

Who's Got the Influence in China's Biopharma Sector?

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As members of highly-regulated industries, biotechnology companies' futures are tied to a range of government regulations, financing, incentives, laws and stakeholders. Business plans and forecasts are built on assumptions on how the government will act on products coming down the pipeline, as well as on the broader policy environment. In this world, Government or Corporate Affairs becomes a critical function of a successful business.

The government and regulatory environment in China is unique and changing rapidly. China is undertaking ambitious reforms of the drug administration law, revising healthcare reform policies, introducing new biotechnology incentives, and restructuring government organizations. At the same time, China is undertaking a once a decade leadership change, which affects personnel from the President to technical-level officials in the provinces. Success in Government Affairs depends on good communications with government stakeholders to ensure a sufficient level of mutual understanding, but in a dynamic environment like China, Government Affairs needs to do more.

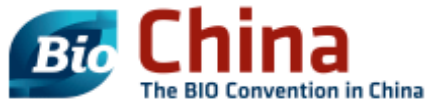
Building a highly-successful Government Affairs strategy in China requires building longer-term relationships and demonstrating how your company's priorities and business plans align with those of the Chinese Government, and actually help the Government achieve its objectives. The right messaging is important, but the right partners are critical. Building the right image and message can often be done most effectively by working with an array of influential external stakeholders who have a longer history, deeper institutional ties and ultimately greater leverage on the issues your company cares about. For example, China's ministries are supported by a variety of government think-tanks who inform policies through their government-directed research. Professional associations and academics are important resources for information and are led by key opinion leaders. Local biopharma companies can be valuable partners not only in business deals, but also in augmenting your company's policy messages.

Successful companies will invest time and energy to build these relationships and to identify Chinese entities that share their priorities. Meaningful Government Affairs platforms and win-win partnerships are two central strategies companies can use to elevate their reputations and help reach their long term business objectives in China.

For expert insight and practical information on China's changing regulatory landscape and expansive healthcare reforms, attend the "[Adapting to China's Changing Health Care System-Reimbursement, Health Care Reform & Affordability](#)" panel at the [BIO Convention in China](#), October 24-25 in Shanghai.



[Albright Stonebridge Group](#) is a leading government affairs strategic consulting firm with strong experience in the biotechnology and life-science sectors located in Washington, Beijing and Shanghai. To reach our China Practice in China, contact [Ellen Zhu \(ezhu@asg-china.com\)](mailto:ezhu@asg-china.com) or contact [Anthony Cino](mailto:acino@albrightstonebridge.com) in the United States at (acino@albrightstonebridge.com).



together executives from biotechnology, pharmaceutical companies and investment firms from North America, Europe and Asia to meet and explore business opportunities with China's emerging biotech and rapidly expanding pharmaceutical sectors. To learn more about BIO China and to register for the event, go to bio.org/biochina

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