

China Pharmaceutical Guide 2010

The Reference for Real World China Business

This annually-updated Guide is the most *authoritative* and *comprehensive* reference and resource in English which is instrumental for executives to plan, implement, monitor and supervise pharmaceutical businesses in China

- Authored by James J. Shen, a veteran pharma executive and former managing editor of IMS China Update, who has 20 years of management experience in the Chinese pharma industry
- Prepared by the *Real Experts* for the *Real World Executives* to help them navigate through the complex and turbulent Chinese healthcare business environment
- Extensive coverage on China's pharma industry structure and market environment, regulatory framework, healthcare provision and financing, disease & drug consumption patterns, pharma sales, marketing & distribution, trends and opportunities, market entry strategies, case studies of successes and failures in six key areas of the Chinese pharma business, and profiles of leading MNC pharma players in China
- With comprehensive latest data and statistics, it is divided into 10 Parts/53 Chapters. It contains over 1,000 pages & 150 tables and charts
- Significantly expanded coverage for the 2010 Ed. on more sub-sectors, outsourcing, clinical practices, regulatory updates upto early June, updates on healthcare reform and drug policies, additional case studies, and all market and health data updated through mid-2010

Please contact us for *free* promotional PDF including Table of Contents and Executive Summary, or download the above information online at our website: www.pharmachinaonline.com

2010 PRICING INFORMATION

WiCON | Pharma China (*Journal Edition*)

Annual Subscription	USD	RMB
Print	1,650	12,000
2 nd Print copy (same envelop)	1,000	8,000
Single-user PDF	1,650	12,000
Multi-user License (5 users)	5,000	36,000
Multi-user License (12 users)	10,000	72,000

WiCON | Pharma China (*Web Edition*)

Annual Subscription	USD	RMB
Single-user License	2,200	16,000
Multi-user License (5 users) for PDF	6,600	48,000
Multi-user License (12 users) for PDF	13,200	96,000

Pharma China Gold Package

Single-user Gold Package receives the above two products (PDF or Print + Web Edition), plus Archives and Online Databases at a special price of US\$2,750 or CNY 20,000. Contact us for multi-user licenses.

China Pharmaceutical Guide 2010 (5th Ed)

	USD	RMB
Print	3,800	27,800
Single-user PDF	3,800	27,800
Multi-user License (5 users) for PDF	11,000	78,800
Multi-user License (12 users) for PDF	22,000	156,000

Pharma China Platinum Package

China Pharmaceutical Guide 2010 plus Pharma China Gold Package at a special price of US\$5,500 or CNY 40,000 (Single-user). Contact us for multi-user licenses and for customized quotes and latest offers.

WiCON | Pharma China *Intelligence Service*

Complete and Timely Coverage of Chinese Pharmaceutical/Healthcare Business Through:

- **WiCON | Pharma China Journal Edition**
- **WiCON | Pharma China Web Edition**
- **WiCON | Pharma China Online Databases**
- **China Pharmaceutical Guide**
- **SNAPI - Database-driven Sino API Intel**
- **Pharma China Forum**
- **Pharma China Seminar**
- **Chinese Pharma Service Finder**

WiCON International Group

449 Sayre Drive, Princeton, NJ 08540, USA
Tel: +1 609-919-0898 Fax: +1 702-995-3905
e-mail: info@pharmachinaonline.com
www.pharmachinaonline.com

WiCON | Pharma China *(Monthly Journal Edition)*

Written by Executives for Executives

Written by veteran pharmaceutical executives, *WiCON | Pharma China* is a monthly business journal (in print and PDF) that provides latest news, inside stories, in-depth analysis of issues and trends, and expert insights on China's pharmaceutical industry and market. It is published by *WiCON*, former co-publisher of *IMS China Update*.

Going beyond the traditional factual news coverage of *IMS China Update*, *WiCON | Pharma China* brings trade news reporting up to a new level combining strength of traditional news coverage with the power of in-depth analysis, expert opinions, editorials and exclusive interviews.

It is often used as a third party source to validate in-house or externally sourced information.

Coverage of *WiCON | Pharma China* include:

- Latest News, Analysis and Commentaries
- Editorials and analytical articles from Our Chief Editor, James J. Shen and editorial team
- Featured Articles from Senior Pharmaceutical Industry Executives / Experts
- Exclusive Interviews with Senior Chinese Pharma Industry Executives / Officials
- Relevant Pharmaceutical and Health Statistics
- Exclusive Info Releases from Premium Data Providers

WiCON | Pharma China *(Web Edition)*

Be in the Driver Seat of China Buiness

WiCON | Pharma China (Web Edition) brings China healthcare news to you as and when they happen. Our subscribers can access the online news service at our website anytime and anywhere. Subscribers receive a weekly e-bulletin, with summaries of important news in the week and links to full stories.

The entire content of *WiCON | Pharma China (Journal Edition)* is available through *WiCON | Pharma China (Web Edition)*.

The service has following coverage:

Comprehensive News Coverage

The Market, Industry News, API/Bulk Drug News, Regulatory News, Legal/IPR News, Product/R&D News, General Health, People in the News and Other News

Feature Articles

Editorials, Commentaries and Insights, Expert Opinions, Interviews, and Case Studies

General Information on Pharma Industry

WiCON | Pharma China (Web Edition) provides a powerful feature that allows users to search current news and commentaries, as well as a vast volume of back data via keywords.

Nearly 30% discounts for combined orders with *WiCON | Pharma China*.

Please visit www.pharmachinaonline.com to preview *WiCON | Pharma China (Web Edition)*

WiCON | Pharma China *(Online Database Edition)*

Intelligent and Creative Solutions!

WiCON | Pharma China developed the following databases to provide international pharma companies with continuously-updated intelligence on a number of important aspects of the Chinese pharma business.

Deals, Disputes & IPO Monitor

This database monitors and records agreements, transactions and events in the areas of OEM, licensing, R&D, M&A, lawsuits and disputes, and IPOs (mainly overseas) in the Chinese pharmaceutical industry. This proprietary database is developed using industry data *WiCON* accumulated in the past two decades. The database can be searched by event or transaction type, company and keywords.

Regulatory Monitor

This proprietary database monitors the development of the Chinese drug regulatory regime and records historical and current regulations issued by various regulatory authorities in China. An expert summary is provided for all laws and regulations recorded with important facts, eg. issuance agency and effective date.

Laws and regulations are also categorized by type (eg. law, regulations, rule or notice), issuance agency and regulatory areas. The database can be searched by keywords, type, issuance agency and regulatory area.

New Drug R&D Monitor

The database contains information on new drug products under development in China and monitors latest Chinese R&D developments reported globally. The database can be searched by keywords, therapeutic class, product type and regulatory status, and contains additional information including developer names and a summary of research and regulatory status.

Note: this product is intended as an added value product for existing subscribers of Pharma China

All our clients receive via e-mail, with our compliments, the Premium Edition of *Pharma China Weekly e-Alert* which summaries the top Chinese Pharma news each week.