

VIEW FULL AGENDA INSIDE!

Presented by  Lychee Group



Your Gateway to Conducting Clinical Trials in China

WHY YOU SHOULD ATTEND

- Featuring Over 50 Speakers from Over 35 Leading Companies
- Network With Hundreds of Global Clinical Development Experts
- Determine If Conducting Trials in China is Right for Your Company
- Discover What's Possible Today for Early Phase Trials in China
- In-Depth Coverage on Oncology, Neuroscience, Vaccine, and Medical Device Trials in China

NOVEMBER 9-11, 2008

Crowne Plaza Century Park Hotel | Shanghai, China

Register today at www.chinatrialsevent.com

welcome to chinatrials 2008

Dear Colleague:

China's clinical development industry has seen tremendous growth the past few years and is now one of the top destinations for global trials. We organized CHINA TRIALS 2008 to bring together the international clinical development industry to discuss China's growing importance in global drug development. With over 50 speakers, it will be the most comprehensive conference on the topic to-date.

If you're an emerging biotech or pharma company interested in conducting trials in China, you will learn exactly how much time and money you can save, how acceptable your China data is for submission to the FDA/EMA, and you will meet all the major ICH & GCP-compliant CROs to help you get started.

If your company is already in China, you will learn how to refine and improve your current clinical operations. You will network with your peers and share best practices that you'll be able to apply to your business immediately. And you will be quickly updated on the latest SFDA regulatory changes and how they impact your trials.

Network with hundreds of your colleagues in Shanghai this November 9-11 as we gather to discuss new ideas and strategies to harness China's newfound clinical development prowess to help bring innovative new medicines to market faster.

See you in Shanghai!

Sincerely,



Jon E. Liang, *Managing Partner*
LYCHEE GROUP

advisoryboard



Ole Molskov Bech, M.D.
Vice President, Clinical & Medical Director
NOVO NORDISK



Zili Li, M.D., MPH
Head of Asia Pacific Regulatory Policy
MERCK & CO.



Bin Peng, M.D., Ph.D.
Director, Clinical Pharmacology
GLAXOSMITHKLINE



James Cai, Ph.D.
Vice President, Healthcare Policy Research
ASTRAZENECA



Mao Mao, M.D., Ph.D.
Director/Project Liaison China
MERCK & CO.



Rong (Rose) Qiu, Ph.D.
Head, Global Clinical Operations, Asia-Pacific
JOHNSON & JOHNSON



Frank Fan, Ph.D.
Medical Director, China/Hong Kong
ABBOTT



Bradley Marchant, M.D.
Executive Director, Head of Clinical Medicine Asia
PFIZER CHINA R&D CENTER



Cezary Statuch, M.D.
Executive Medical Director, Global Medical Affairs
BRISTOL-MYERS SQUIBB



James Garner, M.D.
Vice President, Clinical & Medical Affairs
PROGEN PHARMACEUTICALS



Jay Mei, M.D., Ph.D.
Senior Director, Oncology Development
NOVARTIS



Ling Su, Ph.D.
Vice President, Clinical Research Development Asia Pacific
WYETH



Min Irwin, M.D., Ph.D.
Medical Director of BSP
BAYER HEALTHCARE



Fidela Li Moreno, M.D.
Executive Director, Global Development Operations
AMGEN



Jingsong Wang, M.D.
Director, Discovery Medicine & Clinical Pharmacology
BRISTOL-MYERS SQUIBB



pre-conferenceworkshops

SUNDAY — NOVEMBER 9, 2008

3:00PM-4:00PM

**Workshop Registration & Early
Conference Registration**

4:00PM-7:00PM

3 Concurrent Workshops: Choose 1

7:00PM-8:30PM

**CRO Meet & Greet Welcome
Reception** (See page 13 for details)

WORKSHOP #1

Talent Management of Clinical Trials Staff

- Availability of Qualified Staff
- General Training Strategies for Staff
- Making Site Personnel More Committed to the Trials

- Organizing a Successful Clinical Operations Department to Allow for Job Promotion & Rotation to Reduce Attrition
- Strategies for Retention of Staff

WORKSHOP LEADERS:

Wenchi Lin, *Associate Director, Clinical Operations*
PAREXEL APEX

Frank Fan, M.D., MBA, *Medical Director, China/HK*
ABBOTT

Led By: 

WORKSHOP #2

Essential Elements of Clinical Trials Design & Protocol

- Design & Use of Evaluation & Research Protocols
- Informed Consent & Subjects Characteristics
- The Role of Clinical Statistics
- Medical Device Trial Design
- Clinical Trials Design for Drugs, Vaccines, and Medical Devices

WORKSHOP LEADERS:

Simon Li, M.D., *Vice President, Medical Research*
NEUROMED PHARMACEUTICALS

Diane Wang, M.D., *Director, Clinical Pharmacology*
PFIZER

William W.B. Wang, Ph.D., *Associate Director, Scientific Staff*
MERCK & CO.

WORKSHOP #3

Advantages of Conducting Clinical Trials in China for Emerging Biotech Companies

- History of Quality Clinical Trial Data Generated in China
- My Company's Interest in Doing Trials in China- Now What?
- How Will the FDA & EMEA View Data Generated in China?
- What Types of Full & Niche CRO Services Are Currently Available in China?
- What Biotech Companies Need to Take Advantage of China Clinical Sites

WORKSHOP LEADERS:

Lan Huang, Ph.D., *Chief Executive Officer*
BEYOND ML GROUPS

Ying Tang, M.D., MBA, *Managing Director, Greater China*
PARAMAX INTERNATIONAL

Rae Yuan, Ph.D., *Head, Roche Global Pharma Development Center China*
ROCHE

Cong Ling Zuo, Ph.D., *Vice President, Preclinical Development*
JOINN LABS

Led By: 

programagenda

MONDAY, NOVEMBER 10, 2008

7:00AM - 8:00AM

Registration & Breakfast

8:00AM - 8:10AM

Chairpersons' Opening Remarks

Min Irwin, M.D., Ph.D., *Medical Director of BSP*
BAYER HEALTHCARE

Bradley Marchant, M.D., *Executive Director,*
Head of Clinical Medicine Asia
PFIZER CHINA R&D CENTER

8:10AM - 8:40AM OPENING KEYNOTE ADDRESS #1

From "Made in China" to "Discovered in China"

Perry Nisen, M.D., Ph.D., *Senior Vice President,*
Cancer Research
GLAXOSMITHKLINE

8:40AM - 9:10AM OPENING KEYNOTE ADDRESS #2

Integrating China into Global Clinical Development & Supporting Local China Registration

Jörg Möller, M.D., *Senior Vice President- Head,*
Global Clinical Development
BAYER HEALTHCARE AG

9:10AM - 9:40AM OPENING KEYNOTE ADDRESS #3

The Quality of Clinical Trials in China

Drug development is high-cost/high-risk and publically scrutinized process. Data integrity is the foundation of this process. From a regulatory and clinical perspective, the key issues are to ensure that the results of the clinical trials are truthful, relevant and free from bias. This presentation will provide an overview of major quality problems, their impact on trial outcome and potential 'way out'.

Frank Jiang, M.D., Ph.D., *Vice President, Global*
R&D/Head, China R&D
SANOFI-AVENTIS

9:40AM - 10:30AM

Networking Break & Exhibits

10:30AM - 11:30AM REGULATORY KEYNOTE PANEL

Regulatory Review at the SFDA: Science, Quality, and Speed

- What is hidden behind discussion of CTA review time?
- The SFDA's move to being more "science-based"
- What SFDA and the industry can and should do to enhance the application review process
- China's Role in Global Drug Development — A Regulatory Agency's Perspective

MODERATOR:

Zili Li, M.D., MPH, *Head of Asia Pacific*
Regulatory Policy
MERCK & CO.

PANELISTS:

Weiping Li, M.D., *Head of Regulatory Affairs*
JOHNSON & JOHNSON CHINA

Ling Su, Ph.D., *Vice President, Clinical*
Development- Asia-Pacific
WYETH

Charles Tong, Ph.D., *Senior Principal Scientist-*
Global CMC
PFIZER

Wei Zhang, *Director General, Department of*
Drug Registration
SFDA (INVITED)

11:30AM - 12:30PM PHARMA KEYNOTE PANEL

Global Pharma Development in China

- How is the Clinical Development Industry in China Evolving?
- What can we expect in the next 2-3 years?
- What are the current challenges?
- Comparison of China and India's Clinical Industry

MODERATOR:

Frank Jiang, M.D., Ph.D., *Vice President, Global*
R&D/Head, China R&D
SANOFI-AVENTIS

PANELISTS:

James Cai, Ph.D., *Vice President, Healthcare*
Policy Research
ASTRAZENECA

Cezary Statuch, M.D., *Executive Medical*
Director, Global Medical Affairs
BRISTOL-MYERS SQUIBB

12:30PM - 1:45PM

Expert Luncheon (See page 13 for details)

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1:45PM - 2:10PM

The Role of China for Global Trials

In this session, I will discuss the benefits and risks of conducting global trials in China, from both a local and global perspective; will also share industry trends and discuss likely evolution.

Rachel Lee, *Partner & Managing Director*

BOSTON CONSULTING GROUP

2:10PM - 3:10PM

Strategies for Successful Collaborations With Global Pharma, Biotechs & CROs in China

- The challenges and opportunities for the collaboration of Pharma and CROs in the emerging markets
- From project-based outsourcing to strategic partnership
- The roles of smaller, niche CROs in China
- The competencies of local CROs compared with global CROs

MODERATOR:

Frank Fan, M.D., MBA, *Medical Dir., China/HK*

ABBOTT

PANELISTS:

George Guo Hong, *Senior Clinical Research Manager*

NOVO NORDISK CHINA (INVITED)

QingAn Jiao, M.D., *Clinical Research Unit*

Director, China R&D Center

SANOFI-AVENTIS

Lai-Lee Tan, *Head, Clinical Operations/General Manager- China*

QUINTILES MEDICAL DEVELOPMENT

3:10PM - 3:40PM

Networking Break & Exhibits

3:40PM - 4:40PM

Integrating China Trials into Your Global Registration Strategy

- Early discussion strategies with headquarters
- Regulatory plans for future registration

- The advantages of China to contribute to global development
- Operational challenges
- Unique Strategies for Involving China in Global Trials

MODERATOR:

Min Irwin, M.D., Ph.D., *Medical Director of BSP*

BAYER HEALTHCARE

PANELISTS:

James He, Ph.D., *Head of Development Operations*

AMGEN ASIA

Wenchi Lin, *Associate Director, Clinical Operations*

PAREXEL APEX

Bradley Marchant, M.D., *Executive Director,*

Head of Clinical Medicine, Asia

PFIZER CHINA R&D CENTER

Wu Yan, M.D., *Medical & Clinical Development Director*

BIOGEN IDEC CHINA

4:40PM - 5:05PM

Neuroscience Clinical Trials in China

Clinical trials in Neuroscience can be different from other therapeutic areas because of the types of endpoint data collected from cognitive, functional and global assessment instruments. However, these assessments are impacted by language and culture differences. Therefore, these instruments must be translated and validated before they can be used in China. This presentation will present an approach to addressing this challenge.

Juan Qiao, M.D., Ph.D., *Director, Neuroscience*

Worldwide Development

PFIZER CHINA R&D CENTER

5:05PM-5:30PM

Oncology Development in China

Martin Lachs, B.Sc., Ph.D., PMP, *Senior Director, Project Management - Global Oncology*

QUINTILES

6:00PM - 7:30PM

Speakers' Dinner (See page 13 for details)

SPONSORED BY:



programagenda

TUESDAY, NOVEMBER 11, 2008

TRACK A: FOR EMERGING BIOTECH AND COMPANIES NEW TO CHINA

7:00AM - 8:00AM

Breakfast, Networking & Exhibits

8:00AM - 8:10AM

Chairperson's Opening Remarks

Jay Mei, M.D., Ph.D., *Senior Director, Oncology Development*
NOVARTIS

8:10AM - 8:35AM

Acceptability of Foreign Data/ Pharmacokinetic Studies in China: Differences Between West & East

The ICH E5 guideline describes factors that could lead to different responses in different ethnic groups, including differences in pharmacokinetics (PK) and pharmacodynamics (PD). The satisfactory foreign clinical data can be used to support approval in a new region if there is an additional bridging study. A bridging study will often provide a comparison of dose-response relationships between the 2 regions. Therefore, a bridging strategy in the new drug application between China and Western countries will be critical. The bridging strategy will be summarized and discussed.

Bin Peng, M.D., Ph.D., *Director, Clinical Pharmacology*
GLAXOSMITHKLINE

8:35AM - 9:00AM

EU Clinical Trial Directive - A Step Towards Globalization

- Impact of European Clinical Trial Directive on Harmonization of clinical research in Europe and its impact on global development
- EU's Clinical Trials Directive and its implementation into national laws
- Develop a harmonized approach to the approval and conduct of clinical trials across Europe, provisions and definitions, for instance, of investigational medicinal products
- Emerging markets such as China, Russia,

and India

- The scope of clinical research, harmonization with EU and US studies and legislative balance and the new targets

Adnan Mahmood, M.D., *Senior Regulatory & Clinical Consultant*
BIOGEN IDEC

9:00AM - 10:00AM

How to Develop the Right China Clinical Strategy For Your Company

Since China is attractive both for development and marketing purposes, the first question one should ask when starting their venture in China would be where to start. Marketing? R&D? Or regulatory? Every company has different needs and thus their best China strategy varies. This panel will talk about the best practices and decision making involved with formulating the most effective China strategy. Through analysis of some case studies, the audience will also have the opportunity to go through the pathways leading to successes in China as compared to valuable lessons learned.

MODERATOR:

Joanne Jiang, Ph.D., *Vice President, Business Development*
FOUNTAIN MEDICAL DEVELOPMENT

PANELISTS:

James Garner, M.D., *Vice President, Clinical Development & Medical Affairs*
PROGEN PHARMACEUTICALS

Yimin Mao, *Associate Professor, Dept. of Gastroenterology*
REN JI HOSPITAL

Howard Yuwen, Ph.D., *Senior Director, Regulatory Affairs*
SHIRE HUMAN GENETIC THERAPIES

10:00AM - 10:30AM

Networking Break & Exhibits

10:30AM - 10:55AM

Experiences from a Chinese Innovative Discovery and Development Company: Bringing New Chemical Entity into Clinic Using Local Resources

This presentation will discuss our experience, as a Chinese small molecular innovative drug discovery and development company, of successfully bringing two New Chemical Entities from lead to clinic currently at different stages. Our experience may assist your decision on how China fits as a part of global R&D activity to accelerate discovery and development of innovative treatments. The strategy to fully utilize our existing skills and capacities in China as a part of a worldwide R&D effort through license, joint-research, or as a fully-owned subsidiary could be an important factor in shortening development process and doing it more cost effectively. This enables us to innovate and remain competitive.

Xian-Ping Lu, Ph.D., *Chief Scientific Officer*
SHENZHEN CHIPSCREEN BIOSCIENCES

10:55AM - 11:20AM

Partnering With A Local Company By Licensing or Co-Development Models in China

Allan (Riting) Liu, M.D., Ph.D., MBA, *Director, Business Development of the Group*
SHANGHAI FOSUN PHARMACEUTICAL GROUP

11:20AM - 12:00PM

Biologics Development in China

- Data compatibility for multinational trials
- What are the SFDA's major concerns vs. biotech/pharma's concerns?
- How can drug companies work with the SFDA to reduce the review timeline for biologics?
- How to regulate biosimilar products in China (patents, pricing, and manufacturing)?
- How can we effectively deal with biomarker samples, testing, and exportation?

MODERATOR:

James He, M.D., *Head of Development Operations*
AMGEN ASIA

PANELISTS:

Maria Song, M.D., Ph.D., *President*
VPS CRO

Diane Wang, M.D., *Director, Clinical Pharmacology*
PFIZER

Joanna Zhang, M.D., *Medical Director, Medical Affairs & Clinical Operations*
GLAXOSMITHKLINE

12:25PM - 1:25PM

Lunch

TRACK B: FOR COMPANIES ALREADY IN CHINA

7:00AM - 8:00AM

Breakfast, Networking & Exhibits

8:00AM - 8:10AM

Chairperson's Opening Remarks

Min Irwin, M.D., Ph.D., *Medical Director of BSP*
BAYER HEALTHCARE

8:10AM - 9:35AM

Enhanced Clinical Trial Design & Modeling

- The use of modeling and simulation in a quantitative design approach to reduce the cost of clinical trials and increase the likelihood of success

- Proof beyond the reasonable doubts
- Maximizing the likelihood of success (power) while minimizing consumer risks
- Global vs. local trials: statistical considerations
- Key elements of clinical trial design for NDA approval
- Medical consideration of sample size determination
- Development of inclusion and exclusion criteria

programagenda

PANELISTS:

Oliver Kong, M.D., *Senior Director, Clinical Development*
CELGENE

Simon Li, M.D., *Vice President, Medical Research*
NEUROMED PHARMACEUTICALS

Bradley Marchant, M.D., *Executive Director, Head of Clinical Medicine, Asia*
PFIZER CHINA R&D CENTER

William W.B. Wang, Ph.D., *Associate Director, Scientific Staff*
MERCK & CO.

9:35AM - 10:00AM

Patient Recruitment and Retention in Global and China Clinical Trials

- Comparison of China and global sites environments
- Patient recruitment / retention strategies overview
- Are different strategies needed for China when participating in a global project?
- Global view in local strategies
- Select right strategies for maximizing recruitment / retention rate

Wenchi Lin, *Associate Director, Clinical Operations*
PAREXEL APEX

10:00AM - 10:30AM

Networking Break & Exhibits

10:30AM - 11:30AM

Safety Assessment for Conducting Trials in China

- Current status and challenges for effectively collecting safety data in China
- A look at how the US & EU handle safety as a model for China
- Establishing a safety infrastructure in China to support global safety requirements
- Safety issues with regards to Investigational New Drugs (INDs)
- How to integrate Data Safety Monitor Board (DSMB) in China

MODERATOR:

Dan Zhang, M.D., *Chief Executive Officer*
FOUNTAIN MEDICAL DEVELOPMENT

PANELISTS:

Frank Jiang, M.D., Ph.D., *Vice President, Global R&D/Head, China R&D*
SANOFI-AVENTIS

Zili Li, M.D., MPH, *Head of Asia Pacific Regulatory Policy*
MERCK & CO.

Wu Yan, M.D., *Medical & Clinical Development Director*
BIOGEN IDEC CHINA

SFDA REPRESENTATIVE (INVITED)

11:30AM - 11:55AM

Choosing the Best Investigators in China

Ying Tang, M.D., MBA, *Managing Director, Greater China*
PARAMAX INTERNATIONAL

11:55AM - 12:25PM

Conducting Global Post-Marketing Surveillance Studies in China – Opportunity and Practical Issues

- Reviewing the increased requirements for post-approval trials (HR3580) in a post-Vioxx world
- Gaining in-depth understanding why pharma is turning to China - an issue of cost, access to patients, marketing benefits, and tax benefits
- Improving patient compliance and sites' performance - lessons learned in conducting large scale trials in China
- Thoughts from 3 Medical Directors plus Excel on running large-scale global post-marketing trials

Mark Engel, *President & Chairman*
EXCEL PHARMASTUDIES

12:25PM - 1:25PM

Lunch

GENERAL SESSIONS: EARLY PHASE & EXPLORATORY DEVELOPMENT IN CHINA

SESSION CHAIR:

Jian Zhao, M.D., *Head of Governance Affairs*
NOVARTIS CHINA

1:25PM - 2:25PM

Biomarker Discovery & Development & Translational Medicine in China

- What is currently available and what are the challenges in China for biomarker discovery/development and translational medicine collaboration?
- Advantages in Linking Translational Medicine Collaborations with Clinical Trials
- Local Providers vs International CROs for Biomarker Analysis
- Patient Sample Collection and Exportation Challenges

MODERATOR:

Jingsong Wang, M.D., *Director, Discovery Medicine & Clinical Pharmacology*
BRISTOL-MYERS SQUIBB

PANELISTS:

Jason (Gang) Jin, M.D., Ph.D., *Executive Vice President, Global Business*
SHANGHAI BIOCHIP CO.

Michael Shi, M.D., Ph.D., *Director, Biomarker Project Leader*
NOVARTIS

Jean-Pierre Wery, Ph.D., *Executive Vice President of Translational Medicine*
CROWN BIOSCIENCE

2:25PM - 2:50PM

Early-Stage Studies in China: What is Possible Today?

Qi Yin, M.D., *Regional Manager, Exploratory Development*

CHINA NOVARTIS INSTITUTES FOR BIOMEDICAL RESEARCH

2:50PM - 3:15PM

Early-Stage Studies in China: From the Investigator Perspective

Haiyan Li, M.D., *Director of Drug Clinical Trial Center*

PEKING UNIVERSITY THIRD HOSPITAL

3:15PM - 3:40PM

Networking Break

3:40PM-4:05PM

Medical Device Trials in China

- An update and overview of the field
- SFDA requirements for medical device trials

Dalvin Ni, *Vice President, Operations*
FOUNTAIN MEDICAL DEVELOPMENT

4:05PM - 4:30PM

Conducting Vaccine Trials in China

- Why China is the most sought place for vaccine trials
- Overview of SFDA regulation on vaccine clinical development
- How to choose the right partner or CRO for specific vaccine trials

Maria Song, M.D., Ph.D., *President*
VPS CRO

4:30PM - 4:55PM

Putting it All in Perspective: Balancing the Healthcare Books

- Brief overview of the historical development of healthcare in China 1949 - today
- Drivers for increasing healthcare costs - system, demographics, disease patterns
- Drivers for decreasing healthcare costs - government initiatives, increased payer contribution, reduced provider profit
- Likely future scenarios - market dynamics, health insurance, infrastructure, industry growth

Robert W. Pollard, *Director, Healthcare China*
SYNOVATE

4:55PM - 5:00PM

Closing Remarks

5:00PM

Conference Concludes



sponsors&exhibitors



Bayer HealthCare
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Bayer Schering Pharma is a division of Bayer

HealthCare, and is the biggest division in China with 2000 employees. Bayer Schering Pharma has run its business in more than 70 key cities across China, developing, producing and selling high-tech patent drugs in different fields, including cardiovascular disease, infection, endocrinology, urinary system, oncology, gynecology and diagnostic imaging.



Excel PharmaStudies is a full service provider of clinical research, registration, biometrics, and training and consultation services.

Founded in Beijing in 1999, Excel has grown quickly to become the leading CRO in China. Working with more than 120 of the industry's top global companies, Excel has conducted over 160 clinical trials (phase I-IV) and obtained over 200 regulatory approvals. Additionally, Excel's 13 offices, located strategically throughout China, allow access to a broad range of subjects. Through this far-reaching network, Excel has managed sites in over 40 cities, worked with over 150 hospitals, and enrolled over 150,000 subjects.



方恩医药发展有限公司
FOUNTAIN MEDICAL DEVELOPMENT LTD.

Fountain Medical Development is a contract research

organization (CRO) offering a full range of ICH GCP compliant

clinical research services for multinational clients conducting clinical research in China. We fill the void of a service provider that balances high quality with moderate cost. Our extensive global experience in multiple therapeutic areas is unmatched by other local CRO's, and our lower operational cost allows us to pass significant savings on to our clients.



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(www.mdsol.com) is a leading provider of clinical

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Oracle is a leading strategic software solutions provider to the health sciences industry. Oracle

Health Sciences helps pharmaceutical, biotechnology, medical device, and healthcare organizations become the most successful in the world by offering the most

innovative products and services that deliver the most compelling customer and shareholder value. Addressing industry requirements, Oracle provides comprehensive solutions including clinical trial management and analysis, electronic data capture, adverse event reporting and pharmacovigilance, and healthcare interoperability. Oracle partners with health sciences industry leaders - including 20 of the top 20 life sciences companies and 10 of the top 12 Fortune Global 500 healthcare organizations - to prevent and cure disease and enhance quality of life.



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PAREXEL International Corporation is a leading global bio/pharmaceutical services organization,

providing a broad range of knowledge-based contract research, medical communications and consulting services to the worldwide pharmaceutical, biotechnology and medical device industries. Committed to providing solutions that expedite time-to-market and peak-market penetration, PAREXEL has developed significant expertise across the development and commercialization continuum, from drug development and regulatory consulting to clinical pharmacology, clinical trials management, medical education and reimbursement. Perceptive Informatics, Inc., a subsidiary of PAREXEL, provides advanced technology solutions, including medical imaging, to facilitate the clinical development process. Headquartered near Boston, Massachusetts, PAREXEL operates in 63 locations throughout 52 countries around the world, and has more than 8,050 employees. For more information about PAREXEL International visit www.PAREXEL.com



Pfizer has been operating in China since the early 1980's committed to improving the health of the Chinese people and contributing to China's overall prosperity. Pfizer has built on

this legacy by introducing innovative, relevant medicines and investing in doctor and patient educational programs. Furthermore, Pfizer contributes to China's scientific and medical development by including China in our global R&D projects. In recognition of the highly-skilled and talented scientists in China, Pfizer established its China Research and Development Center in

Shanghai in 2005. The center is staffed with more than 200 Pfizer colleagues supporting various aspects of Pfizer's global R&D efforts.



Quintiles is the global leader in pharmaceutical services, improving healthcare worldwide by providing innovative, quality professional expertise, market intelligence and partnering solutions to meet the dynamic needs of the pharmaceutical, biotechnology and healthcare industries. Quintiles Asia Pacific has clinical development offices in 13 countries. Since 1993, the Quintiles clinical team in Asia Pacific has completed over 600 clinical trials involving about 3,500 sites and more than 80,000 patients. It offers the full spectrum of clinical development services, including clinical research, laboratory services, regulatory affairs and consulting to pharmaceutical and biotechnology firms. In short, Quintiles has the resources and the right approach to deliver excellent results for small and large projects every step of the way, in Asia and virtually anywhere in the world, bringing true value to clinical development investments.



supporting organizations



The Association of Clinical Research Organizations (ACRO)

is the professional organization of companies whose focus is clinical research. The association provides an active voice for the clinical research organization (CRO) industry, which provides specialized services that are integral to the development of drugs, biologics and medical devices. ACRO helps its members improve the quality, efficiency and safety of biomedical research. For more information, please visit www.acrohealth.org



ChinaBio® Accelerator is a non-profit organization created to accelerate the globalization of China's biotechnology industry

by providing funding, mentoring and connecting early stage China life science companies to investors and partners in the U.S. If you are an early stage China biotech seeking funding or U.S. partnerships, or a U.S.-based organization looking to establish partnerships or operations in China, please contact us to find out how we can help. www.ChinaBioLLC.com



Headquartered in Maryland, the Chinese Biopharmaceutical Association – USA (CBA) is one of the largest Chinese American professional associations in the US. Founded in 1995,



ZUELLIG PHARMA
CHINA

Zuellig Pharma is a leading logistics and distribution provider of multinational pharmaceuticals in Asia for over 60 years. Since established in 1993, Zuellig Pharma China has been able to build a formidable reputation for the highest standards in modern pharmaceutical logistics & distribution services. We offer an unparalleled range of clinical trial logistics services, full transparency on supply chain visibility that cover the entire project life of study protocol through an extensive distribution network operations in China and innovative information platform.



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CBA is an independent, non-political, not-for-profit professional organization led by its volunteer-based board of directors and executive management team. CBA's mission is to promote career advancement of and collaborations among Chinese American biopharmaceutical professionals, and to promote technology transfer and business collaboration among different countries and regions, especially between the United States and China. On May 28-30, 2008, CBA co-hosted its 13th Annual Conference with Shanghai Bio-Forum in Shanghai. Participated in by nearly 1000 attendees from all over the world, the conference was a huge success. For more information, please visit www.cba-usa.org.

Founded in 1993, the **Sino-American Pharmaceutical Professionals Association (SAPA)** grew rapidly and has become one of the most active and well-recognized Chinese-heritage enduring professional organizations in the United States. SAPA is an independent, nonprofit and professional organization with over 4,000 members. Its headquarters is based in the tri-state area (NY-NJ-CT) with three regional chapters in New England, Greater Philadelphia and California, and one club in Shanghai, China. For more info, please go to SAPA website www.sapaweb.org



registration & general info

REGISTRATION & PRICING

- Conference Only \$1,495 (\$1,695 after Oct. 3)
- Conference + Workshop \$1,595 (\$1,895 after October 3)
- Academic, Government, and Hospital \$895 (\$995 after October 3) Workshop included

Registration includes breakfasts, lunches, refreshments, receptions, off-site visits, and the conference documentation. It does not include hotel accommodations or travel costs for the event.

To register online, please visit www.chinatrialsevent.com.

If you would like to pay by check, please make check payable to **Lychee Group, LLC** and mail payment to: Lychee Group, LLC
5 Crest Fruit Court
Manalapan, NJ 07726
USA

To inquire about group discounts for 3 or more people, please contact **Jon E. Liong** at jon.liong@lycheegroup.com.

HOTEL INFORMATION

Crowne Plaza Century Park Shanghai
1433 Minsheng Road
Pudong, Shanghai 200135, P.R. CHINA
Phone: +86-21-51908888

TRAVEL VISA REQUIREMENT

If you are not a Chinese Citizen, YOU WILL NEED A VISA TO ENTER CHINA. All registrants are responsible for obtaining the appropriate visa from their local Chinese consular authorities required to enter China.

BOOK YOUR HOTEL

All conference delegates are required to book their own accommodations directly with the hotel. We have reserved a special limited room block at a discounted rate. Reserve your room by October 9, 2008 to take advantage of this special rate and be sure to mention that you are with China Trials 2008 when booking your room.

Space is limited and expected to go fast so book early to ensure availability. All hotel room cancellations must be handled directly with the hotel at least 48 hours prior to check-in. To reserve your room, please contact the hotel's reservation supervisor, Ms. Rebecca Liu by phone at 86-21-5190-8888 ext. 8894 or by email at reservations@crowneplazacenturypark.com.

CANCELLATION POLICY


All cancellations are subject to a \$250 processing fee. In order to receive a prompt refund, please fax or email your notice to cancel to us by October 15, 2008. Refunds will not be issued after this date. Your registration may be transferred to another member of your organization or you may use the credit towards a future Lychee Group event. If you would like to send a replacement, please let us know as soon as possible so we can update the registration information in our system to ensure a smooth check-in on-site.

In the event that the conference is cancelled, your registration fee will be fully refunded. Lychee Group, LLC assumes no liability for non-refundable transportation costs, hotel accommodations or additional costs incurred by registrants if the conference is cancelled.

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MEET THE WORLD

Network with hundreds of your peers from all areas of the clinical development industry from the US, Europe, Asia-Pacific, and China.

DESTINATION: CHINA

China Trials 2008 is the only China clinical development conference taking place in China. With pre-arranged off-site visits to hospitals and CROs, we help you make the most of your trip to China.

DESIGNED FOR EMERGING BIOTECH

How much time and money can you save by doing trials in China? How much data generated from your China trials can you submit to the FDA and EMEA? Can I do early-stage trials in China? All these questions and more will be answered.

THE BEST AGENDA

With over 50 speakers from over 35 of the world's leading pharmaceutical and biotech companies, we've assembled the largest and most influential gathering of China clinical experts ever.

CHOOSE THE RIGHT CRO

Meet all the leading GCP & ICH-compliant CROs in China & Asia-Pacific and learn how to select the right partner for your unique development needs.

INFORMED DECISION

If you're considering China as a destination for clinical trials, you will take away all the information you need to decide if China is right for your company. And if it is, you'll have met all the contacts you need to get started immediately.

SPECIAL EVENTS

WELCOME RECEPTION- SUNDAY, NOVEMBER 9 — 7:00pm-8:30pm

Meet your fellow attendees, speakers, and sponsors over served drinks and food! Taking place immediately after the pre-conference workshops, this special reception will allow you to setup meetings and visits with prospective partners for the coming week.

EXPERT LUNCHEON- MONDAY, NOVEMBER 10 — 12:30pm-1:45pm

Join a table discussion led by speakers and other experts in global clinical development. Each table at lunch will have a specific theme for discussion, covering all aspects of clinical development. The expert lunch will give you the opportunity to more personally interact with our speakers and experts and extends the learning beyond the conference room sessions.

SPEAKERS' DINNER- MONDAY, NOVEMBER 10 — 6:00pm-7:30pm

In this closed-door session, speakers and advisory board members are invited to partake in an informal roundtable discussion over served dinner and drinks. Some of the biggest names in China clinical development will be in attendance. The informal setup will allow our speakers to exchange best practices and chart the course for clinical development advancement in China.

OFF-SITE VISIT TO LOCAL HOSPITAL — MONDAY, NOVEMBER 10

You've come all the way to China- make the most of your trip! By attending our pre-arranged off-visit, you will see firsthand the state-of-the-art and GCP/ICH compliant facilities in Shanghai. Participating in the off-site visit is free for all registered attendees and will be limited to 30 people. Transportation is provided.

For more information or to sign up for the off-site visit, please contact
Jon E. Liong at jon.liong@lycheegroup.com.

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