

1201 Maryland Avenue, SW • Ste. 900 • Washington, D.C. • 20024 • 202-962-9200

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## For Immediate Release

### Contact in China: Ivy Xu

+86.21.2308.5162

[Ivy.xu@cohnwolfe.com](mailto:Ivy.xu@cohnwolfe.com)

### Contact in U.S.: Abigail Hirsch

1-202-962-9235

[ahirsch@bio.org](mailto:ahirsch@bio.org)

## BIO Announces Preliminary Program for the 2012 BIO Convention in China

*Event to take place in Shanghai, China, October 24-25, 2012*

Washington, D.C. (September 4, 2012) – The Biotechnology Industry Organization (BIO) announces panel sessions for the 2<sup>nd</sup> annual [BIO Convention in China](#) to be held October 24-25, 2012 in Shanghai, China. The event will highlight the latest issues and trends related to doing business in China, including globalizing Traditional Chinese Medicines, trends in cancer research and presenting new models of R&D structures.

"The program will feature biopharma executives from East and West sharing their insights and perspectives on issues critical for encouraging and supporting cross border deal-making," said Alan Eisenberg, Executive Vice President of Emerging Companies and Business Development.

Three can't miss panels include:

- ***Trends in Cancer Research and Oncology Treatment Development in China***

Cancer is the leading cause of death in China, and novel oncology treatments are critical to preserving the nation's public health. This panel will discuss trends in Chinese cancer research and [survey](#) the novel oncology drug R&D pipeline for China.

*Wednesday, October 24<sup>th</sup>, 3:00 – 4:25 p.m.*

**Moderator:** Richard Yeh, Head, China Healthcare Research, Citi Investment Research

**Panelists:** Guoqing Cao, VP & Global Head, Discovery Biology, Hengrui Pharmaceuticals, Yinxiang Wang, PhD, CEO & Chief Scientist, Zhejiang BetaPharma Co., Ltd. and Jinzi J. Wu, PhD, Co-Founder, President, & CEO, Ascletris Inc

- ***Globalizing Traditional Chinese Medicines***

China has used Traditional Chinese Medicine (TCM) for centuries and still comprises a substantial portion of the Chinese healthcare industry. With Western pharma beginning to show an appetite for these treatments, many in-licensing and co-development opportunities exist. Biopharma executives from both China and the West will share their TCM strategies and current projects.

*Thursday, October 25<sup>th</sup>, 2:00 – 3:25 p.m.*

**Moderator:** Helen Chen, Director & Partner, L.E.K. Consulting

**Panelists:** Henry Sun, President & CEO, Tasly Pharmaceuticals, Inc. and Jian-ping Zuo, PhD, Professor and Director of Department of Pharmacology, Shanghai Institute of Materia Medica (SIMM), Chinese Academy of Sciences

- ***Development Trends (Part 1) - New Models of Cross-Border R&D Structures***

With the recent flurry of drug development deals between multinational companies and Chinese biopharma companies, this panel will examine new models of R&D that are being pursued. Industry and academic researcher leaders will explore examples of successful cross-border drug development collaborations.

*Thursday, October 25<sup>th</sup>, 12:30 – 1:55 p.m.*

**Moderator:** Steve Yang, Vice President, Head of R&D, Asia and Emerging Markets, AstraZeneca, China

**Panelists:** Zafrika Avnur, PhD Head of Global Academic Innovation Partnering, Roche and Ralf Altmeyer, PhD, Director General, Institute Pasteur Shanghai

Other [BIO China sessions](#) include:

- ***Globalization of Chinese Companies***

This panel will explore the globalization of Chinese companies, starting with the nuances of conducting business with Western biopharma companies and how to go about selling products outside of China. Case studies showcasing strong, successful collaborations will provide strategic insight for Chinese companies eager to sell products beyond China's borders.

- ***Achieving Success via Innovation in Biosimilars***

Leading companies that have achieved global success in biosimilars, generic drug development and manufacturing will lend their insights on an intriguing panel discussion.

- ***Comparative Legal Systems—U.S., Europe & China***

Attendees will learn how to navigate the complexities of the European and U.S. regulatory landscapes. Regulatory and legal experts will explore the

similarities & differences between the U.S., Chinese & European regulatory systems.

- ***Biopharma Strategy 101: Biopharma's China Business Plan***  
Large biotech companies, particularly Westerners, have shown a great interest in China, but have a short history in the country and limited ground operations. A panel of biotech industry experts “trying to figure it out” will share their insights.
- ***Adapting to China's Changing Health Care System—Reimbursement, Health Care Reform & Affordability***  
Affordability is a central focus of China's healthcare reforms. Experts and representatives from the Chinese Government will tackle reimbursement, healthcare reform and private insurance issues.
- ***Trends in Cancer Research and Oncology Treatment Development in China***  
Cancer is the leading cause of death in China, and novel oncology treatments are critical to preserving the nation's public health. This panel will discuss trends in Chinese cancer research and survey the novel oncology drug R&D pipeline for China.
- ***Regulatory Review Process of New Medicines in China***  
The rapid development of the Chinese pharmaceutical industry is presenting new opportunities for new medicine commercialization. This panel will tackle how both Western and Chinese companies can take advantage of China's review process to create mutually beneficial outcomes for patients and industry.
- ***Leadership Models in Translating Innovative Sciences***  
This panel will provide an overview of China's translational medicine landscape and highlight U.S. and European programs that could serve as strong models for China.
- ***Small Companies Thinking Big: China Operational Strategies***  
Emerging and mid-sized biotech companies are exploring ways to enter China's lucrative market and maximize their investment in the country. Industry experts and biotech executives will tackle the tough questions surrounding operational tactics in China.
- ***Development Trends (Part 2) – New Models of R&D Structures in China***  
Backed by the government's strong commitment to promoting innovation in the biotech sector, new R&D structures in China have emerged in recent years. Chinese biotech companies are also looking closer to home for their next partner to foster an innovative drug development pipeline. This panel will discuss how the country's focus on biotech innovation has spurred new models of R&D structures for Chinese companies.

In addition to panel sessions, BIO China will host keynote sessions, company presentations, partnering meetings and networking opportunities.

Dr. Michael Rosenblatt, M.D., executive vice president and chief medical officer for Merck, will provide one of two keynote addresses on October 25th. Directly following Dr. Rosenblatt's keynote, Peng Wang, Ph.D., Chief Scientific Officer,

Simcere will deliver his remarks. Governor Jon Huntsman, former U.S. Ambassador to China and Governor of Utah, will provide the third keynote address. Additional keynote speakers will be announced at a later date.

BIO brings to China more than 15 years of experience in organizing international conferences for the biotech industry, including the BIO International Convention – the global event for biotechnology. BIO represents more than 1,100 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations.

For more information on the BIO Convention in China, please visit [here](#).

### **About BIO**

BIO represents more than 1,100 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations. BIO members are involved in the research and development of innovative healthcare, agricultural, industrial and environmental biotechnology products. BIO also produces the BIO International Convention, the world's largest gathering of the biotechnology industry, along with industry-leading investor and partnering meetings held around the world. BIO produces [BIOtechNOW](#), an online portal and monthly newsletter chronicling "innovations transforming our world." [Subscribe to BIOtechNOW](#).

### **Upcoming BIO Events**

#### [BIO India International Conference](#)

September 12-13, 2012  
Mumbai, India

#### [Livestock Biotech Summit](#)

September 19-21, 2012  
Kansas City, MO

#### [BIO Investor Forum](#)

October 9-10, 2012  
San Francisco, CA

#### [Pacific Rim Summit on Industrial Biotechnology and Bioenergy](#)

October 10-12, 2012  
Vancouver, Canada

#### [The BIO Convention in China](#)

October 24-25, 2012  
Shanghai, China

#### [BIO IP Counsels Committee Fall Conference](#)

November 12-14, 2012  
Charleston, SC

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