

PHARMA CHINA FORUM™

March 26, 2010  ChangAn Club  Beijing, China

The Dynamic Healthcare Market Environment in China

Pharma China Forum

March 26, 2010 - Beijing

Organizer

Pharma China

Sponsors

RDPAC, ZS Associates, Frontier Healthcare / Others TBD

Supporting Partner

PharmaGuys

Time

1:00 PM to 5:00 PM, March 26, 2010

Venue

ChangAn Club, 10 East ChangAn Avenue, Beijing, China

Language

English / limited Mandarin Chinese

Fees

CNY 800 - Pharma China subscribers and employees of RDPAC members

CNY 1,200 - Non-subscribers

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

Registration/Enquiries

Space is limited to 100 participants and priority is given to *Pharma China* subscribers and employees of RDPAC member companies.

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Event Introduction

- * *Contemporary trends & issues in Chinese Pharma in 2009 and early 2010*
- * *Healthcare reform and drug policy impacts on the Chinese pharma sector*
- * *Changing dynamics in Chinese pharmaceutical regulation*
- * *Latest trends in China's pharmaceutical IP and legal environments*
- * *Interactive discussion and brainstorming with our panel of top experts*

Despite uncertainties in the global pharmaceutical arena, output value of the Chinese pharmaceutical industry surged another 17.8% in the first half of 2009. Both the output value and sales value for all sub-sectors of the industry rose at double digit rates.

On top of the high output value and sales growth, the industry's total profits and total net profits jumped 15% and 22% respectively in the first seven months. Profits of large companies enjoyed the highest growth in the period.

The ongoing healthcare reform, under which rural and community healthcare will be heavily invested, is beginning to change the landscape of the Chinese pharmaceutical sector with many new policies, in particular the country's essential drug, reimbursement and pricing policies, falling into places. Although implementation of China's healthcare reform has just begun, its impacts are already felt strongly in some areas.

Meanwhile, China's drug regulation regime has continued to evolve in search of better solutions to secure drug safety and efficacy while fostering innovation and supporting industry development.

Following China's WTO entry in 2002, the country has been moving its intellectual property rights (IPR) regime closer to those found in many more developed nations. Despite the substantial progress made in this area, a number of issues continued to remain. Besides, strengthened regulations and enforcements in this area have led to an increase in the number of IPR infringement cases being brought before the courts or taken up through China's administrative procedures.

As China's legal system evolves and becomes sophisticated, the Chinese population has become increasingly aware of their patient rights in the healthcare process which also resulted in a growing number of lawsuits related to the quality of medical services and drug products. Consequently, pharmaceutical companies are facing a more challenging legal environment in the country than just a few years ago.

This Pharma China Forum event in English is hosted by Pharma China and sponsored RDPAC and TBD. **The event seeks to improve understanding of new healthcare policies and drug regulations, draw attention to the remaining pharmaceutical IP issues and alert on the changing legal environment for drug companies.**

Four leading experts will share their knowledge, insights and expertise in contemporary market trends, healthcare reform and policy direction, drug regulation and IP/legal issues. The presentation will be followed by an interactive panel discussion with speakers and other experts.

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 sponsored by RDPAC, ZS Associates and Others TBD

AGENDA

1 PM to 5 PM, March 26, 2010 ☺ ChangAn Club, 10 East ChangAn Avenue, Beijing, China

12:30 – 1:00	Simple registration, refreshments, networking
1:00 – 1:05	Opening and introduction of Pharma China and sponsors
1:05 – 1:45	James Shen, Publisher and Chief Editor, Pharma China Review of Recent Trends and Developments in the Chinese Pharma Industry - Market overview - 2009 and early 2010 - Latest trends of the pharmaceutical industry and market - Latest developments in drug regulation and healthcare reform
1:45 – 2:30	John Woo, President Greater China, IMS Health Outlook and Therapeutic Trends of the Chinese Pharmaceutical Market
2:30 – 3:15	Vivian Chen, Director of Healthcare Economics, RDPAC Drug Pricing and Reimbursement under the Healthcare Reform - Policy trends in pricing and reimbursement under the new HC reform - Opportunities and Key challenges facing industry - Industry strategies and advocacy stakeholder engagement
3:15 – 3:30	Break, refreshments and networking
3:30 – 4:10	Songjun Luo and Chris Arzt, Chief Representatives, ZS Associates China The Impact of Health Reforms on Pharma MNCs in China - Industry perceptions on health care reforms - Opportunities and threats - Likely changes to sales and marketing strategy
4:10 – 4:40	Eugene Chen, DR counsel, Lovells Shanghai Intellectual Property Rising Product Liability Challenges that Pharmas Face in China - Increasing monetary claims in product liability cases - The phenomenon and how to address it - Impact of the new PRC Tort Liability Law
4:40 – 5:00	Panel Discussion/Q&As with - James Shen, Publisher and Chief Editor, Pharma China - Three speakers
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: dxue@pharmaguys.com

By fax: +86 10 5885 7333 ext 0260

I wish to register for:

Pharma China Forum – 1Q/2010

Date: 1 – 5 p.m. March 26, 2010

Price: CNY 800 for Pharma China subscribers and RDPAC members
CNY 1,200 for others

Place: ChangAn Club, 10 East ChangAn Avenue, Beijing, China

Registration Details:

Name:

Job Title:

Company:

Address:

Telephone: Fax:

Email:

Authorized signature:

Date:

Payment & Invoicing:

Bank Information:

开户行: 交通银行北京分行东直门支行 账号: 110060439018002037015

帐户名: 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: _____

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