

# PHARMA CHINA ANNUAL FORUM™

March 27, 2015 ☺ Le Royal Meridien Shanghai, China

## Confronting Healthcare Challenges in China

### Pharma China Annual Forum

March 27, 2015 - Shanghai

#### Organizer

WiCON | Pharma China

#### Sponsors

RDPAC, DXY.cn

#### Supporting Partner

PharmaGuys

#### Time

9:00 AM to 5:15 PM, March 27, 2015

#### Venue

Le Royal Meridien Shanghai (上海世贸皇家艾美酒店), 789 Nanjing Road East, Shanghai 200001, China

#### Language

English / limited Mandarin Chinese

#### Fees

- RMB 5,800 - Pharma China subscribers and employees of RDPAC member cos

- RMB 6,500 - Non-subscribers

Fees covers attendance, refreshments, lunch, copy of presentations, latest issue of *Pharma China journal edition*

#### Registration/Enquiries

Space is limited to 80 participants and priorities are given to *Pharma China* subscribers.

*Please contact:*

Jenny Wang or David Xue

*Pharma China*

Tel: +86 10 84476010

Cell: +86 18601267831

Fax: +86 10 84476110

E-mail: dxue@pharmaguys.com **and**  
jenny.wang@pharmachinaonline.com

[www.pharmachinaonline.com](http://www.pharmachinaonline.com)

### Event Highlights

- \* *Contemporary trends & issues in Chinese Pharma in 2014 and early 2015*
- \* *Changing dynamics in Chinese pharma/healthcare landscape*
- \* *Market, healthcare reform and regulatory outlook for 2015 and beyond*
- \* *New trends and strategies for drug pricing and reimbursement*
- \* *Expert analysis of hotspot business segments and case studies*
- \* *Interactive discussion and brainstorming with our panel of top experts*

In general the Chinese pharmaceutical sector saw slower but still double-digit growth in 2014 despite a host of challenges stemmed from regulatory shakeups, cost containment measures and price cuts, as well as healthcare reform turbulences.

Following nearly a decade of healthcare reform, life of the old Chinese pharma business model, which has been overly sales driven and heavily dependent on face-to-face promotions to physicians, is finally coming close to an end.

Under pressures of escalating anti-corruption campaigns, increasingly sophisticated cost containment measures as well as upcoming policy shifts in drug pricing and reimbursements, the pharma industry is now forced to look for a new business model which is coherent with the Chinese healthcare business reality today.

China is expected to very quickly transition from a sales-driven culture into a strategic marketing driven one. In fact, business dynamics last year already reflected this shift.

If the Chinese government's unrelenting anti-corruption campaign was the last straw that broke the old business model of Chinese pharma, the drastic drug price liberalization recently proposed by the NDRC is set to put the final nail on its coffin.

NDRC's proposal to liberalize drug prices is by no means the end of drug price reform. In fact, we are at the beginning of a new reform cycle. Much has to be achieved to replace the dismantled system with a new regime which has no prototype.

Meanwhile, China's ongoing healthcare reform lost speed further in 2014 amid various old and new challenges including broad economic slowdown, structural flaws, failures to coordinate agendas of different agencies and conflicting interests of stakeholders, inadequate local government financing and superficial public hospital reform.

There is no doubt healthcare reform will go on with unchanged slogans. In reality, both central and local governments will be more financially strapped this year to achieve original reform goals and they will be forced to rely on cost containment even more.

Chinese experts warned recently that Chinese pharma would face a more complex environment in 2015 with challenges from fallen growth as well as restructure of the pharma industry and its external environments. The future outlook is therefore mixed. Most analysts agree that the market will keep on growing, but at a slower rate.

The *Pharma China Annual Forum 2015* is an English language annual pharma industry event oriented for foreign drug companies in China. The event's emphasis is on healthcare policies, drug regulations, market access issues as well as potential impacts of upcoming changes on the Chinese pharma industry. In addition, various strategic considerations and trends in M&As, R&D and licensing, business hotspots and e-commerce, as well as future market outlook will be explored and discussed.

At least 12 leading experts will share their insights and expertise. The presentation will be followed by an interactive panel discussion with speakers and other experts.

### What sets this event apart from those organized by conference companies?

- It is an event organized by veteran executives for executives
- Hard-to find/exclusive industry and market information are presented and distributed at the event
- Only industry experts with real world experience are invited to present
- Cost effectiveness – our goal for this event is not *profit* but to bring value-added services to our subscribers and potential customers.

## AGENDA

8:30 - 9:00	<i>Simple registration, networking and refreshments</i>
9:00 - 9:05	Stanley Lau, CEO, Amsino Medical Group and former GM, Baxter China <b>Opening remarks/welcome by Chairperson</b>
9:05 - 10:00	James Shen, Publisher and Chief Editor, Pharma China <b>Review of Recent Trends and Developments in the Chinese Pharma Sector</b> - Market overview - 2014 and early 2015 - Latest trends of the pharmaceutical industry and market - Latest developments in drug regulation and healthcare reform
10:00 - 10:30	Joseph Cho, Managing Director, RDPAC and former Chairman, Astellas China <b>Enabling Chinese Patient Access to Needed Medicines</b>
10:30 - 10:45	<i>Break, refreshments and networking</i>
10:45 - 11:15	Peter Scheuer, Head of China Legal Affairs, Bayer Healthcare; and Former RDPAC Executive Director <b>Ensuring a Vision of a R&amp;D-based Pharma Industry</b>
11:15 - 11:45	Steve Rosen, Sr. Partner, Simon-Kucher & Partners, Strategy & Marketing Consultants <b>Evolving MNC China Strategies: Transition to A Specialty-care Focused Portfolio</b> - The shift from primary to specialty care - Challenges ahead and impacts of stakeholders - Strategic market access considerations for the long term
11:45 - 12:15	Clement Ngai, Head of China/Hong Kong Pharma Practice, Baker McKenzie <b>How do Pharma Companies Survive in the New Chinese Healthcare Market?</b> - Is the GSP license still in favor with MNC pharma companies? - Would the anti-bribery actions fundamentally change the business model? - How has the healthcare reform changed the industry in the past five years? - Impacts of the NDRC proposal to liberalize drug price on pharma companies
12:15 - 12:45	Sheryl Jacobson, Senior Partner, Deloitte Consulting (Shanghai) <b>New Pricing Policies and Expected Future Trends</b>
12:45 - 13:45	Networking lunch
13:45 - 14:15	Maartje van Diepen, Associate Director, Kantar Health <b>Biosimilar Business in China: Market Potential, Access and Barriers</b> - Current use and perception of biologics and future trends - Potential of biosimilars from clinical and commercial perspectives - Key players in the market - local versus global
14:30 - 15:00	Nick Beckett, Managing Partner, Beijing Office, CMS China <b>The New Biosimilar Guideline and Patent Infringement Cases in China</b>
15:00 - 15:15	<i>Break, refreshments and networking</i>
15:15 - 15:45	Tiantian Li, Founder and Chairman, DXY.com <b>Leverage Data &amp; Intelligence to Build Precise Digital Pharma Marketing</b> - The new meaning of customer data in current multichannel marketing generation - Building the new marketing methodology with meaningful data & intelligence - Developing the data-driven online to offline multichannel closed loop
15:45 - 16:15	Dr. Friedhelm Blobel, President and CEO, SciClone Pharmaceuticals <b>Recent Trends in Partnering for Western Products</b>
16:15 - 16:45	Geoffrey Lin, Partner, Ropes & Gray LLP <b>China Life Science Deals - Regulatory, Licensing and IP Considerations</b> - Overview of Regulatory Pathways in China - Review of Deal Structures in China - Discussion of Licensing Options and IP Considerations
16:45 - 17:15	<b>Speaker Q&amp;A / Panel Discussion</b>
After 17:15	<i>Voluntary after-event Q&amp;As, discussions and networking</i>



Organizers



Sponsors



Speaker Representations



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# REGISTRATION FORM

## Please return this form:

By email: [dxue@pharmaguys.com](mailto:dxue@pharmaguys.com) or [jenny.wang@pharmachinaonline.com](mailto:jenny.wang@pharmachinaonline.com)

By fax: +86 10 84476110

## I wish to register for:

### Pharma China Annual Forum 2015

Date: 9:00 AM - 5:15 PM, March 27, 2015

Price:  CNY 5,800 for Pharma China subscribers and RDPAC members

CNY 6,500 for others

Place: Le Royal Meridien Shanghai, 789 Nanjing Road East, Shanghai 200001, China

## Registration Details:

Name: ..... Job Title: .....

Company: .....

Address: .....

Telephone: ..... Fax: .....

Email: .....

Authorized signature: ..... Date: .....

## Payment & Invoicing:

开户行 (Bank): 交通银行北京东直门支行 账号(Account No): 110060439018002037015

帐户名 (Account Holder): 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: .....

**If you are based outside China, please pay by credit card\* or contact us for other options.**

Please charge:  Visa  Mastercard  Amex  Discover for US\$ \_\_\_\_\_

Card # \_\_\_\_\_ Cardholder name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Code (the last 3 or 4 digit number at the back of card on signature line) \_\_\_\_\_

Cardholder's full billing address \_\_\_\_\_

\* Credit Card/Handling Charge: Be charged equivalent amount of US dollars and 3% surcharge on credit card payments

## Cancellation Polices:

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

## **Sponsorship Packages for Pharma China Annual Forum 2015**

### **SPEAKER BENEFITS**

- One free pass for speaker
- Logo on event literature
- Distribution of company literature at the event site

### **SPONSORSHIP PACKAGES**

#### *Event Sponsor – CNY 6,000*

- Logo inclusion in promotional materials as sponsor
- Banner with Sponsor Logos at event site
- On the online agenda and at event, sponsor will be recognized

#### *Refreshment Sponsor – CNY 20,000*

- Logo inclusion in promotional materials as sponsor
- Onsite display of information and personal promotion at event breaks
- 1 Guest Pass
- One page b/w ad (8 1/2 x 11) in conference program book
- Banner with Sponsor Logos at event site
- Reception sponsorship sign is displayed at refreshment area
- On the online agenda and at event, sponsor will be recognized
- Company may bring cocktail napkins with their logo to replace the cocktail napkins with the hotel's logo during breakfast

#### *After-event cocktail reception – CNY 27,000*

- Logo inclusion in promotional materials as sponsor
- Onsite display of information and personal promotion at event breaks
- 1 Guest Pass
- One page b/w ad (8 1/2 x 11) in conference program book
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If you are committed to making an impact in the marketplace, sponsoring the *Pharma China Annual Forum* will help you meet your marketing objectives by helping you:

- Reach your target market
- Achieve cost-effective marketing exposure
- Meet with prospects and clients
- Enhance your corporate image and increase your brand recognition
- Establish your company as the industry leader

Contact David Xue or Jenny Wang

Tel: +86 10 8530-0937 or 84476010

Cell: +86 18601267831, 13522738365

Fax: +86 10 84476110

Email: [dxue@pharmaguys.com](mailto:dxue@pharmaguys.com) and [jwang.wicon@gmail.com](mailto:jwang.wicon@gmail.com)