

EBD Group: BIO-Europe 2010

2010-11-15

As the preeminent emerging BRIC market, the buzz around partnering in China is building. China's rapidly growing drug market has become an essential focus for big pharma and biotech companies, and global collaborations already exist in R&D, manufacturing, commercialization as well as after sale services. Many overseas life science companies have started initiatives to increase their market share in China, and Chinese companies are developing new strategies for the domestic as well as international markets. Our panel of experts will address, from their personal and company perspectives, various aspects of how and why China is evolving so rapidly and what they see as key drivers for favorable partnering models as well as the challenges in such collaborations between Western and Chinese companies.

WilmerHale Partner and Co-Chair of the German Corporate Practice Group, Dr. Rüdiger Herrmann will serve as a panelist and WilmerHale China Liaison Officer, Alicia Hong will be the moderator for the panel session titled "Partnering Landscape in China."

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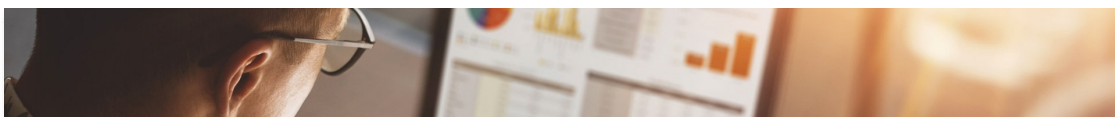
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