

TUESDAY, NOVEMBER 15, 2011

TOPIC: China: The New Land of Opportunity for Biopharma Companies?

SPEAKERS: **Marc Benoff**, V.P. and Practice Leader, Pricing and Market Access, IMS Health
Shuji Morimoto, President & CEO, Morimoto-Pharma Co., Ltd.
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The pharmaceutical and life sciences landscape is changing fast in China. There are close to 1,000 bio-related companies in China, and half were established in the last five years or so. Citi expects China's pharmaceutical market to grow from its current level of \$40 billion to \$100 billion by 2015 and to \$200 billion by 2020, which will make it the second largest in the world, passing Japan along the way.

This panel of experts (please see their short bios on the following page) will discuss the current healthcare and biopharma market conditions, opportunities and challenges, and will cover crucial aspects of biopharma in China, including:

- An overview of the China biopharma market
- An update on China healthcare reform and what it means for biopharma companies
- Pricing and market access strategies for China
- A closer look at the investment and funding landscape for biopharma companies in China
- Case study of the launch of a biopharma business in China and the business environment for Chinese and non-Chinese entrepreneurs