

**February Program**  
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**TOPIC:**                    **The Current and Future State of the Industry in Asia:  
Do All Roads Lead to China?**

**SPEAKER:**            **Raymond Hill, Vice President, Management Consulting, IMS Health**

With the world's biggest population, China's enormous market has been targeted by global pharmaceutical companies, and medicines from foreign countries and joint ventures occupy more and more of the Chinese market. Although China has the most quickly expanding and developing economy in the world today, the pharmaceutical industry is looking at issues such as conformity to global standards, regulatory environment, future potential for in-market sales, and protection of intellectual property as the criteria for future investment.

At this program, Raymond Hill, a leading expert on Asia, will discuss the state of the industry in Asia with a special spotlight on the future of the Chinese market, including the following:

- Overview on the industry in Asia, focusing especially on the Japanese industry
- The opportunity and challenges in China's pharmaceutical market
- The role of multinational (and Japanese) pharma companies in China: Various types of strategies and business models in China – success factors and the reasons

As the head of IMS Health's Asia Pacific Japan consulting business, Mr. Hill leads a team of 70 consultants and acts as executive sponsor of IMS's R&D initiatives. As a senior executive with almost 20 years of experience in the life sciences industry, Mr. Hill has focused on addressing business development, strategy, operations, and technology issues for the pharmaceutical, chemical, and environmental services industries.