

# 3rd Annual China Pharma Marketing Conference

## 第三届中国医药市场峰会

Healthcare Reform, Markets & Distribution Strategy

11-12 September 2008 | Sofitel Hyland Shanghai Hotel, Shanghai

### 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!**

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# 3rd Annual China Pharma Marketing Conference

Day One 11th September 2008

**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

**0950** The impact of China's healthcare reform on the pharma industry in 2008

- Taking a look back at the history of China's healthcare
- How did the previous healthcare reform influence China's pharma industry?
- What's new and what's big in 2008?

David Tao, *President Assistant*  
Fosun Pharma

**1030** Morning refreshment and networking

**1100** Changes in the reimbursement system – Opportunities and challenges

- Review of the geographic coverage and drug category of the new reimbursement system
- Assessing the opportunities and challenges created from the new

reimbursement system on China's pharma industry

- Establishing an effective pricing strategy to balance the profit margin and medical insurance demand

Hu Shan Lian, *Professor, Social Healthcare Department*  
Fu Dan University

**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
- Purchasing system for CHC

Tao Jian Hong, *Deputy Director, SFDA*  
Hu Shan Lian, *Professor*  
*Social Healthcare Department*  
Fu Dan University  
David Tao, *President Assistant*  
Fosun Pharma

**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

Day Two 12th September 2008

**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

**0950** Collaboration and identifying the best partner to boost your business in China

- Selecting the best partner, optimizing your business operation in China
- How can your distributor help to increase market share in a sustainable way?
- Building and keeping an effective partnership with the right distributor

Byron Wang, *General Manager*  
Med Pharma China

**1030** Morning refreshment

**1100** Paradigm shift in the China medical device market

- Regulatory controls in the China medical device market, where is it heading and how can you benefit from it?
- What is the optimized distribution model for win-win for all the supply chain partners?
- How to access effective distribution for medical devices in China?

James Lee, *General Manager for Logistic Division*,  
Zuellig Pharma 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

**1220** 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?

- How can China's manufacturers win this compelling while challenging endeavor?
- Understanding the standard and criteria for global distributors to select their strategic partner in generics

Wang Wei, *Chief Appraiser*, GYY  
Judicial Expertise Institution, former  
President of Intelligence Department  
SFDA Shanghai

**1615** Panel Discussion:  
Are you prepared for the "Post-patent times?"

Wang Wei, *Chief Appraiser*, GYY  
Judicial Expertise Institution, former  
President of Intelligence Department  
SFDA Shanghai

Zeo Wang, *Attorney at Law*  
Perkins Coie

Philip Xiao, *President*, Profex China

**1655** Closing remarks from the chairperson and end of the conference

**Sponsorship & Exhibition Opportunities:**

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## 会议第一天 2008年9月11日

0830 嘉宾注册及早间咖啡

0900 主席致开幕词

### 市场概况及医疗改革

0910 中国医药市场业务拓展要领

- 有效地选择中国作为全球医药研发以及业务拓展的合作伙伴
- 相较世界其他地区,中国医药市场拓展的特点
- 从服务商和消费者角度理解中国文化以及建立业务关系

Eric von Zwisler,首席执行官,永裕医药中国

0950 2008中国医疗改革对医药行业的影响

- 中国医疗改革历史回顾
- 史上医改对中国医药行业的影响
- 2008医改新点和热点概述

陶朝晖,助理副总裁,复星药业

1030 早餐茶歇

1100 医疗报销系统更新及其对中国医药行业的影响

- 新医疗报销系统的地域以及药品覆盖面
- 阐述对中国医药行业的具体影响
- 制定有效定价策略,满足企业自身利润和社会医疗成本的平衡要求

胡善联,教授,复旦大学社会医疗系

1140 嘉宾讨论:如何将产品打入社区医疗中心—医药获利新渠道

- 进入社区医疗中心的产品定价策略
- 社区医疗中心的药品种类覆盖面
- 概述社区医疗中心的药品采购体系

陶建虹,副所长,国家食品药品监督管理局南方医药经济研究所  
胡善联,教授,复旦大学社会医疗系  
陶朝晖,助理副总裁,复星药业

1220 商务午餐

### 医药规范更新以及有效实践

1345 中国医药规范更新及其发展趋势

- SFDA新规范解读
- 医药行业规范的全球趋势
- 新规范对中国医药行业的长期影响

陶建虹,副所长,国家食品药品监督管理局南方医药经济研究所

1425 嘉宾讨论:  
精准把握规范规则,有效实践医药营销

Robert W. Pollard,市场调研部部长, Synovate中国

Mark Lotter,执行总裁, NovaMed中国

Amar Urhekar,中国区董事总经理, 麦肯健康发展全球

1505 下午茶歇

### 获利运营和实践

1535 中国—全球医药战略发展及外包的热土

- 中国医药市场概述
- 中国医药行业外包结构
- 以全球角度,解读对中国医药外包行业的影响及其发展趋势

Robert W. Pollard,市场调研部部长, Synovate中国

1615 直面消费者—第三终端市场的营销创新和品牌策略

- 中国第三终端市场的特点
- 针对第三终端市场的品牌建立和定价策略
- 灵活运用有效的战略出发点:便利,消费需求,成本控制及交流

刘静楠,总经理,中国海王星辰连锁药行(待定)

1655 会议第一天结束

## 会议第二天 2008年9月12日

0830 早间咖啡

0900 主席发言

0910 投资角度和投资机会:中国医药市场的投资渠道

- 探讨中国医药行业总体投资渠道
- 选择您的投资领域:医药,生物科技,合同研发外包...
- 理解投资者的兴趣点

Ari Silverman,培训经理,麦肯锡中国

### 分销渠道管理和市场策略

0950 为中国地区业务选择最佳合作伙伴

- 选择最佳合作伙伴,优化中国地区业务
- 如何保证您的分销商帮助您获得市场份额的持续增长
- 与分销商良好关系的建立以及保持

1030 上午茶歇

1100 中国市场医疗器械的有效分销

- 中国医疗器械分销的规范解析
- 实现医疗器械分销形式的最优化和双赢的合作关系
- 如何进行医疗器械的有效分销

James Lee,物流部总经理,永裕医药中国

1140 中国非处方药市场的消费习惯分析

- 中国非处方药市场的总体架构内容概述
- 非处方药市场消费者决策购买过程分析
- 消费者购买处方药过程中的影响因素

肖耿民,总裁,中国百润医药

1220 商务午餐

1345 专利技术许可:成功打入中国医药市场

- 中国市场专利技术许可实践回顾
- 专利技术许可和被许可,您的选择有哪些?
- 开拓中国业务的最佳途径

施晨阳博士,亚洲总裁,凯杰生物,董事总裁,昂睿投资

1425 针对女性健康的有效品牌设计

- 作为重要市场份额,女性健康品牌建立的焦点
- 保证女性市场的持久利润

阿兹利康中国代表(待定)

1505 下午茶歇

1535 中国仿制药市场的机会与挑战

- 为何此时对中国仿制药行业而言是关键时刻?
- 中国仿制药生产商如何在挑战并存时得胜?
- 了解国外分销商选择仿制药战略合作伙伴的标准

王巍,鉴定管,公信扬司法鉴定局,前食品药品监督管理局科技情报研究所所长

1615 嘉宾讨论:“药品专利过期时代”的机会与挑战

王巍,鉴定管,公信扬司法鉴定局,前食品药品监督管理局科技情报研究所所长

王朝晖博士,律师,美国博钦律所  
肖耿民,总裁,中国百润医药

1655 会议结束

# 3rd Annual China Pharma Marketing Conference

11-12 September 2008 | Sofitel Hyland Shanghai Hotel, Shanghai

## 第三届中国医药市场峰会

### China's Growing Medicine Market

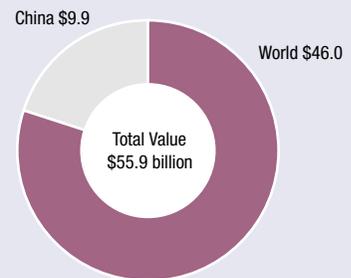
China's active pharmaceutical ingredient (API) industry is expected to grow 17.2% annually between 2005 and 2010.

Source: Chemical Pharmaceutical Generic Association

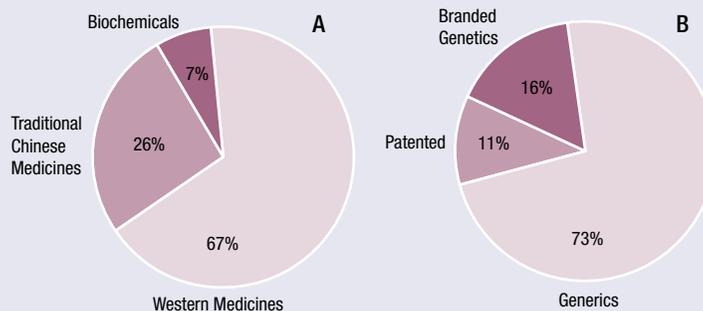
API market share in 2005...



...and 2010's estimate



### The Structure of Bioengineering and Pharmaceutical Industry



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



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2nd delegate / 第二名代表

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