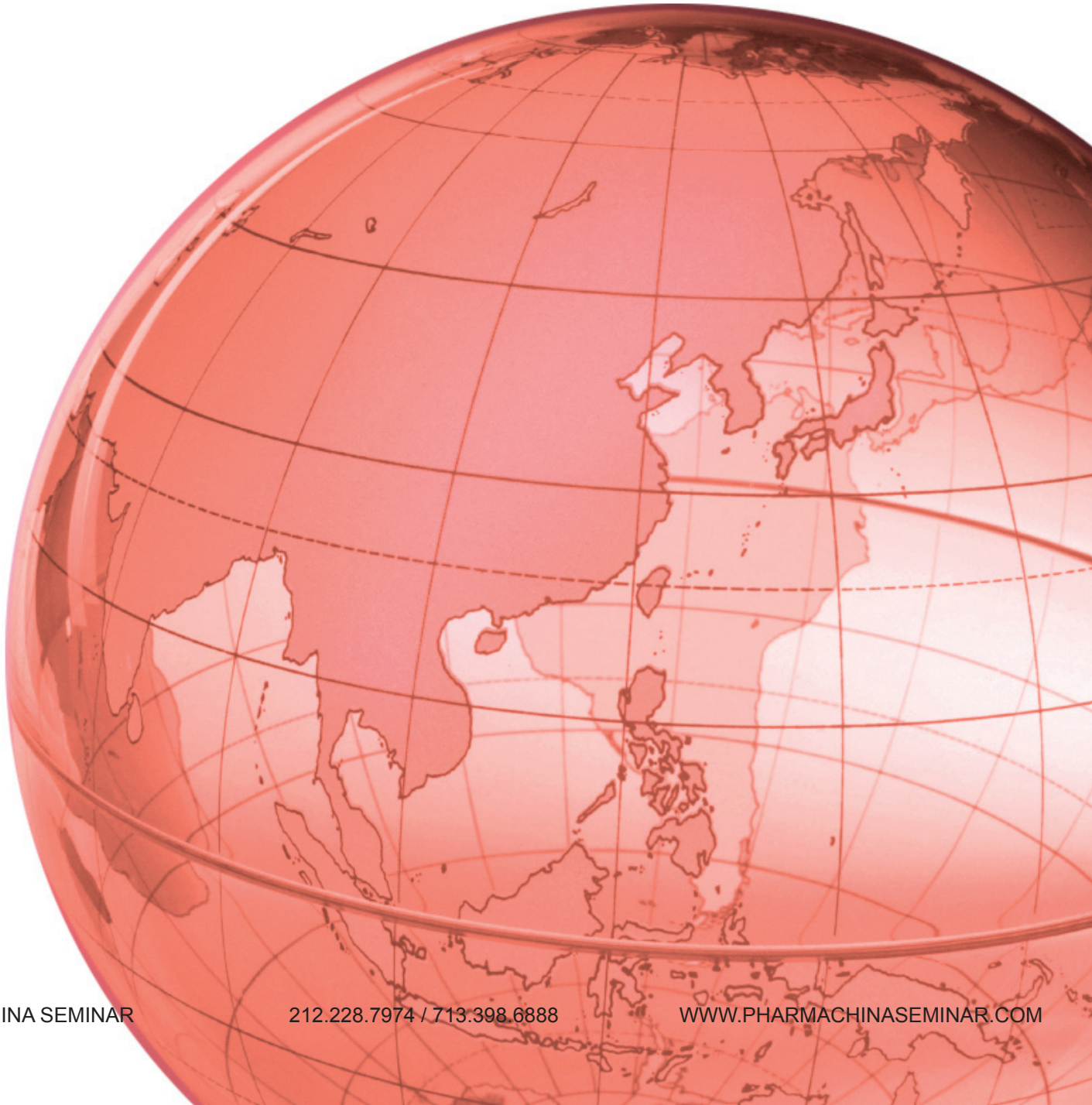
PHARMA CHINA SEMINAR

BUILDING SUCCESS IN CHINA'S PHARMA SECTOR

Unlocking Myths, Gaining Insights, and Developing Winning Strategies



PHARMA CHINA SEMINAR 212.228.7974 / 713.398.6888 WWW.PHARMACHINASEMINAR.COM

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BUILDING SUCCESS IN CHINA'S PHARMA SECTOR

Unlocking Myths, Gaining Insights, and Developing Winning Strategies

THE MOST IMPORTANT AND RELEVANT DISCUSSION ABOUT THE RISING IMPORTANCE OF CHINA IN THE PHARMACEUTICAL INDUSTRY

NEW JERSEY

29 APRIL 2010
4 NOVEMBER 2010

China continues to make an extraordinary impact on the Pharmaceutical Industry. Now is the time to join the discussion and become a key player in the pharma industry's growth and expansion.

Everything you need to know and have always wanted to know about the Chinese Pharmaceutical Industry in just 1 day!

This one of a kind seminar is jam packed with the most recent, hard-to-find data, exclusive information, and real world, on the ground experience you can't find anywhere else.

The sessions are interactive, and limited to only a small group of executives. Register early to reserve your spot!

PHARMA CHINA SEMINAR

ABOUT THE SEMINAR

China's enormous size, its aging population, consistent double-digit pharmaceutical industry growth in the past two decades and ongoing healthcare reform have convinced even the most conservative industry analysts to offer optimistic views about its future.

For many pharmaceutical MNCs, China is now a leading overseas market and it is likely to become their largest foreign market within a decade. Moreover, China has recently become a favorite destination for innovative drug R&D and many big pharma MNCs are increasingly relocating and outsourcing their R&D to the country. Finally, MNCs are also expanding their Chinese production operations and outsourcing more manufacturing projects to China.

Nevertheless, the pharmaceutical industry in China continues to face mounting challenges and the ever-changing legal, regulatory and market environments of China's healthcare sector pose the single biggest challenge to foreign companies.

There are success stories from all categories of players, whether they are foreign or local, large or small, newcomer or established, private or state-owned. However, to be one of the success stories require a thorough understanding of the sector, ability to face and tackle challenges, flexibility to deal with changes, and skills to maneuver through complex situations.

To cater for the growing needs of pharmaceutical executives for better understanding of the Chinese market, the Seminar was launched in 2009 by the organizer of Pharma CI Conference, Pharma Market Research Conference, and Pharma China, the most influential source of business intelligence covering the Chinese pharmaceutical / biopharmaceutical industry and market.

"Pharma China Seminar - Building Success in China's Pharma Sector" is a one-day seminar providing insights into contemporary trends/issues and the most important aspects of the Chinese pharmaceutical industry and marketplace today. Building on our success in 2009, Pharma China Seminar 2010 will provide even more in-depth coverage of and strategic insights into four key aspects of Chinese pharma business including:

- latest trends and issues in drug regulation and healthcare policies
- pharma marketing & distribution channels
- the regulatory process for new drug development
- IP/legal issues.

Four leading experts of the Chinese pharmaceutical/healthcare sector with different specializations will share their expertise and knowledge through exclusive data, detailed analysis, case studies and interactive panel discussions.

PHARMA CHINA SEMINAR

ABOUT THE SEMINAR

WHO SHOULD ATTEND?

Senior executives
Strategic planning/business development/CI/market research executives
Executives responsible for outsourcing
R&D/licensing/regulatory executives
Regional HQ executives
Expatriate executives in China
CRO executives
Investment/VC professionals

WHY SHOULD YOU ATTEND?

Learn about the present and future outlook of the Chinese pharma industry and marketplace
Identify emerging opportunity areas and growth drivers
Examine major intellectual property issues and legal risks
Stay informed for the latest developments in Chinese drug regulation and healthcare policy
Gain insights into key aspects of Chinese pharma business
Brainstorm successful China business strategies

WHAT DOES THIS SEMINAR COVER?

Contemporary trends, issues and challenges
Future growth drivers, opportunities and outlook
Healthcare reform and impacts on pharma sector
Intellectual property/patent related issues
Pricing and reimbursement/health insurance system
Pharmaceutical marketing and distribution channel strategies
Regulatory process for new drug development and registration
Considerations for developing successful China business strategies
Rising global importance of China – sourcing and licensing opportunities

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2010 PROGRAM AGENDA

Sponsored by...

8:15-9:00	Registration and breakfast	KANTAR HEALTH
9:00-10:30	Review of China's pharma sector in 2009/2010 - Overview - Drug regulation - Healthcare policies - Industry trends	**James Shen** Publisher Pharma China
10:30-11:15	Outlook of healthcare trends and opportunities in China - Influence of healthcare providers - Rising awareness of evidence-based medicine - Impact of comparative effectiveness research	**Dr. Danyi Zhang** CEO VitalStrategic Research Institute
11:15-11:30	Break - refreshments	
11:30-12:30	Pharma marketing and distribution in China - Impacts of healthcare reform - Sales force effectiveness - Distribution channel strategy	**Mark Dancer** Channel Practice Leader ZS Associates
12:30-13:30	Lunch and informal Q&A	
13:30-14:30	R&D Outsourcing and NDA Regulatory process in China R&D outsourcing landscape in China Latest trends in China's NDA process	**Dr. Dan Zhang** CEO Fountain Medical
14:30-15:30	Pharmaceutical IP and Legal Issues in China - Pharma Anti-counterfeiting in China - Pharma Patent Litigation in China - Regulatory Protections in China	**Geoffrey Lin** Counsel Lovells Shanghai
15:30-15:45	Break - refreshments	
15:45-16:00	Outsourcing pharma manufacturing from China	**Dr. Peiling Cheng** CEO Pharmaceutical Sourcing Partners
16:00-17:00	Questions and answers	**All Speakers**
17:00-18:00	Cocktail networking reception	

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MEET THE EXPERTS

James J. Shen, President, WiCON International Group LLC / Publisher, Pharma China

James J. Shen, a veteran of the Chinese pharmaceutical industry and market, has dedicated his entire 22-year career to pharmaceutical businesses in China and Asia. He is President of WiCON International Group and Publisher of Pharma China.

James Shen has rich operational and senior level management experience on China's pharmaceutical/healthcare businesses in the capacities of a senior consultant to multinational pharmaceutical companies, a manager of joint venture projects and companies, a business development executive and an entrepreneur.

James Shen started his career in the pharmaceutical industry in 1987 when he joined Beijing Ciba-Geigy Pharmaceutical Ltd. (now Beijing Novartis) as Assistant to the General Manager. While he studied in England in various periods of 1980s, he worked as an editorial consultant for Scrip/PJB Publications, IMS and Financial Times Business Information on China's healthcare news.

In 1991, he founded WiCON International Ltd. in the USA to provide strategic consulting and competitive intelligence to international pharmaceutical companies in order to assist and facilitate their market entry into China. In the late 1990s, he consulted exclusively for a few multinational generic pharmaceutical companies, including IVAX and Taro, and was responsible for their business development activities and joint venture projects in Asia-Pacific countries. As an entrepreneur, James Shen co-founded Beijing Jicai Pharmaceutical Technologies Ltd. in 1992, one of the first private pharmaceutical research institutions in China, and took over its management in 2001. He is also a co-founder of Nanjing Zinox Pharmaceutical Co. Ltd., an emerging generic pharmaceutical company in China.

James Shen was the Managing Editor of the well-known IMS China Update, a monthly newsletter covering China's pharmaceutical market co-published by IMS and WiCON, between 1993 and 2003.

In early 2006, following a restructure of his businesses, James Shen founded ***Pharma China***, now the most influential English media and source of business intelligence on China's pharmaceutical industry and market which is subscribed by most multinational pharmaceutical companies, leading CROs, investment banking and consulting firms, industry associations and foreign governments.

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MEET THE EXPERTS

Dr. Dan Zhang - CEO, Fountain Medical Development

Dr. Dan Zhang has more than 10 year of drug development experience. Dr. Zhang is the Chief Executive Officer of Fountain Medical Development, a full-service clinical CRO with primary operation in South East Asia and China. He is also acting CEO of F-EDC Company Ltd., an EDC firm with primary operation in China. Previously, Dr. Zhang was the Head of Clinical Development and Global Safety Assessment at Sigma-Tau Research Inc, Dr. Dan Zhang was a vice president at the Quintiles Transnational Corp., and was also the Chairman of the Board, Quintiles Medical Development (Shanghai) Company Ltd., Before joining Quintiles, Dr. Zhang provided consulting services to many pharmaceutical, medical device and health insurance companies, such as Eli Lilly and Company, Pharmacia & Upjohn, Inc., Medtronic, Inc., and CIGNA Health Care, etc.

Over last ten years, Dr. Zhang established a strong working relationship with government and academic institutions in China. He was a member of the Overseas Expert Committee on New Drug R&D for the Ministry of Science and Technology of China. He was also a visiting professor at the Harbin Medical University of China. He is currently a senior consultant to Chinese Academy of Medical Sciences/Peking Union Medical College. Dr. Zhang was an Executive Director of Sino-American Professional Pharmaceutical Society (SAPA). He was the President (2006~2007), Chinese Biopharmaceutical Association-USA (CBA), and was a board of director of Bayhelix.

Dr. Zhang received his pre-med training from Peking University and received his M.D. from Peking Union Medical College. He continued his study at the Harvard School of Public Health and received an MPH in health policy and management. Then he continued his training at the Wharton Business School of the University of Pennsylvania, where he obtained his master's degree in healthcare management in 1998 and is working on his Ph.D. dissertation in the field of health economics and finance.

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MEET THE EXPERTS

Dr. Peiling Cheng - Principal, Pharmaceutical Sourcing Partner, Inc.

Dr. Peiling Cheng is the founder and principal of Pharmaceutical Sourcing Partner, Inc. (PSP). She has 10 years of manufacturing experience with top global companies.

Prior to PSP, Dr. Cheng held various positions in the manufacturing division of Merck & Co. While at Merck & Co., Dr. Cheng held various positions of responsibility and leadership in the Technical, Quality and Regulatory Groups and had hands-on experience in pharmaceutical operations. She led multi-functional teams in reducing atypical manufacturing events and improving manufacturing processes by identifying root causes of inconsistent processes. Dr. Cheng also worked in the Business Process Engineering group of Merck specializing in re-engineering core business processes to improve organizational effectiveness. Dr. Cheng played leadership roles in the re-engineering effort for the clinical trial and supply chain management processes.

Before joining Merck, Dr. Cheng held technical positions at Ciba-Geneva and Warner-Lambert as a laboratory scientist in the areas of API sourcing, ANDA filing, and regulatory compliance.

Dr. Cheng then co-founded CXZ Pharmaceuticals, later renamed to PSP specializing in sourcing pharmaceutical products from China and working with quality Chinese suppliers on their manufacturing processes and cGMP certifications. PSP is a company based in Princeton, NJ with offices in Shanghai and Shenzhen with key clients in the US, Canada and the European Union Countries. PSP's main focus is partnering with clients to identify cost saving opportunities by replacing higher cost APIs with quality lower cost alternatives from China. PSP's core competency is its in-depth understanding of the cGMP requirements and its ability in assisting Chinese become cGMP compliant. PSP also advises Chinese pharmaceutical companies on North American and EU market trends and product development strategies and frequently speaks at conferences and forums.

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MEET THE EXPERTS

Mark Dancer, Channel Practice Leader, ZS Associates

Mark is a Channel Practice Leader with ZS Associates. His experience includes channel strategy, channel compensation and partner development, customer segmentation and needs assessment, multichannel strategy and execution, cost-to-serve, and channel sales effectiveness.

In China, Mark has worked for pharmaceutical and medical device manufacturers on channel strategy and commercial competency development projects. He also lead ZS Associate's China Pharmaceutical Distributor Channel Strategy and Management Conference, designed specifically to address multinational pharmaceutical manufacturer channel issues and opportunities.

Mark's industry experience spans healthcare, high technology, telecommunications, construction, automotive and many others. Mark has worked with clients on critical channel issues in North and South America, China / APAC, and Europe.

ZS Associates is a global management consulting firm specializing in sales and marketing consulting, capability building and outsourcing. The firm has more than 1,000 professionals in 18 offices around the world, and has assisted more than 700 clients in 70 countries. ZS Associates' Shanghai office works with pharmaceutical firms on critical sales and marketing issues. Its team has served clients in China since 2004, combining deep local expertise with broad global experience.

Geoffrey Lin, Counsel, Lovells Shanghai, Intellectual Property

Geoffrey is an intellectual property attorney and licensed US patent attorney based in Lovells Shanghai. He is experienced in contentious and non-contentious intellectual property matters in China, as well as on a regional and worldwide basis. He advises clients regularly on obtaining, protecting and enforcing their intellectual property rights, as well as on licensing and technology transfers and has litigated numerous high-profile technical patent cases in China and the US.

Prior to joining Lovells, he was with Fenwick & West LLP, a large technology law firm in Palo Alto, California and with Proskauer Rose LLP, a large international law firm, in New York, New York where he practiced intellectual property litigation, transactional law, patent prosecution and counselling. He has represented clients in various industries including the mechanical, electrical, semi-conductor, pharmaceutical, medical products, software, e-commerce, telecommunications, biotechnology, and commercial products industries.

Geoffrey is a member of the American Chamber of Commerce Intellectual Property Sub-Committee and has given numerous seminars on Chinese and international IP issues including to the European Chamber of Commerce.

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MEET THE EXPERTS

Danyi Zhang, M.D., M.S.

Dr. Danyi Zhang is the founder and the chief medical officer of VitalStrategic Research Institute (VSRI), a US based independent research organization. VSRI was founded with a mission to effectively define unmet medical needs and rigorously support initiatives that may improve global healthcare. It focuses on designing and execution of clinical and outcomes research, providing medical consultation on medical education, publications, and medical strategic development.

Danyi has had a successful career in biopharmaceutical industry with over 15 years of experience across drug development and, medical affairs, and strategic planning. Immediately prior to founding VSRI, Danyi served a senior leadership in Bristol-Myers Squibb (BMS) as the medical director in global medical affairs. She was responsible for developing the medical strategy for the thrombosis franchise and ensuring a strategic integration of science and marketing in designing and execution of global clinical development and commercial plan. She also had a responsibility to ensure the alignment with best practice in medical affairs between global and the intercontinental regions (Asia/Pacific, Latin America, Canada). Prior to joining BMS, Danyi spent 5 years in Wyeth leading global strategic planning for cardiovascular and metabolic franchise. Danyi also spent about 4 years, prior to joining Wyeth, working in Astra Merck as the clinical research physician in drug development operation.

A native of China, Dr. Zhang graduated from Shanghai First Medical College, Fudan University, and received post-graduate training from Massachusetts Institute of Technology and Massachusetts General Hospital, Harvard Medical School. Her academic research was focused on laser in medical surgery and thrombotic diseases. Currently, in addition to her role in managing VSRI, she is also the executive director of the Evidence Based Medical Research Center, School of Public Health, Fudan University; and a senior scholar in Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA. In addition to these appointments, Dr. Zhang is a sought-after speaker at conferences and symposia regarding maximizing the scientific assets through real-world cohort studies as well as the regulatory pathways to product entry into China

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REGISTRATION FEES AND DATES

NEW JERSEY: APRIL 29, 2010

Standard Registration Fee	$ 1200.00
Early Bird Registration Fee (Before March 29, 2010)	$ 995.00

NEW JERSEY: NOVEMBER 4, 2010

Standard Registration Fee	$ 1200.00
Early Bird Registration Fee (Before October 4, 2010)	$ 995.00

HOW TO REGISTER:

1. Contact us by phone: 212.228.7974 or 713.398.6888
2. Visit us at our website: www.pharmachinaseminar.com

WHAT'S INCLUDED:

Registration includes access to the one-day Pharma China Seminar, breakfast, lunch, breaks, and conference documentation. Hotel accommodations and/or travel to and from the venue are not included with the registration fees and all registered attendees are responsible for booking their own travel accommodations.

CANCELLATIONS:

Cancellations must occur within 24 hours of registration for a full refund. Otherwise, the cancellation will be subject to a $150.00 administration fee. In order to receive your refund, we must receive your cancellation 10 business days prior to the seminar. The registration fee may be transferred to another date or to another member of your organization.

PAYMENTS:

Payments may be made by company check, American Express, Mastercard, or Visa.