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## Identifying Investment and Partnership Opportunities in China's Pharmaceutical Industry

# CHINA

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27-28 November 2006

China World Hotel Beijing, China

# PHARMACEUTICALS

### CRITICAL INSIGHTS TO FASTTRACK YOUR ROLE IN THE CHINESE PHARMACEUTICAL MARKET:

- Identify new opportunities by uncovering the latest market trends and developments in China's pharmaceutical industry
- Understand a range of potential entry strategies for pharmaceutical and medical devices companies
- Position your products appropriately by understanding the pressures and controls on product pricing
- Gain a better understanding of the legal aspects of pharmaceutical laws to enable you to enter or enhance your role in the market
- Find out cost effective ways to manage the research and development process to expedite drug approval
- Identify key success factors in constructing a physical operation in China
- Utilise key intelligence and know how to maximise protection under IPR law
- Protect your trademarks and build your brands
- Enable secure market entry by understanding the difficulties surrounding technology transfer for R&D operations
- Learn the critical factors in choosing the right partnerships and discover precisely how partnerships can be used as a market entry tactic
- Employ new tactics to spur efficient R&D and test marketing
- Understand the opportunities and difficulties posed by talent availability from manufacturing workforce through to advanced R&D staff
- Learn how to conduct effective clinical trials and implement effective quality assurance procedures
- Construct effective distribution strategies by gaining an understanding of the inherent problems in distribution channels
- Understand the prospects of future opportunities for exportation of products manufactured in China
- Gain a global perspective on developing China's pharmaceutical industry

**PLUS**

### A SEPARATELY BOOKABLE 1-DAY POST CONFERENCE WORKSHOP

29 November 2006 \* Wednesday

### "EFFECTIVE VENTURES IN THE CHINESE HEALTHCARE MARKET: KEY ISSUES TO CONSIDER"

Led by Dr. Bill Liang, *Managing Director and Founder, China Healthcare Consulting* & Ken Li, *General Manager, ChiralQuest (JiaShan) Company* & Xiao Fan, *Managing Director, China Healthcare Consulting* & Dr. Moses Chow, *Professor of School of Pharmacy, The Chinese University of Hong Kong*

### CRITICAL MARKET EXPERIENCE BROUGHT TO YOU BY:

- **ROCHE R&D CENTER**  
*Dr. Li Chen, Chief Scientific Officer*
- **GLAXOSMITHKLINE CHINA/HK**  
*Dr George Chen, Area Medical Affairs and Clinical Development*
- **R&D-BASED PHARMACEUTICAL ASSOCIATION COMMITTEE**  
*Peter Scheuher, Executive Director*
- **CHINA CHAMBER OF COMMERCE OF MEDICINES AND HEALTH PRODUCTS IMPORTERS AND EXPORTERS (CCMHPIE)**  
*Xu Ming, Deputy Director*
- **CHINA NONPRESCRIPTION MEDICINES ASSOCIATION (CNMA)**, *Wang Wei, Secretary General*
- **TANG NING (SHANGHAI)**  
*Li Jun, Regional Partner of Path To China*
- **FAITHFUL AND GOULD**, *Barry Piper, Director for Asia*
- **LEHMAN, LEE & XU**  
*Edward Lehman, Managing Director*
- **LEHMANBROWN**, *Russell Brown, Partner*
- **SUNFAITH**, *Kevin Sun, President*
- **YISHI LAW FIRM**, *Zhang ke Jiang, Attorney at Law*
- **NTD PATENT & TRADEMARK AGENCY**  
*Franklin S. Abrams, U.S. Patent Attorney*
- **CHINA HEALTHCARE CONSULTING**  
*Bill Liang, Managing Director and Founder*
- **CHIRALQUEST (JIASHAN) COMPANY**  
*Ken Li, General Manager*
- **CHINA HEALTHCARE CONSULTING**  
*Xiao Fan, Managing Director*
- **DEACONS, HONG KONG**  
*Erik Leyssens, Registered Foreign Lawyer & Manager of PRC Research Section, HK*
- **DEACONS**, *Elizabeth Cole, Partner, Shanghai*
- **CACTUS BOTANICS**, *Kitty Xiao, Marketing Manager*
- **SCINOPHARM TAIWAN**  
*Dr. Hardy Chan, Vice President*
- **THE CHINESE UNIVERSITY OF HONG KONG**  
*Dr. Moses Chow, Professor of School of Pharmacy*

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# CRITICAL MARKET, REGULATORY AND CULTURAL ANALYSIS TO ENABLE SUCCESSFUL ENTRY AND GROWTH IN THE CHINESE PHARMACEUTICAL MARKET

DAY ONE 27 NOVEMBER 2006 MONDAY

8:00 REGISTRATION AND MORNING COFFEE

9:00 **CHAIRPERSON'S OPENING ADDRESS**

**Barry Piper**, *Director for Asia*  
**Faithful and Gould**

9:05 **CHINA HEALTHCARE INDUSTRY AND MARKET: OPPORTUNITIES FOR FOREIGN PHARMACEUTICAL AND MEDICAL DEVICES COMPANIES**

- ▀ Market potential
- ▀ Entry strategy and main business issues concerning foreign pharmaceutical and medical device companies
- ▀ Business opportunities in China enabling foreign companies to become globally competitive
- ▀ Key focus on strategic framework for foreign companies
- ▀ Case studies from live experiences

**Bill Liang**, *Managing Director and Founder*  
**China Healthcare Consulting**

9:50 **UNDERSTANDING AND WORKING WITH THE EVOLVING PHARMACEUTICAL REGULATORY FRAMEWORK IN CHINA**

- ▀ Understanding the relationship between the various regulatory bodies including the Bureau of Drug Policy Administration (BDPA), State Pharmaceutical Administration of China (SPAC), National Institute for Control of Pharmaceutical and Biological Products (NICPBP) and the center for Drug Evaluation
- ▀ An assessment of the current difficulties faced by foreign firms including drug approval lead-times, inconsistent application of the regulations, closed distribution channels and lack of public education
- ▀ Understanding the changing and low levels of protection surrounding intellectual property, patents and trademarks
- ▀ Identifying approaches to fast track market entry including drug approval, R&D installations and partnerships

**Co-Presentation**

**Elizabeth Cole**, *Partner, Shanghai*  
& **Erik Leyssens**, *Registered Foreign Lawyer & Manager of PRC Research Section, HK*  
**Deacons**

10:35 MORNING REFRESHMENT

10:50 **KEY CONSIDERATIONS FOR SUCCESS IN CHINA**

- ▀ Identifying the fundamental key success factors in setting up a physical operation in China
- ▀ Critical success factors in partnering as a market entry tactic
- ▀ Important structural and tax considerations in setting up in China

**Russell Brown**, *Partner*  
**LehmanBrown**

11:35 **THE FUNDAMENTALS OF LEGAL PROTECTION FOR INTELLECTUAL PROPERTY RIGHTS**

- ▀ A general pharmaceutical regulatory framework in China
- ▀ IPR protection

- ▀ Patent protection
  - ▀ Trademark protection and brand building
- Edward Lehman**, *Managing Director*  
**Lehman, Lee & Xu**

12:10 LUNCH

1:10 **TECHNOLOGY TRANSFER AND ASSIGNMENT ISSUES FACING A FOREIGN COMPANY MANUFACTURING AND DOING R&D IN CHINA**

- ▀ Procedures a foreign company should adopt in China where the company has a collaborative research and development program between branches of the company in China and the company's home country
- ▀ Categories of technology transfer
- ▀ Assignment of technology from a Chinese company to a foreign company, issues to consider

**Franklin S Abraham**, *U.S. Patent Attorney*  
**NTD Patent & Trademark Agency**

1:55 **DESIGNING AND EXECUTING AN EFFECTIVE PROJECT RISK MANAGEMENT STRATEGY**

- ▀ Carrying out a detailed project risk assessment
- ▀ Identifying and learning from mistakes and problems encountered by others
- ▀ Communicating and rolling out the risk management strategy to ensure enterprise wide compliance
- ▀ Reacting to crises and critical events

**Barry Piper**, *Director for Asia*  
**Faithful and Gould**

2:40 AFTERNOON REFRESHMENT

2:55 **CRITICAL SUCCESS FACTORS IN PARTNERING AS A MARKET ENTRY TACTIC**

- ▀ Turning a necessary evil into competitive advantage
- ▀ Identifying and selecting the right partner
- ▀ Protecting intellectual property, design, process and technology
- ▀ Creating effective contracts and protective measures
- ▀ Structuring your china business

**Li Jun**, *Regional Partner of Path To China*  
**Tang Ning (Shanghai)**

3:40 **REALIZING OVER THE COUNTER (OTC) SALES POTENTIAL AND GAINING MARKET SHARE THROUGH EFFECTIVE OUTLET SELECTION**

- ▀ Understanding the basic principles and dynamics of market share in China
- ▀ Choosing the right location and right local chain stores
- ▀ Educating medical practitioners on the value of OTC products
- ▀ Lobbying for better regulatory reforms in encouraging pharmacy development

**Wang Wei**, *Secretary General*  
**China Nonprescription Medicines Association (CNMA)**

4:20 **PRICING POLICY AND ITS IMPACT ON BOTH LOCAL AND FOREIGN PHARMACEUTICAL COMPANIES**

- ▀ Understanding the rationale behind changing government pricing controls



- Analyzing the impact of insurance on pricing and the government reimbursement scheme
- Updating the list of innovative products acceptable for reimbursement and working with differing city reimbursement schemes
- Circumventing middlemen to remove premiums in unnecessary tiered distribution channels
- Low cost versus premium pricing models

#### Panel Discussion

**Moderator:** **Barry Piper**, *Director for Asia*  
**Faithful and Gould**

**Panelist:** **Dr. George Chen**, *Area Medical Affair and Clinical Development*  
**Glaxosmithkline China/HK**

**Ken Li**, *General Manager*  
**ChiralQuest (JiaShan) Company**

5:00 **END OF DAY**

10:45 **MORNING REFRESHMENT**

11:15 **SETTING UP EFFECTIVE INSPECTION SYSTEMS AND IMPROVING CLINICAL TRIAL QUALITY ASSURANCE SYSTEMS: AN INTRODUCTION TO PROJECTS HANDLED BY SFDA/SMFDA INSPECTION SYSTEM STUDY AND INSPECTOR TRAINING PROGRAMME**

- Implementing GCP (Good Clinical Practices) in areas of low level knowledge and human resources
- Carrying out test trials and gaining trust and recognition to penetrate the market
- Effective packaging and working with the language barrier

**Kevin Sun**, *President*  
**Sunfaith**

12:00 **LUNCH**

1:15 **DEFINING THE LIKELY FUTURE OPPORTUNITIES FOR EXPORT OF CHINESE MANUFACTURED PRODUCTS**

- Understanding why locally manufactured products are difficult to export
- Assessing likely changes in regulation to allow greater export opportunities

**Kitty Xiao**, *Marketing Manager*  
**Cactus Botanics**

**DAY TWO 28 NOVEMBER 2006 TUESDAY**

8:30 **MORNING COFFEE**

9:00 **CHAIRPERSON'S OPENING ADDRESS**  
**Xu Ming**, *Deputy Director*  
**China Chamber of Commerce of Medicines and Health Products Importers and Exporters (CCCMHPIE)**

9:15 **CHALLENGES AND OPPORTUNITIES IN LOCAL HUMAN RESOURCES**

- Deciding on the business model: Building a facility from scratch or partnering with existing R&D institutes
- Understanding how to effectively leverage the skilled pool of Chinese labour
- Identifying the limits of local labour particularly in R&D
- Taking advantage of a more liberal research environment as the Government encourages foreign participation

**Dr. Li Chen**, *Chief Scientific Officer*  
**Roche R&D Center**

10:00 **BUILDING AN EFFECTIVE DISTRIBUTION STRATEGY: INTELLIGENT APPROACHES TO PRODUCT SALES**

- Understanding the severe restrictions on distribution
- Overcoming lack of direct access to doctors
- Gaining a marketing license to create a more effective sales channel
- Overcoming infrastructure constraints which severely limit physical distribution opportunities and ensure high distribution costs
- Working with inconsistent non-tariff barriers within different provinces and avoiding the controlling influence of middlemen
- Avoiding hospital only distribution by creating direct channels
- Creating point of sales driven marketing through partnerships with emerging high end quality retailers

**Zhang ke Jiang**, *Attorney at Law*  
**Yishi Law Firm**

2:00 **AN OVERVIEW OF THE FUTURE LIKELY MARKET DIRECTION AND GROWTH**

- An insight into the role of globalization in increasing consumer knowledge and therefore demand for authentic and innovative products
- Assessing growing public knowledge of major illnesses and how this may increase demand for more sophisticated drugs
- Examining the trend towards public listings
- Identifying if international pressure will sway the government and begin to create a level playing field

**Dr. Hardy Chan**, *Vice President*  
**ScinoPharm Taiwan**

2:45 **AN OVERVIEW OF THE FUTURE LIKELY MARKET DIRECTION AND GROWTH**

#### Panel Discussion

**Moderator:** **Xu Ming**, *Deputy Director*  
**China Chamber of Commerce of Medicines and Health Products Importers and Exporters (CCCMHPIE)**

**Panelist:** **Li Jun**, *Regional Partner of Path To China*  
**Tang Ning (Shanghai)**

**Xiao Fan**, *Managing Director*  
**China Healthcare Consulting**

3:15 **AFTERNOON REFRESHMENT**

3:30 **AN INSIGHT INTO THE FUTURE LIKELY COMPETITIVENESS OF CHINA'S PHARMACEUTICAL MARKET**

- Understanding why China's inherent opportunities are limited by its current regulatory regime
- Comparison of China to other emerging markets such as India and South American countries
- Defining the opportunity: China as a domestic market or R&D and pre-clinical development base

- Key strategic considerations for international firms considering new operating territories

**Xu Ming, Deputy Director**

**China Chamber of Commerce of Medicines and Health Products Importers and Exporters (CCCMHPIE)**

#### 4:15 DEVELOPING AN R&D-BASED PHARMACEUTICAL INDUSTRY IN CHINA: KEY ISSUES

- Introduction of RDPAC (Vision and Mission, RDPAC Active Engagement of Stakeholders)
- High tech nature of pharma R&D
- R&D-based pharma industry contribution to China
- Relationship of pharma industry development to govt. policies/laws
- Recognition of progress in China on govt. policies/laws
- Recommendations for govt. policy related to IPR, drug development, healthcare finance

**Peter Scheuher, Executive Director**

**R&D-based Pharmaceutical Association Committee**

#### 5:00 END OF CONFERENCE

### KEY BENEFITS OF ATTENDING

- ✓ **FAST** track your market entry or growth strategy by taking immediately implementable ideas from existing market practitioners
- ✓ **GAIN** new insights from the latest information about the legal framework and how to effectively leverage it
- ✓ **LEARN** how to protect your company's intellectual property rights
- ✓ **GAIN** a toolkit for identifying expanding and emerging markets in the pharmaceutical industry
- ✓ **AVOID** costly mistakes made by others by identifying what not to do
- ✓ **UNDERSTAND** how to harness foreign and local talents in order to serve the China market better
- ✓ **LEARN** from case studies on real life examples from MNC pharmaceuticals
- ✓ **KNOW** what to look out for in partnerships with local companies and how such partnerships can benefit organizations
- ✓ **DISCOVER** a unique perspective on the changing demands of China's consumers markets and predict future trends

### WHO SHOULD ATTEND

- Pharmaceutical and Medical Devices Companies from around the world
- Technology firms
- Law firms
- Consultancies

#### Key Personnel From

- Strategy
- Business Development
- Sales
- Manufacturing
- Distribution and New Product Development

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CALL (65) 6536 8676 OR (65) 6536 8437**

Separately Bookable!

## 1-Day Post Conference Workshop

29 November 2006 \* Wednesday

### "EFFECTIVE VENTURES IN THE CHINESE HEALTHCARE MARKET: KEY ISSUES TO CONSIDER"

Led by **Dr. Bill Liang**, *Managing Director and Founder, China Healthcare Consulting & Ken Li*, *General Manager, ChiralQuest (JiaShan) Company & Xiao Fan*, *Managing Director, China Healthcare Consulting & Dr. Moses Chow*, *Professor of School of Pharmacy, The Chinese University of Hong Kong*

#### WORKSHOP OBJECTIVES & OUTLINE

Bill Liang, Ken Li, and Xiao Fan will deliver this critical in-depth workshop to drill down into the market entry and growth opportunities for foreign firms.

The workshop will consist of mini presentations and interactive discussions on issues such as "Defining the likely future opportunities for export of Chinese manufactured products: API manufacturing and OEM" and "SFDA Regulations on Pharmaceutical, Medical Device and Functional Foods: The door everyone has to cross" and insights from other leading practitioners in the pharmaceutical industry who will share their experiences.

#### KEY ISSUES TO BE ADDRESSED:

- \* Regulation
- \* Pricing
- \* Distribution
- \* API manufacturing
- \* Business development
- \* Partnerships with medical institutions as a means of expanding your businesses

Delegates attending the workshop will leave with a clearer understanding on how to effectively develop their business in China's pharmaceutical market.

#### ABOUT THE WORKSHOP LEADERS

**Dr. Bill Liang** is *CEO of China Healthcare Group and Managing Director China Healthcare Consulting*. Dr. Liang has 12 years of biomedical research and investment experience in pharmaceutical and financial industries. Prior to joining China Healthcare, he worked as an associate analyst in Convergent Venture LLC, a biomedical venture capital firm and Wedbush Morgan Securities, an investment-banking firm in Los Angeles respectively. Dr. Liang received a Ph.D. in Molecular and Cellular Biology from the University of Massachusetts at Amherst and a M.B.A. from the University of Southern California, and had three-year postdoctoral training at the Harvard Medical School. His China venture experiences included the successful marketing of numerous foreign branded medical products and formation of several million-dollar product co-development programs with Chinese healthcare firms.

**Ken Li** is *General Manager for ChiralQuest (JiaShan) Company* in China, a subsidiary of US public company VioQuest Pharmaceutical Inc. (Ticker: VQPH). Prior to joining ChiralQuest, Mr. Li worked as VP of operations for BioDefense Corp. He was in charge of the marketing/sales and product development of anti-bio-terrorism product. He played instrumental role to drive its product to the US government including UN, Dept of State, and Congress etc. Ken had over 10 years drug development experience from Eisai and Wyeth for the R&D of NCE. He was the key process developer for Eisai's 35-step synthesis anti-sepsis drug from tox lot to the phase II clinical under cGMP. He was expert for chemical process R&D, especially to scale up the chemical intermediates or API from development lab, to kilo-lab and pilot plant under cGMP. In 2002, Mr. Li received MBA from Babson College, the #1 entrepreneurship program in the US, and MA, from City College of New York in 1994 and was accepted as Ph.D. candidate. Ken is the director of the board of Sino-American Professional Association (SAPA), and was the founder and first president for SAPA-NE. He also served as advisor for a few organizations in the US and China. Ken was invited speaker at many international business conferences.

**Xiao Fan** is *Managing Director of China Healthcare Consulting* in China, and CEO of Beijing AODAKANG Medical-Medicine Science Co. Ltd., specializing in regulatory application of new drugs, medical devices and nutraceutical products in China. Mr. Xiao has 15-years of Chinese marketing and drug application experience. Before joining CHCC, Fan served in various leading Chinese pharmaceutical firms with responsibilities in new drug application and new product launch and market analysis. Under his supervision, the companies won approvals for dozens of drug and nutraceutical products by the State of Drug Administration and the Ministry of Health. He has a record of exceptional results working with the regulatory agencies in China. He was also instrumental in bringing the IPO of a domestic healthcare company to the Hong Kong stock market exchange.

**Dr. Moses Chow**, is *Professor of School of Pharmacy, The Chinese University of Hong Kong*. He has authored and co-authored over 200 articles in major pharmacological and pharmaceutical journals and written 8 book chapters and monographs. Recently, he has organized and served as the first President of the Asian Association of Schools of Pharmacy (2001-2003).

#### WORKSHOP TIMETABLE

Registration starts at 8.30am; Workshop commences at 9:00am and concludes at 5.00pm. Workshop materials, lunch and refreshments will be provided.

# CRITICAL MARKET INTELLIGENCE TO ENABLE THE ENTRY AND SALES GROWTH OF YOUR PHARMACEUTICAL PRODUCTS AND DEVICES

With continued expansion of urbanization, increasingly sophisticated and wealthy consumers and greater than ever levels of access to information, the market for pharmaceutical products in China is set for explosive growth in the coming years.

However, entry and growth in this market is not straight forward as the Government continues to evolve its regulatory and pricing policies. Protection of intellectual property still poses major problems as does the fragmented distribution infrastructure.

The time for market entry and product sales has never been more opportune and only those who gain significant intelligence and learn from existing players will be successful.

*Asia Business Forum* is delighted to bring to you this insightful and enabling event which will cover latest regulatory changes, market trends and consumer demand while focusing on the opportunities for foreign companies who are contemplating taking the right steps in gaining market entry in China. In addition, a key study will further explore intellectual property rights, marketing and customer management, packaging and trials and testing.

Together with some of China's leading players and consultation from credible associations including the R&D-based Pharmaceutical Association Committee and the China Chamber of Commerce of Medicines & Health Products Importers & Exporters (CCCMHPIE), you will be able to gain significant competitive advantage by learning from this important industry event.

Through the eyes of leading pharmaceutical practitioners, discover and learn what it takes to set up a business venture in China. Learn more about the rules and regulation from governmental bodies and overcome market obstacles. Discover further prospects in partnerships and joint ventures.

This conference will equip you with the essential skills to effectively manage the legal processes and protection of your legal rights when it comes to patenting, trademarks and intellectual property rights issues. In addition you will gain a better understanding of the consumer trends and learn how to work your way into the expanding markets where consumers have developed a greater appetite for more sophisticated drugs and healthcare products.

PLUS

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29 November 2006 \* Wednesday

### “EFFECTIVE VENTURES IN THE CHINESE HEALTHCARE MARKET: KEY ISSUES TO CONSIDER”

Led by Dr. **Bill Liang**, *Managing Director and Founder, China Healthcare Consulting*  
& **Ken Li**, *General Manager, ChiralQuest (JiaShan) Company*  
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& **Dr. Moses Chow**, *Professor of School of Pharmacy, The Chinese University of Hong Kong*

Register today! CALL (65) 6536 8676 OR (65) 6536 8437 OR EMAIL TO: [marcy.chong@abf.com.sg](mailto:marcy.chong@abf.com.sg)

#### KEY PRESENTATION FROM:

■ **China Healthcare Consulting** is a leading business service support company assisting small and medium-sized foreign companies enter the rapidly growing Chinese healthcare market. In collaboration with our global consulting partners, CHCC can also help our clients reach other important regional markets such as the United States, Europe, Japan and South Korea. Our cross-Pacific operation and team industrial knowledge will bring very valuable and cost-effective assistance to our client in conducting business in China and other global regions. **Bill Liang** is *CEO of China Healthcare Group* and *Managing Director China Healthcare Consulting*. Dr. Liang has 12 years of biomedical research and investment experience in pharmaceutical and financial industries. Dr. Liang received a Ph.D. in Molecular and Cellular Biology from the University of Massachusetts at Amherst and a M.B.A. from the University of Southern California, and had three-year postdoctoral training at the Harvard Medical School.

■ **NTD Patent and Trademark Agency** started its operations in June of 1987 and was one of the first Chinese law firms to provide legal services in the area of intellectual property for both domestic and international clients. NTD is a full service intellectual property law firm providing legal services to serve all of our clients' diverse needs in the field of intellectual property including prosecution of patent and trademark applications. **Franklin S. Abrams** is a registered *U.S. Patent attorney*. His practice is primarily in the areas of intellectual property law and technology related issues with an emphasis on patent law in the areas of biotechnology, pharmaceuticals and the chemical arts. Franklin counsels clients on intellectual property law issues, prosecutes patent applications,

and prepares opinions concerning patentability, validity, non-infringement, infringement and enforceability. In China, Franklin has worked in conjunction with Chinese attorneys to develop strategies for foreign companies in China regarding their Chinese intellectual property and technology transfer issues.

■ **Xu Ming** is the *Deputy Director of China Chamber of Commerce of Medicines & Health Products Importers & Exporters (CCCMHPIE)* and is concurrently a Postdoctoral Fellow of the School of Management, Peking University, China. He has been actively involved in many state-level and ministerial-level projects on medicinal and healthcare, and has acquired scores of academic articles published at many core and authoritative journals. In addition, he has researched a lot into industrial security, modern corporate management, internationalization of company issues and has accumulated many academic achievements from this. Apart from this, he has worked with the United Nations and Chinese Embassy abroad

■ **Cactus Botanicus** a raw materials supplier. We cooperate with manufacturers all over the world to develop and market innovative ingredients for Nutritional Market. Our raw materials range is from Botanicals to Amino Acid, Minerals and other nutritional ingredients. We offer custom blending service at our GOOD QUALITY CONTROL SYSTEM facilities. **Kitty Xiao** has been with Cactus Botanicus Limited since it was open. Has a BioChemical Ph.D. Kitty Xiao has led her team members to do a lot of marketing researches in Global Nutritional Markets. According to those research results, she has managed some effective marketing

activities to booster Cactus Botanicus' sales. When the customers speak highly about Cactus Botanicus Limited. Every members in Cactus Botanicus Limited know that Kitty Xiao does great contribution.

■ **Hardy W. Chan**, Ph.D. is presently the *Executive Vice President and Chief Scientific Officer of ScinoPharm Taiwan*, a company he co-founded in 1997. Dr. Chan is also an adjunct Professor at the National Cheng Kung University and holds a Ph.D. in Biochemistry and B.S. in Chemistry from the University of Wisconsin. He has published over 60 papers in scientific journals and holds a number of US patents.

■ **Li Chen**, Ph. D, who had over 12 years of experiences in pharmaceutical research at **Roche R&D Center** in USA, is the Chief Scientific Officer and Head of Research at Roche R&D Center (China) Ltd. and a member of Roche Global Chemistry Team. In his position, Li is responsible for development and implementation of research strategy, creation of new discovery research organization, and management of research operation in China. Before this assignment, Li had several leadership and management positions at Roche Nutley in New Jersey and is a co-inventor of two Roche drugs currently in Phase II clinical trial for Asthma and MED. Li was the President of Sino-American Pharmaceutical Professionals Association (SAPA) in 2001, and is now a member of SAPA Board of Directors. Li was recently elected to a member of Academic Committee of Chemical Genetic Labs at Peking University. Li received Roche Pharma Olympia Award 2005, Roche D2K Award, SAPA President Award.

