

Presented by  Lychee Group



# CHINATRIALS2009

GLOBAL CLINICAL DEVELOPMENT SUMMIT

November 8-10, 2009 | Beijing, China

## CONFERENCE RECAP

Sponsored By: **PPD**<sup>®</sup>



[WWW.CHINATRIALSEVENT.COM](http://WWW.CHINATRIALSEVENT.COM)

# Welcome Letter..

Dear CHINATRIALS 2009 Participant,

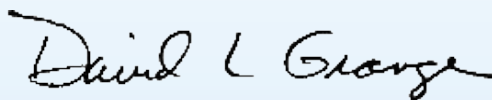
As the platinum sponsor of the CHINATRIALS 2009 Global Clinical Development Summit in Beijing, I would like to express my sincere appreciation on behalf of PPD, Inc., for your participation and help in making this year's conference a success. I hope the conference was a valuable resource for you to learn more about important trends and strategies focused on conducting clinical research in China.

China is a fast-growing, emerging market that has experienced a 21 percent compounded growth rate over the past five years. The Asia Pacific region, in particular China, has become increasingly important to global drug development. To advance our clients' drug discovery and development programs more effectively in this rapidly growing market, PPD has enhanced our capabilities by acquiring Excel PharmaStudies, Inc., one of the largest CROs in China, and BioDuro, LLC, a global drug discovery outsourcing organization.

As one of the world's leading contract research organizations, PPD provides a broad range of drug discovery, development and post-approval services to help our clients deliver safe, effective medicines to patients. With more than 10,500 employees and offices in 40 countries, our presence extends to 13 countries in Asia Pacific. We employ approximately 1,000 professionals in China and more than 1,400 in Asia Pacific. I encourage you to learn more about our capabilities at [www.ppd.com/asia](http://www.ppd.com/asia).

Again, thank you for your important participation in CHINATRIALS 2009. I hope you have gained renewed energy, ideas, resources and contacts to embrace the clinical research opportunities that await us in China, the Asia Pacific region and globally.

Sincerely,



David L. Grange  
Chief Executive Officer  
PPD, Inc.





*Written by Jon E. Liong*

### ***Record snowfall in Beijing can't cool red hot clinical industry in China & Asia...***

The record snowfall in early November in Beijing couldn't keep participants from convening in record numbers at CHINATRIALS 2009 on November 8-10, 2009 to share new business insights, meet new contacts and forge new industry partnerships. The CHINATRIALS series has truly established itself as not only the largest clinical development event in China, but also one of the largest global life sciences events hosted in China.

The meeting brought together more than 350 attendees from global and local pharmaceutical and biotech companies, CROs, hospitals and government agencies. The turnout represents an astounding 50 percent increase in attendance compared to the inaugural 2008 event in Shanghai. It was truly an international meeting with attendees coming from the United States, Europe, China and the rest of Asia-Pacific.

### ***Learning extends beyond the conference room...***

CHINATRIALS 2009 was a unique opportunity for learning, sharing and networking for both seasoned executives and newcomers in the industry. There were more than 75 speakers from over 50 of the world's leading pharmaceutical and biotech companies and over 30 sponsors. In addition to the plenary sessions, the program also offered two comprehensive pre-conference workshops, an expert lunch discussion, and off-site visits to one of Beijing's premier hospitals and to Tianjin, one of the fastest growing life sciences hubs in China.



## ***Taking an international company to its first clinical trials in China***

For companies with little or no experience in China, entering the market to conduct clinical trials can be a truly daunting task. Companies need to quickly understand a evolving healthcare system, a new regulatory approval process and the differences in clinical study operations in a new culture. New companies face major challenges selecting appropriate service providers from a myriad of options, along with other logistical and cultural obstacles.

A pre-conference workshop, conducted by Dr. Chloe Liu of Modular R&D, used a real company's real drug to showcase how an international company would embark on its first clinical operations in China. It started with an overview of the clinical trials system, moved on to design a China development strategy, then finished with the options companies have with regards to company setup and the CRO landscape. The workshop was particularly valuable, consisting of a month's worth of market research on the case drug candidate and over sixty minutes of presentation time. Additionally, there were two panels of six experts on Asia Pacific development strategy and CRO differentiation.



*Attendees network in the exhibit hall.*

## ***China healthcare reform takes center stage...***

Without a doubt, the biggest impact the Chinese life sciences industry will face in the coming years is the government's initiative to overhaul healthcare. The plenary session kicked off with a keynote panel that addressed the topic, moderated by Robert Pollard, Director, China Healthcare at Synovate.

With healthcare costs in the world's most developed countries continuing to outpace GDP growth, the question on how China will tackle this problem as its economy continues to grow is an important one. With its vast population that is greater than all the major developed countries' population combined, the government certainly faces a major challenge.



China has already proposed to spend up to \$125 billion USD to help further develop healthcare. As the US currently debates the best way to provide healthcare for all its citizens, the Chinese government this year has already created proposals on how to provide universal coverage to its 1 billion plus population by 2020. To achieve such an ambitious goal, there would no doubt be major implications for the pharmaceutical and biotech companies in terms of pricing and how their drugs can be sold and/or reimbursed.

## ***SFDA's focus on good review practice guidance initiatives***

Always a hot button topic, discussion about the current changes and future direction of the SFDA was extremely engaging. While the pharmaceutical industry continues to focus on the SFDA review timeline, the agency has continued to push forward its initiatives to focus on building a best review/regulatory practice aimed at protecting and promoting public health.



*China regulatory expert Dr. Zili Li of MSD China.*

Regulatory expert, Dr. Zili Li of MSD China led the regulatory session that highlighted the SFDA's goal of Good Review Practice and its continued push towards becoming a science-based regulatory agency. The regulatory session included senior executives from multinational and local pharmaceutical companies as well as senior review director from the SFDA.

The audience interaction was particularly lively during this rare opportunity to interact directly with the SFDA.

## ***Multiregional trials throughout Asia-Pacific***

Conducting multiregional trials that include China, Japan, Taiwan and Korea has been gaining a lot of popularity in the past few years for the industry. The trend is a product of the increasing challenges in patient recruitment combined with the unmet needs of new patients seeking "Western" medicine in the emerging markets of Asia-Pacific.

One of the major challenges cited by the session leaders when conducting multiregional trials is the difference in regulatory procedures for each country. While the different countries have the same fundamental obligations to evaluate quality, safety and efficacy, the required technical data requirements often differ. The result of this is longer development cycles and escalating R&D costs, which ultimately leads to the delay of new treatments to patients. The discussion highlighted significant process in the effort to harmonize the different standards while still maintaining quality and safety for patients during the clinical trials.



## CHINATRIALS 2010 to Stay in Beijing

Planning for CHINATRIALS 2010 is already heavily underway. Over 60 percent of survey respondents chose Beijing as the ideal city to hold the 2010 event, with Shanghai coming in second.

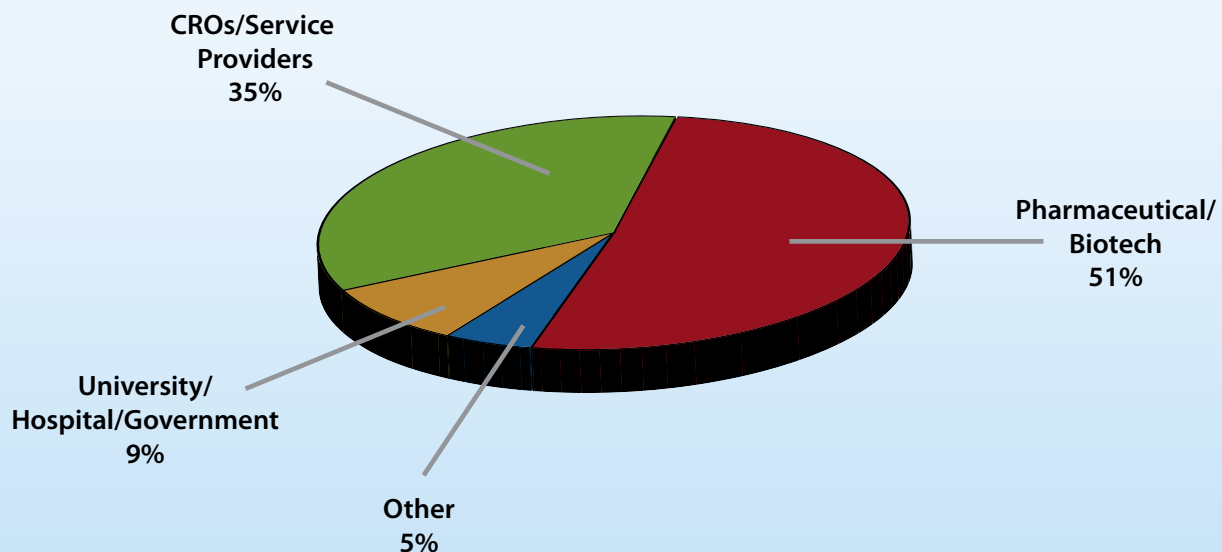
CHINATRIALS 2010, scheduled to take place November 7-9, 2010, in Beijing, will focus on personalized content for all attendees, increased networking opportunities and more off-site visits for even greater coverage of Asia-Pacific's fast-growing clinical development industry.

### MARK YOUR CALENDARS!



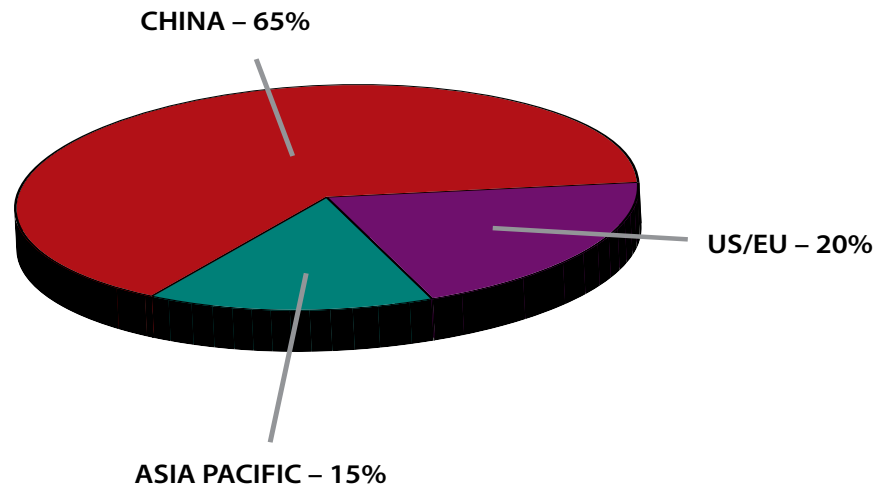
## CHINATRIALS 2009 Attendance Facts...

### Company Type



# CHINATRIALS 2009 Attendance Facts...

## Geographic Distribution



## Job Title

