



BEIJING INTERNATIONAL HEALTHCARE INDUSTRY FORUM 2009

Tackling the Financial Crisis Sharing Opportunities and Innovative Development



Keynote Speeches

Panel Discussions



Co-Events and Receptions

Networking



Hosts

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 5th-7th, 2009



INVITATION

Dear Sir/Madame:

The Beijing International Healthcare Industry Forum (HIF) 2009 will be held during Nov. 5th-7th at Empark Grand Hote, 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,

The Organizing Committee of HIF 2009

Preliminary Agenda

Plenary Session

Nov. 5th, 2009 (Thursday)

This plenary session is open up to 500 participants, including 4-5 keynote speeches regarding the most important industry issues and new trends in the biopharmaceutical industry, given by world famous industrial leaders.

Theme Summit

“Promoting Cluster Development, Tackling the Global Financial Crisis”

November 6th, 2009 (Friday)

The current bio-pharmaceutical industry is facing a new era of restructuring world-wide, which brings not only challenges, but also opportunities for enterprises to be more strengthened in their competitiveness. During this day, discussions will help shape answers for how Chinese enterprises can address some of these challenges, and how multinational companies are adjusting their strategies and positioning themselves to succeed in the next decade.

This summit will bring together policy makers and key leaders from the affected industry to discuss the hot topic, and provide a perspective on the upcoming trends of the industry in order to look for an effective way to achieve win-win cooperation's.

Roundtable I - ABO Global Partnership Meeting 2009

“Implementing International Standards, Integration into the World of Innovation”

November 6th, 2009 (Friday)

As a key event of the R&D service industry, this roundtable will be held in forms of keynote speeches, symposiums and one-on-one talks, 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 CRO's and CMO's.

Roundtable II

“National Pharmaceutical Policy Focus and Bidding Management Summit”

November 6th, 2009 (Friday)

This session will invite policy makers, administrators and entrepreneurs in the biopharmaceutical industry to analyze the new policies in China, the policy focuses and key points, and the possible influences, and therefore to provide suggestions for enterprises to prepare and adjust accordingly.

Roundtable III - Biopharmaceutical Technology Transfer Workshop

“Discover Top Pharmaceutical Products in China”

November 6th-7th (Friday-Saturday)

By establishing this format of educational training for scientists on the one hand and giving them a huge platform for presenting their top potential breakthroughs on the other, the HIF is extending the forum in a unique way.

By attending this 2-day event, which is specially designed for scientists and researchers, you will be professionally trained on how to promote your newest technologies and how to bring them to a successful market place. Afterwards, you will have the opportunity to present your novel drugs to a broader audience of key decision makers from the biotechnology and pharmaceutical industry. The workshop will invite specialists in technology transfer area, featured with case study, presentation, discussion, poster hall, and a handout from the best novel developments in China.

Roundtable IV

“BioCapital China Summit”

November 7th, 2009 (Saturday)

This one-day Summit, co-held with ChinaBio, will explore the state of China’s rapidly growing biotech industry and the financial drivers that will determine its success.

Speakers from around the world will present insights and analysis into the current state of the industry, the factors critical to its success, and it’s rapidly evolving future. Website: www.biocapital2008.com

Roundtable V

“Global Generic Drug Trend and Opportunities”

November 7th, 2009 (Saturday)

This roundtable will discuss the following topics, the review of global generic drug market development, the current status and future of Chinese generic drug market, the opportunities and challenges for global generic drug market under the financial crisis, how to improve the R&D capability of generic drug companies, experience sharing on formulation exports, opportunities for biosimilars, opportunities for global OEMs(Original Equipment Manufacturer).