高效的分销渠道 <ul style="list-style-type: none"> • 通过成功的渠道取得竞争优势
15:00	Conference Close	总结致词

Attendees from 2009 Distribution Channel Seminars and Forums Organized or Co-organized by ZS:

The 2009 Distribution Channel Seminars and Forums included participants from the following companies:

AstraZeneca China	Novartis
Baxter International Inc.	Novo Nordisk
Bayer HealthCare	Pfizer
Boehringer Ingelheim	Roche
Chiesi Group	Sanofi-Aventis
Eisai China Inc.	Shandong Luye Pharmaceutical
Elli Lilly	Solvay
GE Healthcare	TOSHIBA Medical China
GSK	UCB Group
Johnson & Johnson Medical (China) Ltd.	Zuellig Pharma China
MSD Hangzhou	

Additional Program Information

For more information, please contact the program coordinator, Wenny Gu, at +86-21-2322-8200 or email Wenny.Gu@zsassociates.com.

需要了解更多信息，欢迎来电或邮件垂询：

顾文滢 电话：021-2322-8200 电子邮件：Wenny.Gu@zsassociates.com

Please return this registration form to ZS Associates:

By email: Wenny.Gu@zsassociates.com

By fax: +86-21-2322-8201

Your registration will be confirmed via email.

**China Pharmaceutical Distributor Channel Strategy and Management Conference
Registration Form 登记表格**

Date and Location: August 26-28, 2009 Shanghai; August 31-Sept 2, 2009 Beijing

Registration Fee*: Day 1 only: ¥ 8,000 per person
Day 2 & Day 3: ¥ 12,000 per person
Three-day Package: ¥ 15,000 per person
(5% discount if you register by Aug 7, 2009; 10% group discount will apply if three or more people from the same company register at the same time; 10% research support discount will apply if your company assisted us in the research.)

*The registration fee includes conference materials, meals and refreshment.

Cancellation Policy: Return of this form by email or fax is considered to be registered officially and liable to the following cancellation policy: Cancellations made less than 2 weeks prior to the original schedule will be subject to a cancellation fee of 25% registration fee prior to discount. Confirmed registrants who do not attend the conference, or who cancel less than 2 weeks prior to the original schedule or later, will not be refunded any portion of the registration fee and only replacements or program transfer will apply. All cancellations must be made in writing, and sent via fax to +86-21-2322-8201. We will confirm the course opening two weeks in advance of the original schedule and reserve the right to cancel or postpone anytime should there be insufficient participants.

Attendee Confirmation 登记确认

Yes, we plan to attend the conference 是的, 我们计划参加中国制药行业分销渠道策略与管理研讨会

Please select the package and indicate the number of people from your company who will be attending 请选择您公司参加的会议项目、场地和与会人数

August 26-28, 2009 Shanghai		August 31-Sept 2, 2009 Beijing	
Package	# of attendees	Package	# of attendees
<input type="checkbox"/> Day 1 Only		<input type="checkbox"/> Day 1 Only	
<input type="checkbox"/> Day 2 & Day 3		<input type="checkbox"/> Day 2 & Day 3	
<input type="checkbox"/> Three-day Package		<input type="checkbox"/> Three-day Package	

No, we won't be able to attend, but please keep me informed of future programs
我们不能参加此次研讨会, 但希望在将来收到研讨会的相关信息

Participant Information 与会者信息

Company 公司名称				
Address 公司地址				
Contact Person 联系人				
Phone 联系电话				
Fax 传真				
Email				
Participants 与会人员	Name 姓名	Title 职位	Phone 电话	Email
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Authorized signature 签章: _____ **Date** 日期: _____

Payment & Invoicing 付款和发票:

Please fax us the bank transfer form as our reference. Thanks!
请将汇款凭证传真给我们。非常感谢!

Bank Information 银行信息:

开户行: 中国工商银行卢湾分行金钟支行

账号: 10011 9940 9016 2473 75

账户名: 致盛企业管理咨询上海有限公司

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. 如果您需要发票快递给您, 请填写:

发票抬头: _____

快递地址及收件人: _____