

# *China's Innovation Gets a Global Look*

# 中国创新，世界关注

**Registration Now Open! | 大会注册现已开始!**



## Convention in China

**BIO**中国生物产业大会年度会议

**November 11-13, 2013**

**China National Convention Center, Beijing, China**

**2013年11月11至13日**

**国家会议中心, 中国北京**

*Convention Co-Hosts:*  
大会联合主办单位:





# Convention in China

BIO中国生物产业大会年度会议

## Dear colleagues:

With China setting the stage for strong growth of biotech within its borders, the 3rd annual *BIO® Convention in China* has become the industry event for partnering and deal making discussions that will open up opportunities for companies to expand throughout Asia. This year's theme "China's Innovation Gets a Global Look" will reinforce China as an emerging hub for innovation in the life sciences and spotlight China-Global exchanges and strategic collaborations within the sector.

As co-hosts of the 2013 *BIO® Convention in China*, we invite you to join us and hear from senior government officials, establish distribution networks and build long-term business relationships with senior executives from U.S. and European biopharma companies.

We hope to see you in Beijing.

## 尊敬的各位同仁:

在中国已为其生物技术产业的迅猛增长做好充分准备的背景之下,第三年度BIO®中国生物产业大会作为旨在探讨交易与合作的产业盛会,将为寻求在亚洲发展的企业敞开机遇之门。大会今年的主题—"中国创新,世界关注"将进一步强化中国作为生命科学领域新兴创新中心的地位,聚焦中国与世界在这一领域的交流与战略合作。

作为2013年BIO®中国生物产业大会的联合主办方,我们诚挚的邀请您参与本届盛会,听取政府高层官员的会话,建立销售网络,并与来自欧美生物制药企业的核心高管建立长期的商务合作关系。

恭祝商祺。

**James C. Greenwood**  
President & CEO  
Biotechnology Industry Organization

全球生物技术工业组织  
总裁兼首席执行官

**Zhao Yajun**  
General Director  
China Center for Pharmaceutical  
International Exchange

中国医药国际交流中心  
中心主任



# Three Full Days of Relevant and Insightful Programming\*

为期三天专业详实、富有深度的大会内容\*

**Keynotes and presenters to be announced | 主题演讲与发言人待公布**

Please visit [www.biochina2013.com](http://www.biochina2013.com) for confirmed speakers and program updates.

请访问[www.biochina2013.com](http://www.biochina2013.com)了解已确认演讲嘉宾和更新大会议程

## Pre-Convention Workshops

### Executive Presentation Workshop

Learn to effectively communicate your technology, products or services and how best to position your company to potential partners, customers and investors.

### Business Development Fundamentals Workshop

This introductory-level course is designed for professionals new to the life sciences business development field or who are looking for a refresher on deal sourcing, asset evaluation, due diligence and other key elements like deal negotiations and contract elements.

### Regulatory/Policy Workshop

CFDA officials will participate in topical policy discussion on issues related to clinical trials in China and global regulatory harmonization as well as new topics such as the development of an official biosimilars regulatory pathway and new developments in clinical trial regulations.

## Policy Focused Session Topics

- China Private Health Care Industry
- Building a World-Class Innovative Therapeutic Biologics Industry in China
- China's New Party Leadership, Implications for Central Planning and Regulation
- Looking Forward: 13th Five-Year Plan & Its Investment in Innovation

## Scientific Focused Session Topics

- Cancer Epigenetics and Emerging Therapies
- Treating NSCLC in China
- Traditional Chinese Medicine
- Diabetes Dx and Treatment in China
- Respiratory Disease in China—Treatment and Prevention
- Vaccines
- Rare Diseases in China

## Business Focused Session Topics

- New VC Models in China
- State of Capital Markets in China
- Digital & E-Health in China
- Opportunities from EDL Expansion

## 会前专题课程及讲座

### 经理人讲演技巧课

学习如何有效的陈述您的公司产品、技术与服务，从最佳的角度将您的企业呈现给潜在的合作伙  
伴、客户及投资人。

### 商务拓展基础课

商务拓展基础课系列是为生命科学领域专注于商务拓展的职业新人以及想要在寻求交易、资产评估、尽职审查或交易谈判与合同要素等其他关键知识领域加油充电的职业人士所专门设计的环节。课程将邀请在授权许可方面实战经验丰富的行业专家以中文讲授。

### 政策与监管课程

国家食品药品监督管理局领导将参与政策相关的主题讨论。探讨议题包含中国临床试验以及国际监管政策的协调，以及生物仿制药监管正规化路径的发展、临床试验监管的新进展等话题。

## 政策相关主题研讨

- 中国私营医疗保健产业
- 在中国打造世界一流的创新型治疗用生物制品行业
- 新一届中国政府领导下的中央规划与监管政策
- 瞭望：第十三个五年计划及其面向创新的投资

## 科技相关主题研讨

- 癌症表观遗传学及其新兴疗法
- 中国非小细胞性肺癌(NSCLC)的治疗
- 传统中医药
- 中国糖尿病及其治疗
- 中国呼吸系统疾病的预防与治疗
- 疫苗
- 中国罕见病

## 商务相关主题研讨

- 中国风险投资的新模式
- 中国资本市场现状
- 数字及电子医疗保健在中国
- 基本药物目录(EDL)增补所带来的新机遇

\*Topics subject to change | 主题可能视情况产生变更

# Promote Your Brand to a Global Audience: Become an Exhibitor

## 参展**BIO**大会, 向国际受众展示您的品牌魅力

The **BIO**® Convention in China features a high visibility exhibition area where attendees can view the most important technological advancements in biopharma all over the world. Showcase your innovations and services alongside the best in biotech.

- Expanded exhibitor pavilion will feature 100 organizations
- Complimentary access to exhibition floor
- Breaks and networking receptions held in the exhibition pavilion each day
- Program agenda allows time between sessions to meet with exhibitors

**BIO**®中国生物产业大会所精心设置的特色展区将向与会者展示世界生物制药领域中的核心科研成果与最近进展。参展**BIO** 中国生物产业大会, 与世界生物科技前沿并肩展示您的创新与服务。

- 扩大展会规模。展位数将增加至100家组织机构;
- 免费开放展厅, 提升展会流量;
- 展会期间提供间休与茶歇的商务交流机会;
- 延长会议各环节之间的时间间隔, 为展商与潜在客户提供更充裕的交流时间。

## China Pavilion Exhibit Space Pricing for Domestic Chinese Companies Headquartered in Mainland China

展区定价 (面向总部位于大陆的中国本土企业)

### Option #1: Raw Space

RMB 2200 per sqm (available in 9 sqm or multiple units)

#### 1: 光地展位

人民币2200元每平方米(以单个展位9平方米为单元售卖, 可购买多个)

### Option #2: Shell Scheme Package Space

RMB 2480 per sqm (available in 9 sqm or multiple units)

Includes Wall Panels, Fascia Board with Company Name & Booth Number in English and Chinese, Information Counter (1), Chairs (2), Waste Basket (1), Spotlights (2), Electrical Outlet (1) and Carpeted Floor

#### 2: 标准展位

人民币2480元每平方米(以单个展位9平方米为单元售卖, 可购买多个)。展位包含墙板、附有中英文公司名称及展位号码的公司楣板、咨询桌(1张)、椅子(2个)、垃圾桶(1个)、聚光灯(2支)、电源插座(1个)以及地毯铺地。

### Exhibitor Upgrade to Full Convention Access

RMB2000 includes Program Sessions, Keynotes, Food & Beverage, Gala Reception and Access to **BIO**'s One-on-One Partnering System.

仅多付人民币2000元, 即可获得大会全程通行证, 包括会议环节、主题演讲、餐饮服务及庆祝宴会, 以及使用**BIO** 智能沟通系统One-on-One Partnering System的权限。

## Secure Your Spot Now

即刻行动, 预定您的展位

Space is limited and will be sold on a first come, first served basis. Chinese domestic companies should contact Sabrina Yuan or, Sunny Xu at +(86) 10 84511832 or [sabrina@ejkbeijing.com](mailto:sabrina@ejkbeijing.com), [sunnyxu@ejkbeijing.com](mailto:sunnyxu@ejkbeijing.com) to discuss your requirements.

预定展位, 请即联系美国克劳斯国际展览公司 (E.J. Krause & Associates, Inc.) 销售总监袁瑶或徐晓丽。查询请拨打北京电话 +(86) 10 8451-1832, 或发送邮件至 [sabrina@ejkbeijing.com](mailto:sabrina@ejkbeijing.com) 或 [sunnyxu@ejkbeijing.com](mailto:sunnyxu@ejkbeijing.com)

# Company Presentations

## 企业推介会

Company presentations are 25 minutes in length, including any Q&A, and provide an opportunity to outline your company's value as a business partner, review your clinical development work and discuss any relevant milestone that have been reached. In 2012, 24 companies told their story at the BIO® Convention in China including AstraZeneca, GlaxoSmithKline, Roche and Sanofi, to name a few. Senior executives, business development and licensing professionals interested in partnering their technologies or products, initiating strategic alliances or tapping into the financing network are welcome to apply to present. To confirm your company's presentation, please contact Sondra Behan at [sbehan@bio.org](mailto:sbehan@bio.org) by August 16th, 2013, as spots are limited.

企业推介会时长设置为25分钟,包含Q&A问答环节。您可以借此机会陈述您的企业合作价值,概述您的公司在临床研发方面的进展或其他企业成就与里程碑。在2012年的BIO®中国生物产业大会上,包含阿斯利康、葛兰素史克、罗氏与赛诺菲等在内的24家公司通过企业推荐会分享了他们的故事。

企业推介会欢迎对寻求技术与产品合作、发起战略联盟或寻找融资网络感兴趣的企业高管、商务拓展及授权许可相关从业人士报名参加推介。推介名额有限,确认参加企业推介会请于2013年8月16日前联系Sondra Behan。联系邮件:[sbehan@bio.org](mailto:sbehan@bio.org)。

# Connections that Matter

## 机遇在于人脉

BIO's One-on-One Partnering™ system allows registrants to utilize an online database tool to:

- Search company and investor profiles;
- Evaluate potential collaborations and funding opportunities with participating companies;
- Move efficiently from identification of prospective partners to discussions and negotiations;
- Communicate directly with prospective investors and senior business and scientific management;
- Pre-schedule private one-on-one meetings.

BIO智能沟通系统BIO One-on-One Partnering™强大的在线数据库将协助与会者实现:

- 搜索公司及投资人档案;
- 与其他参会公司评估潜在的合作与融资机会;
- 高效完成从识别潜在合作对象,到发起讨论与谈判的整个过程;
- 直接与意向投资者、企业高级管理人员及研发人员沟通;
- 预先安排企业一对一私人会谈。





# Be Part of Biotech's Elite: Sponsors\*

## 加盟生物科技精英阵营·赞助商\*

### BIO Double Helix Sponsors | BIO白金赞助商



### BIO Helix Sponsors | BIO黄金赞助商



### Intelligence Provider | 情报提供



### Exhibition Management | 展会管理



### Co-Sponsors | 大会协办方



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### Media Partners | 媒体合作伙伴



\*Representative sample | 代表性的样本

Please direct inquiries to John Sloan at +1-202-962-9506 or [jsloan@bio.org](mailto:jsloan@bio.org)

任何疑问, 请致电 John Sloan +1-202-962-9506 或邮件到 [jsloan@bio.org](mailto:jsloan@bio.org)

## Convention Co-Hosts | 大会联合主办单位



Biotechnology Industry Organization

The Biotechnology Industry Organization (BIO), the world's largest biotechnology trade association, 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.

全球生物技术工业组织 (BIO) 作为世界上最大的生物技术贸易协会, 代表着遍及美国与其他30多个国家与地区的1100多名生物技术企业、学术机构、国家生物技术中心及相关组织。



The China Center for Pharmaceutical International Exchange (CCPIE), an independent, public institution affiliated with the China Food and Drug Administration (CFDA), includes the following departments: Division of General Affairs; Division of Technological Cooperation; Division of Consultancy Services and Division of Conference & Exhibition.

中国医药国际交流中心是国家食品药品监督管理局直属的事业单位, 独立事业法人。中心内设: 综合处、对外合作处、咨询服务处及会议展览处。

# 2013 Advisory Committee

**Xue Bin**

Deputy Director, CCEPIE

**Leon Chen**

Lian Yong (Leon) Chen, PhD,  
Founder & Managing Partner,  
Frontline BioVentures

**Li Chen, PhD**

President & CEO, Hua Medicine,  
China

**Shaoyu Chen**

Partner, Covington & Burling LLP

**Joseph Cho**

Managing Director, RDPAC

**Samantha Du**

Managing Director, Sequoia Capital

**May-Kin Ho, PhD**

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**Kewen Jin**

Managing Director,  
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Vice President & General Manager,  
Greater China, Amgen China

**John Oyler**

CEO, BeiGene

**Yinxiang Wang, PhD**

CEO and Chief Scientific Officer,  
Zhejiang Beta Pharma

**Jerry Xiao**

Vice General Manager, Corporate  
Technology Center, Fosun Pharma

**Steve Yang**

Vice President, Head of R&D,  
Asia and Emerging Markets,  
AstraZeneca, China

**Jimmy Zhang, PhD, MBA**

Managing Director, MSD Early  
Investments Greater China,  
Merck & Co., Inc.

## 2013年大会顾问委员会

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中国医药国际交流中心, 副主任

**陈连勇 博士**

通和资本, 创始人及管理合伙人

**陈力 博士**

华医药中国, 总裁兼首席执行官

**陈少羽**

科文顿\*柏灵律师事务所, 合伙人

**Joseph Cho**

中国外商投资企业协会药品研制和  
开发行业委员会(RDPAC), 常务董事

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**May-Kin Ho 博士**

高盛, 顾问董事

**金克文**

齐云创智工坊, 董事总经理

**James Li**

安进中国, 大中华区总经理、副总裁

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百济神州, 首席执行官

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**Jerry Xiao**

复星医药, 企业技术中心副总经理

**Steve Yang**

阿斯利康中国, 研发中心与亚洲新  
兴市场负责人兼副总裁

**Jimmy Zhang 博士、工商管理硕士**

默克公司, 默沙东大中华区早期投  
资董事总经理



## 2013 Venue Information | 2013年大会场馆信息

China National Convention Center  
No.7 Tianchen East Road  
Chaoyang District, Beijing  
100105, China

国家会议中心  
中国北京市朝阳区天辰东路7号  
邮编 100105

## Customer Service & Registration

### 客户服务与 注册报名

1-866-356-5155 (U.S.) or +1-202-962.6666 (International), e-mail: [bd\\_registration@bio.org](mailto:bd_registration@bio.org)

To register, please visit: [www.biochina2013.com](http://www.biochina2013.com) (中文)

注册报名敬请登录: [www.biochina2013.com](http://www.biochina2013.com) (中文网站)

# BIO® Convention in China Delegate Registration Form

## BIO®中国生物产业大会代表登记表

Chinese Domestic Rate   中国地区售价	RMB   人民币	<i>Includes Program Sessions, Keynotes, Food &amp; Beverage, Gala Reception and Access to BIO's One-on-One Partnering System.</i> 包括会议环节、主题演讲、餐饮服务及庆祝宴会,以及使用BIO智能沟通系统One-on-One Partnering的权限。
Full Convention Access (2 Days) 大会全程通票 (2天)	5000	
Full Convention Access (1 Day) 大会单日通票 (1天)	3500	
Presenting Company Representative 推介企业代表	8500	
Investor 投资人	2400	
Government/Academic 政府与学术机构代表	2400	

Last Name   姓		First Name   名	
Organization / Company   组织或公司		Job Title   职位	
Email   电子邮件			
Mailing Address 1   邮寄地址 (第1行)			
Mailing Address 2   邮寄地址 (第2行)			
City   城市	State / Province   省份	Postal Code   邮政编码	Country   国家
Telephone   联系电话			

### Wire Transfer Information | 信息

Remittee Name of Account | 汇款单位户名: Inter Group (Shanghai) Corporation  
颖德会展服务(上海)有限公司

Name of Bank | 开户行: Bank of China, Shanghai Branch Xinzha Road Sub-Branch  
中国银行上海市新闻路支行

Account Number | 账号: 437759253529

SWIFT Code | 银行代码: BKCHCNBJ300

**Please submit form to:**  
BIO China Registration Secretariat  
c/o Inter Group (Shanghai) Corp.  
Telephone: +86-21-2230-6733  
Fax: 86-21-2230-6734  
Email: biochina@intergroup.co.jp

请将登记表提交至:  
BIO中国报名登记处  
c/o Inter Group (Shanghai) Corp.  
电话: +86-21-2230-6733  
传真: 86-21-2230-6734  
电子邮件: biochina@intergroup.co.jp

CONVENTION CO-HOSTS:  
大会联合主办单位:

