

## **Opportunities in China's Biopharma Sector**

***Institute of Pharmaceutical Innovation, Bradford University***

**Tuesday 18<sup>th</sup> March 2008, 9:30-13:30**

Since 1978, when China's then paramount leader Deng Xiao Ping announced that China would "Open her doors" to the world, encourage foreign investment and embark on a programme of multilateral trade, there has been a remarkable transformation in China's economy and society.

China has become the world's fastest growing economy, attracts overseas investment of over \$1billion per week and has accumulated over \$1trillion in foreign exchange reserves. Nowadays, China is investing in its infrastructure and is increasingly investing overseas too. While it is true that much of this wealth has been generated thanks to China's reputation as "the workshop of the world", China also has ambitious plans to become a world leader in R&D and innovation.

The pharmaceutical industry was one of the pioneers to invest in China, and now many global pharma companies have R&D facilities in the country. The Chinese themselves have 4000 years of expertise in treating patients using herbal or traditional medicines. There is a culture in China supporting investment in biotechnology and pharmaceutical research. This brings opportunity for UK businesses.

To find out more about the current situation in China's Biopharma market, and how you might take advantage of these opportunities UK Trade & Investment, in collaboration with China-Britain Business Council, invites you to a seminar on the 18<sup>th</sup> March 2008, at the Institute of Pharmaceutical Innovation in Bradford University. There you will hear speakers discussing the business climate and culture, Intellectual property rights and a few "war stories", which will give you an insight into China. Also on hand will be advisers from UKTI who can tell you how to gain a foothold in the market and the support available.

The agenda for the morning will be as follows: {subject to change}

- 09:30: Registration Teas/Coffee
- 10:00: Welcome - Alastair Gardner, Chemicals, Biotechnology and Environmental Technologies Sector Specialist, UK Trade & Investment.
- 10:15: The Chinese Biopharma Market - Anil Vaidya Biotech & Healthcare Sector Specialist, Far East & Asia Pacific, UK Trade & Investment.
- 10:45: Market Entry and Cultural Considerations – Giles Blackburne, Director China-Britain Business Council.
- 11:15: Networking Break.
- 11:30: Intellectual Property – speaker (tbc)
- 12:00: IPI's experience in China
- 12:30: Lunch / Networking

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This is a free event, however as places are limited you are required to register in advance. Please complete the details below and return to Jonathan Garlinge by Fax. 0113 394 9834

Alternatively you can email [info@uktiyh.org.uk](mailto:info@uktiyh.org.uk)

### REGISTRATION

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

### VENUE

The event is being held at the Institute of Pharmaceutical Innovation at Bradford University, in the centre of Bradford. Full directions will be forwarded to you when you register, alternatively you can visit <http://www.ipi.ac.uk/contact/find-us/>. All delegates will receive a parking permit for the University Campus on arrival and although every effort will be made to secure space for all delegates, this **cannot** be guaranteed.

Please return this form by fax, email or post to:

**Jonathan Garlinge, UK Trade & Investment,  
Victoria House, 2 Victoria Place, Leeds LS11 5AE  
Tel 0113 394 9826 Fax. 0113 394 9834  
Email: [info@uktiyh.org.uk](mailto:info@uktiyh.org.uk)**