

China Pharmaceutical Guide 2007

Co-published by **WiCON** and **SCRIP**

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 40 leading MPCs in China.
- With comprehensive latest data and statistics, it is divided into 10 Parts/52 Chapters. It contains 750 pages & more than 100 tables and charts.
- Significantly expanded coverage by the 2007 Ed. on more sub-sectors, regulatory updates, case studies & experiential data, profiles and more.

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

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Unrivaled China Healthcare Intelligence Since 1991

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.

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- Featured Articles from Senior Pharmaceutical Industry Executives / Experts
- Exclusive Interviews with Senior Chinese Pharma Industry Executives / Officials
- Relevant Pharmaceutical and Health Statistics
- Exclusive Company Profiles

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.

WiCON | Pharma China (Web Edition)

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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 search 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 search 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