3rd Annual
China Pharma Marketing Conference

What’s Big in 2008?
1. The China pharma market has emerged as one of the top markets for global drug sales. It is predicted that China will become the world’s largest pharmaceutical market by 2020, with sales topping $60 billion by 2010.
2. Pharmaceutical companies are grappling with the complexity of getting their drugs to the market, seeking effective collaboration with distributors and partners.
3. In the meantime, China healthcare reform in 2008 has significant impact on the pharma industry, creating new channels for distribution via CHCs.

This conference will provide a practical overview of China pharma and medical devices markets, equipping you with the know-how to operate more effectively and to exploit growth opportunities.

Gather critical insights on:
• The impact on the pharma industry from the 2008 healthcare reforms
• “New!” Pharma marketing channels – CHCs
• SFDA regulatory updates
• “Fast-growing” pharma marketing channels direct to consumers – third terminal chain stores
• Insider tips on successful collaboration with distributors! – for both drugs & medical devices

Key industry and expert speaker panel including:
Eric von Zwisler, Chief Executive, Zuellig Pharma China
James Lee, General Manager, Logistic Division
Zuellig Pharma China
David Tao, President Assistant, Fosun Pharma
Philip Xiao, President, Profex China
Robert W. Pollard, Director of Market Research, Synovate China
Amar Urhekar, Managing Director
McCann Healthcare Worldwide China
Byron Wang, General Manager, Med Pharma China
Wang Wei, Chief Appraiser, GYY Judicial Expertise Institution former President of Intelligence Department, SFDA Shanghai
Tao Jian Hong, Deputy Director, SFDA
Hu Shan Lian, Professor, Social Healthcare Department
Fu Dan University
Zeo Wang, Attorney at Law, Perkins Coie
Dr. Victor Shi, President of Asia Region, Qiagen
Managing Partner, Aura Partners
Ari Silverman, Engagement Manager, McKinsey China

Plus! Post Conference Site Tour on 13th Sept, 2008 – Limited places!
Jointown Group – one of China’s biggest distributors provides you with a unique and practical behind the scenes look into pharma distribution and supply chain operations in China

www.ibcchina.com.cn/chinapharma
0830  Morning coffee and registration

0900  Opening remarks from Chairperson
      Eric von Zwisler, Chief Executive
      Zuellig Pharma China

Market overview & impact of the latest healthcare reforms

0910  Doing business in China: Brief guide for expanding your business in China’s pharma market
      • Effectively selecting China as a significant partner in global pharma research and development
      • Overview of the key differences in doing business in China’s pharma industry compared with other key markets globally
      • Understanding the culture and building relationships from the perspective of the provider and the customer
      Eric von Zwisler, Chief Executive
      Zuellig Pharma China

1140  Panel Discussion: Emerging trends in distribution and how to break into CHCs – A new profitable channel for pharma distribution?
      • How will pricing strategies affect the profit margins in CHCs?
      • Drug category overview in CHC
      Hu Shan Lian, Professor, Social Healthcare Department
      Fu Dan University
      Tao Jian Hong, Deputy Director, SFDA

1220  Luncheon

Regulatory updates & practices

1345  Latest initiatives and trends in regulatory development in China’s pharma sector
      • Understanding the new regulatory updates from SFDA
      • What are the key global trends in pharma regulations and how does this relate to the China market?
      • The long term impact of the new regulations on China’s pharma market
      Tao Jian Hong, Deputy Director, SFDA

1425  Panel Discussion: Sharpening your edge by enhancing regulatory know-how – Best practices and the new rules of the game
      Understanding the new rules of engagement for PR, marketing, advertising, medical affairs and other forms of promotion and marketing require teams to keep up with changes and new rules and regulations. Learn about some best-practice areas and how and why these functions of the business have become more vital than ever before.
      Robert W. Pollard, Director of Market Research, Synovate China
      Mark Lotter, Managing Director
      NovaMed China
      Amar Urhekar, Managing Director
      McCann Healthcare Worldwide China

1505  Afternoon refreshment and networking

Profitable operations & practice

1535  China – Global hotspot for strategic growth and outsourcing
      • The big picture – an overview of the Chinese pharma market through data snapshots
      • Structure of China’s pharma industry for outsourcing
      • Rising global impact on China’s pharma industry – drivers & trends
      Robert W. Pollard, Director of Market Research, Synovate China

1615  Innovative marketing and branding strategies for ‘third terminal’ market
      • What are the characteristics of China’s third medical terminal market?
      • Innovative brand building and effective pricing
      • Applying 4C rules as your effective strategy: convenience, consumers’ needs, cost & communication
      Liu Jing Nan, General Manager
      China Nepstar Drug Chainstore (confirming)

1655  End of day one

REGISTER TODAY! Call our customer service today to reserve your place at this event Tel +86 (21) 5292 8862 or Email register@ibcchina.com.cn
0830  Morning coffee and registration
0900  Opening remarks from chairperson

**Distribution management & marketing strategy**

0910  Investor perspectives and opportunities
- An in-depth look at opportunities available in China’s life sciences and healthcare related sectors
- Where to invest – pharma, biotech, CROs or other services?
- Gaining a better understanding of what attracts investors’ interest
  Ari Silverman, Engagement Manager McKinsey China

1140  Evaluating consumers’ behavior in China’s OTC market
- Overview of the structure and content of China’s OTC market
- Tracking the process of consumer’s selection and purchasing decisions
- What impacts consumers’ behavior during the process of purchasing OTC drugs?
  Philip Xiao, President, Profex China

1150  Luncheon

1345  In-licensing and out-licensing: successful approaches in China
- Review the market for optimal results and get business done in China
- What are the options available for you with in-licensing and out-licensing?
- Which effective methods are best suited to your business in China?
  Dr. Victor Shi, President of Asia Region Qiagen, Managing Partner, Aura Partners

1425  Direct to women sales – Brand engagement and successful strategies in women’s health
- How to engage with this important segment and keep up with the new concerns for brand engagement?
- Ensuring substantial and long-term profitability in the women’s market
  Representative from AstraZeneca (confirming)

1505  Afternoon refreshment

**Generics & Quality Assurance**

1535  Opportunities and challenges for China to become a global supply base of generics
- Why it is a make-or-break opportunity for China’s pharma industry to become an influential global player?

IBC’s 3rd China Pharma Marketing & Distribution conference offers a unique platform to raise awareness about your new products & services to a highly targeted audience. Ask us about tailor-made options that deliver your message the way you want to, contact: Linda Lian,
Tel: 86 21 5116 5912, ext 155;
E-mail: linda.lian@ibcchina.com.cn
### 第三届中国医药市场峰会

#### 会议第一天 2008年9月11日

<table>
<thead>
<tr>
<th>时间</th>
<th>内容</th>
</tr>
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<tbody>
<tr>
<td>0830</td>
<td>嘉宾注册及早间咖啡</td>
</tr>
<tr>
<td>0900</td>
<td>主席致开幕词</td>
</tr>
<tr>
<td><strong>市场概况及医疗改革</strong></td>
<td></td>
</tr>
<tr>
<td>0910</td>
<td>中国医药市场业务拓展要领</td>
</tr>
<tr>
<td>0950</td>
<td>2008中国医疗改革对医药行业的影响</td>
</tr>
<tr>
<td>1030</td>
<td>早餐茶歇</td>
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<tr>
<td>1100</td>
<td>医疗报销系统更新及其对中国医药行业的影响</td>
</tr>
<tr>
<td>1220</td>
<td>商务午餐</td>
</tr>
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<td><strong>医药规范更新以及有效实践</strong></td>
<td></td>
</tr>
<tr>
<td>1345</td>
<td>中国医药规范更新及其发展趋势</td>
</tr>
<tr>
<td>1425</td>
<td>嘉宾讨论：精准把握规范规则，有效实践医药营销</td>
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#### 会议第二天 2008年9月12日

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<tbody>
<tr>
<td>0830</td>
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<td>0900</td>
<td>主席发言</td>
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<tr>
<td>0910</td>
<td>投资角度和投资机会：中国医药市场的投资和品牌策略</td>
</tr>
<tr>
<td>1220</td>
<td>商务午餐</td>
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<tr>
<td><strong>分销渠道管理和市场策略</strong></td>
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<tr>
<td>1345</td>
<td>中国医药区域业务选择最佳合作伙伴</td>
</tr>
<tr>
<td>1615</td>
<td>嘉宾讨论：如何将产品打入社区医疗中心—医药获利新渠道</td>
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#### 会议结束
China’s Growing Medicine Market

China’s active pharmaceutical ingredient (API) industry is expected to grow 17.2% annually between 2005 and 2010.

Source: Chemical Pharmaceutical Generic Association

The Structure of Bioengineering and Pharmaceutical Industry

Jointown Group – one of China’s biggest distributors provides you with a unique and practical behind the scenes look into pharma distribution and supply chain operations in China. This half day tour takes you to visit China’s 3rd largest domestic distributor. Jointown Group mainly focuses on the pharmaceutical business and industry investment, with core businesses in logistics and distribution. Jointown also enjoys extensive cooperation with domestic and foreign logistics equipment suppliers and logistics integrators. This site tour will show you the modernisation and automation of pharmaceutical logistics as well as its model of operation and management.

Must-Not-Miss! Post Conference Site Tour on 13th Sept, 2008

九州通—全国最大的医药分销商之一，本次的现场参观中将为您展现中国医药分销及物流管理的风采。

半天的现场参观带领您拜访中国第三大医药分销商。九州通是一家以医药商业和实业投资为主，以药品分销、零售连锁和医药电子商务为核心业务的大型民营企业集团。同时九州通在医药物流管理方面与广大中外医药公司有良好合作。
I would like to purchase 3rd Annual China Pharma Marketing Conference documentation USD532/CNY3,717 per set. I would like to purchase 3rd and Subsequent delegates from the same company and billing address are entitled to 25% discount off the registration fees.