



BEIJING INTERNATIONAL HEALTHCARE INDUSTRY FORUM 2009

*Tackle the Financial Crisis
Share Opportunities
and Pursue Innovative Development*



Keynote Speeches

Panel Discussions



Co-Events and Receptions

Networking



Moderators

Beijing Pharma and Biotech Center (BPBC)

Medical & Pharmaceutical Commercial Association,
All-China Federation of Industry & Commerce (CMP)

Chinese Pharmaceutical Enterprises Association (CPEA)

Organizers

Alliance of Bio-Box Outsourcing, China (ABO)

Beijing Pharmaceutical Group Co., Ltd

Empark Grand Hotel, Beijing
November 4th-8th, 2009



INVITATION

Dear Sir/Madame:

The Beijing International Healthcare Industry Forum (HIF) 2009 will be held during Nov. 4th-8th at Empark Grand Hotel, Beijing!

The year of 2009 is a good for Chinese pharmaceutical and biotechnological industry, as we witnessed a series of positive policies born and executed covering areas of healthcare, biotech industry, and innovation. Combining the day-by-day improved global healthcare institution and increasingly need for pharmaceutical products, the pharmaceutical and biotechnological industry, which concern the health of over a billion populations, has become a strategic mainstay industry in Chinese national economy.

Therefore, the HIF 2009 will be under the theme of **“Tackling the Financial Crisis, Sharing Opportunities, and Innovative Development”** to discuss hot topics including development in science parks, R&D industry, technology transfer, investment and financing in biopharmaceutical industry, generic drugs, new pharmaceutical policies, etc.

About HIF

The HIF was established in 1997. It is one of the largest conferences for the pharmaceutical and biotechnological industry in China, where it is held in its cultural and economical heart, Beijing.

Every year it brings together key decision makers from all over the world to help initiate collaborations and knowledge exchange to develop the biotechnology industry. This valuable event combines a variety of presentations, and workshops so that you stay current on issues in the healthcare industry. It offers you valuable networking opportunities under the HIF motto “analyze the industry situation, solve developing problems and construct a healthy future”. Now, the HIF is seen as a world-wide acknowledged platform for building bridges between the western



countries and China by inviting more than 600 authoritative Chinese, and international experts to hold over 170 professional roundtables, dozens of workshops, and panel discussions.

This offers a great opportunity for you to participate and benefit from this conference, in one of the fastest growing pharmaceutical markets of the world, China.

We sincerely would like to invite you to attend the HIF 2009, to join the discussion on opportunities and challenges for biopharmaceutical industry under the circumstances of financial crisis, with decision makers from biopharmaceutical academe, industry and administrations all over the world. We believe that the HIF will reach another success with your active participation!

Sincerely yours,

For more information, please go to: www.hif.com.cn

Sincerely yours,

The Organizing Committee of HIF 2009

Hosts

Beijing Pharma and Biotech Center (BPBC)
Medical & Pharmaceutical Commercial Association, All-China Federation of
Industry & Commerce (CMP)
Chinese Pharmaceutical Enterprises Association (CPEA)

Organizers

Beijing Pharmaceutical Group Co., Ltd
Alliance of Bio-Box Outsourcing, China (ABO)

Supporters

Beijing Municipal Science & Technology Commission
Beijing Municipal Commission of Development and Reform
Beijing Economics and Information Commission
Beijing Drug Administration
Administration Committee of Beijing Economical and Technological
Development Area
Administration Committee of Zhongguancun Science Park
The People's Government of Changping District, Beijing
The People's Government of Daxing District, Beijing
Administration Committee of Zhongguancun Changpin Science Park
Daxing Bio-Medicine Industry Park, Zhongguancun Science Park
Beijing Petrel Pharmaceutical Co., Ltd, Yangtze River Pharmaceutical Group
Beijing Xiuzheng Pharmaceutical Co., Ltd, Xiuzheng Pharmaceutical Group
China Beijing Tongrentang (Group) Co., Ltd
Beijing WANTAI Biological Pharmacy Enterprise Co., Ltd
Beijing Union Pharmaceutical Factory
Beijing Yiling Pharmaceutical Co., Ltd
Beijing Science and Technology Park Construction Co., Ltd
Beijing Jiontown Pharmaceutical Co., Ltd
Sinovac Biotech Ltd.



Youcare Pharmaceutical Group Co., Ltd
Beijing Shiqiao Bio-Pharmaceuticla Co., Ltd
Chinese Academy of Medical Sciences
China Academy of Chinese Medical Sciences
National Institute for the Control of Pharmaceutical and Biological Products
College of Life Sciences, Peking University
Tsinghua University
Beijing Bio-Engineering Society
Guangzhou Biotechnology Outsourcing Union

Co-Organizer:

Changping District Investment-Promotion Bureau of Beijing
Zhongguancun Life Science New City
Technology Transfer Center, Capital Medical University
Beijing Zhongguancun Enterprise Association of Biotech & Pharma
Chinese Small and Medium Enterprises' Growth Forum

Overseas Cooperators

ChinaBio
University of Southern California (USC)
Ascenion GmbH, Germany
Sino-American Pharmaceutical Professionals Association (SAPA)
Chinese Biopharmaceutical Association (CBA)

Media Supporters

Health Column of www.sohu.com
www.Ebiotrade.com
www.newlife.org.cn
Chinese Medical Journal



Schedule

Nov 4, 2009 (Wednesday)					
Whole Day	14:00—14:30 Press Conference about the Biopharmaceutical Industry of Changping District, Beijing (at Zhongguancun Life Science Park)		Chinese Growing Medical Enterprises' Development Forum (at Central Garden Hotel) 08:00—20:00 Registration 20:00—22:00 Parallel Sub-Forums on medical industry, medical commerce, and chain pharmacy		
Nov 5, 2009 (Thursday)					
09:30-12:00	Forum Registration		08:30—12:00 Annual Meeting of the Medical & Pharmaceutical Commercial Association, All-China Federation of Industry & Commerce (CMP) and Opening Ceremony of the 4 th Chinese Growing Medical Enterprises' Development Forum (at the Great Hall of the People)		
Plenary Session —Tackle the Financial Crisis, Share Opportunities, and Pursue Innovative Development					
14:00	Opening Ceremony				
14:30-18:00	Plenary Session				
18:30-20:00	The 30 th Anniversary Celebration of Beijing Pharmaceutical Group and the Banquet Reception for HIF				
Nov 6, 2009 (Friday)					
09:00-18:00	09:00-11:30: Global Pharmaceutical Policy Focus and Bidding Management Forum	09:00-18:00: ABO Global Partnership Meeting 2009	09:00-18:00: Biopharmaceutical Technology Transfer Workshop—“China's Next Top Pharmaceutical Products”	09:00-18:00: Communication Meeting between Beijing Pharmaceutical Group and Directors from Provincial and Municipal Bidding Offices	09:00-18:00: Chinese Growing Medical Enterprises' Development Forum (at Central Garden Hotel)
	13:30-17:30: Theme				



	Summit—"Promoting Cluster Development, Tackling the Global Financial Crisis"			(Closed Meeting)	
18:30-20:00	"Zhongguancun Night" Reception "ABO Night" Reception				
Nov 7, 2009 (Saturday)					
09:00-18:00	Biopharmaceutical Technology Transfer Workshop—"China's Next Top Pharmaceutical Products"	BioCapital China Summit	Global Generic Drug Trend and Opportunities Forum	Mini Forum for University of Southern California Ph.D Delegate (Closed Meeting)	
Nov 8, 2009 (Sunday)					
09:00-18:00	Tour: Route I: Changping Science Park Route II: Daxing Bio-Medicine Industry Park, Zhongguancun Science Park Route III: Tiantan Hospital under Capital Medical University Route IV: Affiliated company of Beijing Pharmaceutical Group Co., Ltd				

Other parallel activities:

1. Exhibition

- 1) Review of Beijing biopharmaceutical industry
- 2) 20 (3x3) booths and 5 (3x2) booths
- 3) Posters for Biopharmaceutical Technology Transfer Workshop

2. One-on-one meeting (The online one-to-one reservation system will be available)



Program

Nov 4, 2009 (Wednesday)

Press Conference on the Planning of the Pharmaceutical Industry in Changping District, Beijing

Venue: Zhongguancun Life Science Park

Moderator:	Ms. Yuan Limin, Director, Changping Investment Promotion Bureau, Beijing
14:00-14:30	Introduction to the Planning of the Pharmaceutical Industry in Changping District, Beijing By Leaders of Changping District, Beijing
14:30-15:00	Q&A

Chinese Growing Medical Enterprises' Development Forum

Venue: Central Garden Hotel

08:00-20:00	Registration
20:00-22:00	1. Medical Industry Sub-Forum 2. Medical Business Sub-Forum 3. Chain Pharmacy

Nov 5, 2009 (Thursday)

08:30-12:00 HIF Registration

Annual meeting of the Medical & Pharmaceutical Commercial Association under All-China Federation of Industry & Commerce (CMP) and open ceremony of the 4th Chinese Growing Medical Enterprises' Development Forum

Venue: Great Hall of the People

Moderator:	A well-known professor
8:30-9:00	Award ceremony for "Achievement Cup", "Growth Cup", "Excellence Cup"
9:00-9:30	Take a group photo of guests present
9:30-10:30	Keynote speeches

Opening ceremony

—Tackle the Financial Crisis, Share Opportunities, and Pursue Innovative Development

Moderator:	A leader of Beijing Municipal Science & Technology Commission
14:00-14:10	Remark by Garry Neil, Corporate Vice President, Corporate Office of Science and Technology, Johnson & Johnson
14:10-14:20	Remark by Mingde Xia, President, Sino-American Pharmaceutical Professionals



	Association(SAPA) in 2008-2009 Year
14:20-14:30	Remark by a representative of domestic pharmaceutical company
14:30-14:40	Remark by a leader of Beijing municipal government
14:50	Start of the Plenary Session
Plenary Session ——Tackle the Financial Crisis, Share Opportunities, and Pursue Innovative Development Venue: Banquet Hall of Empark Grand Hotel, Beijing	
14:50-15:30	How Chinese Pharmaceutical Enterprises Do to Tackle the Financial Crisis and Seek Opportunities in 2009- WEI Huacheng , Chairman of the board, Beijing Pharmaceutical Group
15:30-16:10	SVP from MNC
16:10-16:50	What Will Medical Reforms Bring to Biopharmaceutical Industry YU Mingde , President, Chinese Pharmaceutical Enterprises Association
16:50-17:30	Analysis on the Development of Global Pharmaceutical Enterprises in 2009 Garry Neil , Corporate Vice President, Johnson & Johnson Corporate Office of Science and Technology
17:30-18:10	CUI Jisong , President, Sino-American Pharmaceutical Professionals Association(SAPA)in 2009-2010 year
18:30	The 30 th Anniversary Celebration of Beijing Pharmaceutical Group and the Banquet Reception for HIF

Nov 6, 2009 (Friday)

Global Pharmaceutical Policy Focus and Bidding Management Forum

Venue: No.9 Conference Room, Empark Grand Hotel, Beijing

Tenet:

The adoption of New Medical Reform Proposal means that the traditional pattern of drugs needs to be reshuffled. Under such circumstances, how can pharmaceutical enterprises maintain sustainable development? What measures should they take in accordance with their own situation to cope with such change. This forum will mainly analyze what influence and opportunities the new medical reform will bring to Chinese pharmaceutical industry. It will invite relevant experts to discuss and explore the future of development.

Moderator:

9:00-9:10	The Moderator introduce the conference general information and guests present
9:10-9:25	How Should Pharmaceutical Enterprises Seize Opportunities Brought by the Expansion of National Medical Insurance Market



	XIONG Xianjun , Secretary General, China Medical Insurance Association
9:25-9:40	Influence of Health China 2009 on the Development of Pharmaceutical Industry SONG Rulin , Chinese Pharmaceutical Association
9:40-9:55	Major Problems Existing in the Operation of Chinese Pharmaceutical Industry in the First Half Year of 2009 YU Mingde , President, Chinese Pharmaceutical Enterprises Association
9:55-10:10	How Should Pharmaceutical Enterprises Understand Drug Pricing Administration GUO Jianying , Section Chief, Department of Price Supervision, National Development and Reform Commission
10:10-10:25	Tea Break
10:20-10:35	Opportunities and Pitfalls in the Internationalization of Pharmaceutical Enterprises WEI Huacheng , Chairman of the Board, Beijing Pharmaceutical Group
10:35-10:50	How Can Pharmaceutical Enterprises Build Efficient Government Relation Departments GENG Hongwu , Visiting Professor, China Medical Education Association
10:50-11:05	How Could Pharmaceutical Enterprises Become Stronger and Bigger through Product Operation and Capital Operation WANG Mingfu , Chairman of the Board, H&J Consulting Corporation
11:05-11:20	What Should Pharmaceutical Enterprises Do to Get Prepared for the Industry Changes in Next Five Years WU Qinggong , Vice Secretary-General of Chinese Pharmaceutical Enterprises Association, and General Manager of Pharmaceutical Business Division of H&J Consulting Corporation
11:20-11:35	Influence of Drug Safety System Construction on Pharmaceutical Enterprises WANG Bo , Vice President of Chinese Pharmaceutical Enterprises Association and Chairman of the Board of Beijing CHNMED Consulting Co., Ltd.
11:35-11:55	Summary and discussion

Themed Summit—Promote Innovative Cluster and Tackle the Financial Crisis

Venue: No.9 Conference Room of Empark Grand Hotel, Beijing

Tenet: As the global financial crisis continues to spread, countries all over the world are adopting various policies on industrial development. Because of its necessity, pharmaceutical industry suffered a relatively small impact. It has gradually become one of the focuses of governments and civil organizations. In China, the pharmaceutical industry is ushering in a new round of adjustment and reform, as a result of the adoption and implementation of a series of favorable policies by the State Council, such as *Several Policies on Accelerating the Development of Biological Industry*, State Key Scientific and Technological Special Project on New Drug Development, National Medical System Reform, Construction of Zhongguancun National Independent Innovation Demonstration Zone, etc. How to seize opportunities to enhance capacity? How to develop the pharmaceutical industry into the industrial pillar of China's high-tech area through means such as further promoting independent innovation and expanding regional cooperation? These are the keys to the progress of pharmaceutical industry.

This summit will invite high-level government officials, science park administrators, enterprise leaders,



and experts in the industry to discuss hot issues in the industry and share experience, with the purpose of seeking mutual development.

Chairmen:

Foreign Chairman(pending)

WANG Hongguang, Director, China National Center for Biotechnology Development, Ministry of Science and Technology of China (Pending)

13:30-13:40	Opening speech
Section I: Promote Independent Innovation	
13:40-14:00	Analysis of National New Policies on Pharmaceutical Industry and Promoting Science Parks WANG Hongguang , Director, China National Center for Biotechnology Development, Ministry of Science and Technology of China
14:00-14:20	Establish an Scientific Engine for Pharmaceutical Industry--- Policies and Development Strategies for the Construction of Zhongguancun National Innovation Model Park GUO Hong . Director, the Administrative Committee, Zhongguancun National Innovation Model Park
14:20-14:40	From “Agglomerate” to “Cluster”—The Innovative and Sustainable Development of Zhangjiang High Technology Park under New Circumstances ZHANG Endi , Deputy Governor of Pudong New District, Shanghai, and Director of Administrative Committee, Zhangjiang High Technology Park(Pending)
14:40-15:00	The Development Model of China Medical City, and Development Scheme and Steps to Implement the National Industry Policies An Administrator of Taizhou National Medical Hi-Tech Development Zone, Shandong
15:00-15:40	Panel Discussion: Considering the international circumstances and the positive policies in China, how to further develop the science parks to optimize the environment for industry development---Discussion based on experience and models
15:40-15:50	Tea Break
Section II: Tackle the Financial Crisis	
15:50-16:10	Development Characteristics of Science Park and Analysis on Its Key Points in Supporting Enterprise Development and Promoting Industry Michael Slone , Vice President for Life Science Practice, Monitor Group
16:10-16:30	Facing the Positive Policies in China, How Pharmaceutical MNCs Should Do to Get Involved in the Local Industry , and Suggestions and Thoughts on Industry Environment CHEN Li , Ph.D., Head of Research, CSO, Roche R&D Center (China) Ltd.(Pending)
16:30-16:50	Promote Industrialization of Innovations---Successful Experience and Thoughts of Establishing a Professional Incubator Joel S. MARCUS , CEO, Alexandria Real Estate Equities



16:50-17:10	Successful Experience on Promoting Enterprises Grow with Science Parks ——Administrator from Maryland or Biopole
17:10-17:50	Panel Discussion: How to promote the mutual development of science parks and enterprises, to promote the industry—ideas and actions
17:50-18:00	Summary and Closing
18:30-20:30	Reception

ABO Global Partnership Meeting 2009

Implementing International Standards, Integration into the World of Innovation

Venue: International Conference Hall of Empark Grand Hotel, Beijing

Tenet:

As a key event of the R&D service industry, this roundtable will be held in forms of keynote speeches, and panel discussions to keep you current with policy changes, the development of the top Chinese life-science parks and the way they positively affect the local biotech- and pharmaceutical industry. Another hot topic that will be discussed is how China's biotech industry continues to sustain its growth by simultaneously establishing international standards. In this session you will meet top governmental policy makers, representatives from industry alliances, pharmaceutical- and biotech companies, as well as CROs and CMOs.

Alliance of Bio-Box Outsourcing, China (ABO), was founded in September 2005. It's a member-based organization composed of leading R&D service providers in China, devoted to provide high quality, efficient and cost-effective R&D services. ABO was established to promote the international collaborations between China and the world. Nearly four years after formation, ABO has tripled its size to 33 members. ABO can provide an integrated "one-stop" R&D solution, based on the core belief in "One World, One Standard", including "5+1" service platforms of Genomics, Proteomics & Antibody, Chemicals & Formulation, Non-clinical studies, Vaccines & Diagnostics and Internal Supports.

Chairmen:

Frank DOUGLAS, PhD, President and CEO of Bio-Innovation Institute in Akron

Ting LEI, Director of Beijing Pharma and Biotech Center, and Chairman of ABO Executive Board

Session I From Outsourcing to an Innovative (win-win) Partnership

Moderators:

Dr. Jim BURNS, Senior Vice President of Genzyme (pending)

Baoping WANG, Ph.D. General Manager of Beijing Novo Nordisk Pharm. Sci and Tech. Co. Ltd., and Vice President of Novo Nordisk R&D (pending)



9:00-9:10	Opening Remarks by Chairmen Ting LEI , Director of Beijing Pharma and Biotech Center, and Chairman of ABO Executive Board Frank DOUGLAS , PhD, President and CEO of Bio-Innovation Institute in Akron
9:10-9:40	Keynote Speech: The Patterns and Rules of R&D Service Industry in Life Sciences and Bio-Pharma Frank DOUGLAS , PhD, President and CEO of Bio-Innovation Institute in Akron
9:40-10:25	Panel Discussion: China's Bio-Alliance, Bio-Park and Bio-Associations - Goal, Action and Results Moderator: James ZHU , Ph.D., J.D., MBA, Partner, Perkins Coie LLP, and Chairman of the Board of BayHelix Panelist: Ting LEI , Director of Beijing Pharma and Biotech Center, and Chairman of ABO Executive Board Joel S. MARCUS , CEO of Alexandria Real Estate Equities, Inc Dasheng ZHAO , President of the Chinese Academy of Military Medical Sciences (pending) Michael SLONE , VP for life science practice at Monitor Group (pending) Anlong XU , President of Zhongshan University (pending)
10:25-10:40	Networking and Tea Break
10:40-11:10	Keynote Speech: China's Innovation Way Dr. Yigong SHI , Appointed Vice Director of Institute of Biomedicine, Tsinghua University
11:10-11:55	Panel Discussion: Promoting Innovation Efficiency Through Outsourcing Moderator: Li CHEN , Ph.D., Head of Research, CSO, Roche R&D Center (China) Ltd. Tenet: Panelists: Christopher SEATON , Senior VP, Global Business Development and Licensing, Bayer Healthcare Company Ltd. Yigong SHI , PhD, Appointed Vice Director of Institute of Biomedicine, Tsinghua University Jun REN , Manager Director of Newsummit Biopharma Yaoming LIANG , President of KingMed Diagnostics (pending) Bingshen LI , President of SinoGenMax (pending) Shuwei YANG , The South China Center for Innovative Pharmaceuticals (pending)
11:55-12:00	Summary by Moderators Baoping WANG , Ph.D. General Manager of Beijing Novo Nordisk Pharm. Sci and Tech. Co. Ltd., and Vice President of Novo Nordisk R&D (pending)



	Dr. Jim BURNS , Senior Vice President of Genzyme (pending)
12:00-13:30	Networking Luncheon
Session II Integrating into the World of Innovation	
Moderators: Chris H. SENANAYAKE , PhD, Vice President, Chemical Development, Boehringer Ingelheim Corporation Andrew C. CHANG , Executive Director, Senior Director PharmaNet Consulting	
13:30-14:00	Keynote Speech: The R&D Strategy of Big Pharma in China Chris H. SENANAYAKE , PhD, Vice President, Chemical Development, Boehringer Ingelheim Corporation
14:00-14:45	Panel Discussion: China, Our Right Choice Moderator: Canwen JIANG , MD, Ph.D., Head, Genzyme R&D Asia (Excluding India) Panelists: Ling CHEN , M.D., Ph.D., VP Pharmaceutical R&D Operation, GSK Jeffrey FREITAG , Senior VP, Pharmanet Consulting Alan BLIZE , Advisory Board, ASDI Jim BURNS , Senior Vice President, Genzyme (pending) Rino RAPPUOLI , PhD, Head of Research for Novartis Vaccines (pending)
14:45-15:00	Networking and Tea Break
15:00-15:20	Keynote Speech: Ensure Data accuracy and integrity by GLP – A Comparison between China and the US Byunjga MARCIANTE , Investigator, US FDA (pending)
15:20-15:40	Keynote Speech: Current situation of multicenter clinical trial in Beijing Yongjun WANG , Vice Dean, Beijing Tiantan Hospital
15:40-16:25	Panel Discussion: Internationalization of R&D Industry in China Moderator: Kewen JIN , General Manager, Preclinical Services, Charles River Shanghai Panelists: Xian-Ping LU , President and COO of Chipscreen Biosciences Ltd Liangzhi XIE , President and CEO at Sino Biological Inc. Alex WU , CEO of CrownBio USA Bo LI , Dean of National Drug Safety Evaluation and Testing Center (pending)
16:25-16:50	Summary by Moderator Dr. Chris H. SENANAYAKE , PhD, Vice President, Chemical Development, Boehringer Ingelheim Corporation Andrew C. CHANG , Executive Director, Senior Director PharmaNet Consulting
16:50-17:00	Summary by Chairman



Frank DOUGLAS, PhD, President and CEO of Bio-Innovation Institute in Akron

17:30-20:00

“ABO Night” Reception

November 6th, 2009 (Friday)

Pharmaceutical Technology Transfer Training Workshop

—China’s Next Top Biopharmaceutical Products

Venue: Empark Grand Hotel, Beijing

Tenet:

Technology transfer (TT) is an important method to promote technology commercialization and industrialization. Especially for life science with long-time cycle, high-commitment and high-risk, TT is more important. The two national long-awaited “megaprojects” in infectious disease and drug discovery also produce many outstanding achievements. How to make your innovative technologies or drug candidates to be a blockbuster drugs in the future? We have invited senior TT specialists, come from China, Europe and U.S., to attend the summit. According to the Chinese status, they will bring the most advanced TT knowledge all over the world to the frontline life science researchers in China. Through case study, actual combat practice and face-to-face communication with potential clients, we will provide you the best service to transfer your technology successfully.

Your benefits:

- Good training: 2 days systemic training opportunity by the first class TT specialists all over the world;
- Products exhibition: multidimensional achievements show stage
 - Participants can show one project. (The national long-awaited “megaproject” can show two.)
 - Every achievement can be extensive publicized on the whole HIF’s participants, including MNCs, Venture companies and China’s Top 300 Pharmaceuticals, by poster and brochure.
- Cooperation communication: the excellent achievements can attend case analysis and obtain on-the-spot comments from big Chinese pharmaceutical companies, multinational companies, venture capital companies and etc.

Section 1: Commercialization Strategy of Biopharmaceutical Products

09:00-09:05	Moderator Addresses
9:10-9:30	The Characteristics of the Pharmaceutical Technology Transfer -----Ascenion
9:30-10:00	Technology Transfer : Basic Principles -----Ascenion
10:00-10:25	Technology transfer : Object Selection -----Ascenion
10:25-10:40	Tea Break
10:40-11:05	Policy Analysis about Chinese Technology Transfer
11:05-11:30	A Comparison among Chinese New Patent Law and European and US Patent Laws from the Angle of Technology Transfer Thomas T. MOGA , U.S. Butzel Long’s Bloomfield Hills Office , and Former Counselor



	of State Intellectual Property Office of China
11:30-11:55	Chinese Institute's Research Patent Strategy ----- LIU Tonghua , the Head of Department of Scientific Research, Beijing University of Chinese Medicine
11:55-12:05	Q&A
12:05-12:10	Summary
12:10-14:00	Lunch
Section2 : Key Points in Successful Technology Transfer	
Moderator:	
14:00-14:30	Technology transfer: starting from lab -----Ascenion
14:30-15:00	Technology Valuation: NPV, DCF and friends -----Ascenion
15:00-15:45	From CDAs, NDAs, MTAs and TSs: A brief guide to essential negotiation tools for successful negotiations -----Ascenion
15:45-16:00	Tea Break
16:00-16:30	Technology transfer: The contracts' draftsman (Best practice in licensing agreements) -----Ascenion
16:30-17:00	Technology transfer: Commercializing tangible property (Antibodies, Animal Models, etc.) -----Ascenion
17:00-17:30	Q&A
17:30-17:40	Summary
18:00-20:00	Reception

Chinese Growing Medical Enterprises' Development Forum

Venue: Central Garden Hotel, Beijing

Section I

09:00-09:05	Remarks from the Moderator
9:05-9:30	Implementation and Progress of the National Innovative Drugs Major program SANG Guowei , Vice-Chairperson of the National People's Congress (NPC) of the P.R. China, and Chairman of the Central Committee of Chinese Peasants and Workers



	Democratic Party (Pending)
9:30-10:00	Build a Healthcare Security System for All People CHEN Zhu , Minister, the Ministry of Health of the P.R.China
10:00-10:25	Concerns about the Health of Entrepreneurs ZHONG Nanshan , Chairman of Chinese Medical Association (Pending)
10:25-10:40	Tea Break
10:40-11:05	Revolution in Life Style WANG Longde , Former Minister, the Ministry of Health of the P.R.China
11:05-11:30	The Pricing of Drugs and Its Supervision Management in New Medical Reform LI Lei , Director, Department of Price Supervision, National Development and Reform Commission
12:00-12:10	Summary
12:10-14:00	Lunch
Section II	
Moderator:	
14:00-14:30	The Status-Quo and Trend of the Modernized Development of Traditional Chinese Medicine ZHANG Boli , Principal, Tianjin University of Traditional Chinese Medicine
14:30-15:00	Steady and Continuous Financing of Chain Pharmacy XIE Zilong , chairman of the board of Tuo Zhan People's Pharmacy
15:00-15:45	Cultivation and Practice of Private Entrepreneurs GUO Guangchang , Chairman of the Board, Fosun Group
15:45-16:00	Tea Break
16:00-16:30	New Drug R&D and IPR protection REN Wuxian , Chairman of the Board, Yabao Pharmaceutical Group
16:30-17:00	Innovation of the Processing Technology of Traditional Chinese Medicine ZOU Jieming , Chairman of the Board, Guilin Sanjin Pharmaceutical Co., Limited
17:00-17:30	Social Responsibilities of Pharmaceutical Enterprises REN Fulong , Chairman of the Board, Shandong Xnhua Pharmaceutical Company Limited
17:30-17:40	Summary



November 7th, 2009 (Saturday)

Biopharmaceutical Technology Transfer Training Workshop

—China's Next Top Biopharmaceutical Products

Venue: Empark Grand Hotel, Beijing

Section 3: Positioning and Demands of Investors

Moderator:

9:00-9:30	MNC's Criteria and Requirements for Screening Technologies and Products Stella XU , PhD, Licensing Director, Pharma Partnering Asia, Roche Pharma Partnering
9:30-10:00	Possible Manners for Technology Transfer Collaboration in Biopharmaceutical Industry between US and China Hong PENG , PhD, Associate Director, Office of Cooperative Research, Yale University(Pending)
10:00-10:25	Q&A
10:25-10:40	Tea Break
10:40-11:10	Practice of Technology Transfer in Institutes in China WANG Xiaoliang , Director, Professor, Institute of Materia Medica, Chinese Academy of Medical Sciences
11:10-11:40	Successful Technology Transfer Cases-Endostar ----- LUO Yongzhang , Professor, Department of Biological Sciences and Biotechnology, Tsinghua University
11:40-12:10	Q&A
12:10-12:20	Summary
12:20-14:00	Lunch

Section 4: Showcase Practice

Moderator:

14:00-17:45	<p>Showcase: In the process of recruiting speeches. Welcome to sign up. 15mins presentation with PPT in both Chinese and English</p> <p>After speech, the presenter will gain some comments and guidance from TT professionals of domestic pharmaceutical companies, MNCs, VC etc.</p> <p>Panelists: Christian STEIN, CEO, Ascenion Anja ZIMMERMANN, Analysts, Ascenion Hong PENG, PhD, Associate Director, Office of Cooperative Research, Yale University (Pending)</p>
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	<p>Thomas T. MOGA, U.S. Butzel Long’s Bloomfield Hills Office , and Former Counselor of State Intellectual Property Office of China</p> <p>Stella XU, PhD, Licensing Director, Pharma Partnering Asia, Roche Pharma Partnering</p> <p>Guozhong RUI, PhD, Director of China Pharmaceutical Technology Transfer Center, Secretary-General of China Pharmaceutical Technology Organization(Pending)</p> <p>PAN Chunyan, Director, Modern Medicines Technology Transfer Center of Beijing (pending)</p> <p>Xiang(Sam) LIAO, Head of Business Development & Licensing, Asia, Novartis Vaccines & Diagnostics, Inc(Pending)</p> <p>Larry ZHU, Director, External Scientific Affairs and Business Development, Janssen Pharmaceuticals R&D, Asia Pacific(Pending)</p> <p>Venture capital companies (pending)</p>
17:45-17:55	Summary

BioCapital China Summit

Venue: International Conference Hall of Empark Grand Hotel, Beijing

Tenet:

With the whole world being engulfed by the financial crisis since 2008, biopharmaceutical industry to some degree is also impacted by it. Pharmaceutical enterprises began to take various measures and make various efforts to strengthen their own capacity. For example, Pfizer purchased Wyeth and Merck purchased Schering-Plough, along with the purchase of Genentech by Roche. Heavyweight transactions came one after another. Then how should domestic biopharmaceuticals cope with current complicated situation and opportunities? How should they enhance their own competitiveness in the market through financing operations? What is the role of government in the development and growth of biopharmaceutical enterprises? What kind of policies and measure should the government adopt? How can investment companies make profit from investments in the biopharmaceutical field? On the part of biopharmaceutical enterprises, how can they obtain capital through financing and strengthen their own capacity.....the biotech investment summit will conduct a series of theme analysis of “post-financial-crisis investment hot spots”.

Chairmen:

Greg B. SCOTT, Founder and CEO, ChinaBio Accelerator
Chinese Chairman(Pending)

09:00-09:10	<p>Opening of the Summit</p> <p>Remarks by:</p> <p>Roche</p> <p>WEN Zhen, Director, Daxing District Administration Committee</p>
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Section I: Seize the Current Investment Opportunity, Highly Promote the Biotech Industry

09:10-09:30	How to Invest Innovative Companies under Current Financial Crisis ZHAO Bingxian , Chairman of the Board, China Capital Investment Group Co., Ltd(Pending)
09:30-10:30	Panel Discussion Panlists: ZHU Weiren , Partner, Acorn Fund(Pending) Joel S. MARCUS , CEO of Alexandria Real Estate Equities, Inc ...
10:30-10:40	Tea Break

Section II: Industry Leading Fund-- Roll Booster for Biotech Industry

10:40-11:00	How Does Industry Leading Fund Work to Help Biotech Companies Grow LIU Jianjun , Deputy Chief, Finance Section, Department of Fiscal and Financial Affairs, National Development and Reform Commission(Pending)
11:00-12:00	Panel Discussion Panelists: SHEN Jun , General Manger, Beijing Junweicheng Credit Ratings Co., Ltd ...
12:00-13:30	Lunch

Section III: "From Science Dream to Innovative Future"-SEED Contest

Moderators:	
13:30-13:45	Build an Bridge between Research and Application—Introduction to SEED Contest Contest Organization Committee
13:45-14:05	From Research to Market Roche or McKinsey & Company
14:05-14:25	What are Venture Capitals Really in Need for? Top Venture Capital
14:25-14:45	Live Experience in Biotech Industry Superb Entrepreneur
14:45-15:45	Panel Discussion- Entrepreneur Spirit and Requirements for Financing and Investment
15:45-15:55	Tea Break

Section IV: Listing on China Growth Enterprise Market-Financing Opportunity for Biotech Companies

Moderators	
15:55-16:15	The Opportunities and Challenges for Biotech Companies to List on China Growth Enterprise Market Head for pharmaceutical section, Shenzhen Stock Exchange

16:15-17:15	Panel Discussion Panelists: ZHANG Shiyuan , General Manager, Southwest Securities Research and Development Center GUO Xia, CEO, Venturepharm Group ...
18:00 or 18:30	Reception (for SEED Contest)

Forum on the trend and opportunities in global generic drugs**Venue: No.9 Conference Hall of Empark Grand Hotel, Beijing****Tenet:**

According to data, the global sales column of generic drugs amounted to \$ 78 billion in 2008. Basically, the huge market now is in a status of monopolistic competition, which means the high-end markets in Europe, USA, and Japan is mainly under the monopoly of leading generic drug enterprises of these countries. The left share of the markets is occupied by Indian companies. Then how can Chinese enterprises of generic drugs open a market of its own? This forum will center on this topic and explore new ideas for the internationalization of Chinese enterprises of generic drugs.

Topic 1 Review of the Development of Global Generic Drug Market

Topic 2 Status-Quo and Future of Chinese Generic Drug Market

Topic 3 Opportunities and Challenges in the Global Generic Drug Market under Financial Crisis

Topic 4 How to Raise the R&D Capacity of Generic Drug Enterprises

Topic 5 Sharing Successful Experience in Pharmaceutical Preparation Export

Topic 6 Opportunities in Biological Generic Drugs

Topic 7 Opportunities in International OEM

Speakers confirmed:

School of Pharmacy, USC

Beijing Second Pharmaceutical Co., Ltd

IMS

Thomson Reuters Corp

Hisun Pharmaceutical

CALL FOR PAPERS FOR BIOPHARMACEUTICAL TECHNOLOGY TRANSFER TRAINING WORKSHOP

Contents:

Call for brief introductions of new technologies and inventions in biopharmaceutical field, including candidate drugs, and pharmaceutical products in the process of pre-clinic and clinic tests. We hope that organizations or individuals who would like to seek cooperation or technology transfer can submit the introductions to their research results to the organizing committee. The organizing committee will compile them into a book and hand out to participant guests for promotion. Meanwhile, the organizing committee will provide spaces for poster promotion free of charge.

This forum will invite experts to give on-the-spot comments. For those who want to receive comments, please indicate your willingness to participate in this part in your article. We will several select excellent ones to be included in this part. Since the quotas are limited, please act as soon as possible.

Requirements:

1. Every representative can bring one technology or product to display (key special project can be two). They must submit a WORD electronic document of their own technology introductions (both in Chinese and English)

2. Contents of technology introduction should include the following items in correct order: Title, inventor organization, challenge, technology, development status, commercial opportunity, patent situation, further reading, contact person, phone number and email. Chinese titles must be fourth number, full body, and bold. For other parts: fifth number, Song typeface, bold for subtitles, single space, 3cm margins. English titles must be 14, Arial, bold. For other parts: 12, Times New Roman, and the same as Chinese version. Each technology introduction must be

limited within 800 words, and it is allowed to attach appendixes.

3. Technology introductions should be written in scientific and standard languages and terminologies and expressed in a precise, concise, and fluent manner. Infringement to others' copyrights is not allowed. The author should be responsible for any liability incurring from his/her introduction.

4. All articles will be reviewed by the academic committee, which will select qualified ones to be compiled into the forum's paper collection and handed out to participating representatives of multinational pharma enterprises and top 300 domestic pharma companies.

5. Deadline: Sept 30th, 2009

6. **Both enterprises and individuals are welcome to sponsor this technology transfer training activity.**

Contact: LIU Hui

Tel: +86 010 62896868-815

Email: liuhui@newlife.org.cn

Registration Fee

Registration Type	Before Oct 10 th	After Oct. 11 th
Full Conference	USD 1,000.00 (RMB 7,000.00)	USD 1,500.00 (RMB 10,000.00)
Plenary Session plus One-day Session(For attendees from Industrial area)	USD 300.00 (RMB 2,000.00)	USD 450.00 (RMB 3,000.00)
Biopharmaceutical Technology Transfer Workshop (For attendees from universities, academic and R&D companies)	USD 200.00 (RMB 1,500.00)	USD 300.00 (RMB 2,000.00)

Notes:

- Full Conference registration will include:
 - Plenary Session • roundtable (only one per day) • banquet reception on Nov. 5th • all the documents (program booklet, proceeding)
- Please register through HIF website: www.hif.com.cn

Bank information:

Path1

Intermediary Bank' Name: DEUTSCHE BANK AG,FRANKFURT AM MAIN DE

Swift code: DEUTDEFF

Account with Bank's Name: BANK OF BEIJING, BEIJING CN

Swift code: BJCNCNBJ

Beneficiary: Beijing Pharma and Biotech Center

A/C No. 01090879400120112003848

Path2

Intermediary Bank' Name: ING BELGIUM NV/SA,BRUSSELS BE

Swift code: BBRUBEBB

Account with Bank's Name: BANK OF BEIJING, BEIJING CN

Swift code: BJCNCNBJ

Beneficiary: Beijing Pharma and Biotech Center

A/C No. 01090879400120112003848

Path3

Intermediary Bank' Name: DRESNER BANK AG,FRANKFURT AM MAIN DE

Swift code: DRESDEFF

Account with Bank's Name: BANK OF BEIJING, BEIJING CN

Swift code:BJCNCNBJ

Beneficiary: Beijing Pharma and Biotech Center

A/C No. 01090879400120112003848



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Add: Beijing Pharma and Biotech Center (BPBC)

Institute of Medicinal Plant Development, CAMS and PUMC

151 Ma Lian Wa North Road, Haidian District, Beijing, 100094, P.R.China

Beijing International Healthcare Industry Forum 2009

Registration Form

Please fill out the reply form, and fax or email it back to the HIF organizing committee.
(Fax: 01062899978 email: libeibei@newlife.org.cn)

Name		Specialized field	
Organization		Title	
Contact person & Tel		Fax	
Email		Zip code	
Mail address:			
Please choose activities that you want to attend	Program		√ for participation
	Nov 5, 2009		
	Opening Ceremony and Plenary Session Nov 5, 2009 (Thursday)14:00-18: 00		
	The 30th Anniversary Celebration of Beijing Pharmaceutical Group and the Banquet Reception for HIF Nov 5, 2009 (Thursday)18:30-20:00		
	Nov 6, 2009		
	Global Pharmaceutical Policy Focus and Bidding Management Forum Nov 6, 2009 (Friday)09:00-11:30		
	ABO Global Partnership Meeting 2009 Nov 6, 2009 (Friday)09:00-17:30		
	Theme summit: Promoting Cluster Development, Tackling the Global Financial Crisis Nov 6, 2009 (Friday)13:30-17:30		
	Biopharmaceutical Technology Transfer Training Workshop — “China’s Next Top Pharmaceutical Products” Nov 6, 2009 (Friday)09:00-17:30		
	Chinese Growing Medical Enterprises’ Development Forum		



	Nov 6, 2009 (Friday)09:00-17:30	
	Nov 7, 2009	
	Biopharmaceutical Technology Transfer Training Workshop – “ China’s Next Top Pharmaceutical Products” Nov 7, 2009 (Saturday)09:00-17:30	
	BioCapital China Summit Nov 7, 2009 (Saturday)09:00-17:30	
	Global Generic Drug Trend and Opportunities Forum Nov 7, 2009 (Saturday)09:00-17:30	
	Nov 8, 2009	
	Tour (Choose ONLY one route from the following) 09:00-18:00	
	Route I Changping Science Park	
	Route II: Daxing Bio-medicine Industry Park, Zhonguancun Science Park	
	Route III: Tiantan Hospital under Capital Medical University	
	Route IV: Affiliate of Beijing Pharmaceutical Group Co., Ltd	