

## China Pharmaceutical Guide 2011

### *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 2011 Ed. on more sub-sectors, CMO, IPR issues, clinical practices, regulatory updates up to mid-2011, updates on healthcare reform and drug policies, additional case studies, and all market and health data updated through mid-2011

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### WiCON International Group

311 Sayre Drive, Princeton, NJ 08540, USA  
Tel: +1 609-919-0898 Fax: +1 702-995-3905  
e-mail: [info@pharmachinaonline.com](mailto:info@pharmachinaonline.com)  
[www.pharmachinaonline.com](http://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.

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### **Coverage of **WiCON | Pharma China** include:**

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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*

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