

Turn Challenges into Opportunities in an Evolving Pharmaceutical Industry
Sino-American Pharmaceutical Professionals Association - Greater Philadelphia (SAPA-GP)
2010 Annual Conference Report, April 30 – May 1, 2010
Reporter: Xi (Sherry) Ouyang; Photographers: Roger Luo, Zhongren Wu

Learning from the past annual conferences, the organizing committee headed by **Dr. Tsang-Bin Tzeng**, SAPA-GP incumbent president, and **Dr. Jingsong Wang**, SAPA-GP president-elect, decided to tailor the eighth annual SAPA-GP conference to meet its members' specific needs. The program featured a half-day designated career development symposium in conjunction with a job fair and a full-day gathering with senior executives from top biotechnology and pharmaceutical companies and seasoned industry veterans and entrepreneurs. In addition, close to twenty vendors and their representatives presented at the job fair as well as the conference, which provided an excellent networking and recruiting platform for conference participants.

This year attracted nearly 400 people in total on April 30th – May 1st, 2010. It echoed the conference theme “**Turn Challenges into Opportunities in an Evolving Pharmaceutical Industry**” as more members realized how important it is to seek new opportunities amid global economic malaise.

The career development symposium and job fair was held at Manufacturers' Golf and Country Club on an amazing early summer afternoon of April 30th. Nearly 170 people attended, setting an exciting start for the conference. The session was moderated by **Dr. Tsang-Bin Tzeng** and **Dr. Laura Hong**. The first speaker **Dr. Allen Reitz**, Co-founder and CEO, ALS Biopharma, LLC, exemplified a live story about how to turn a crisis into an opportunity. After being laid off from Johnson&Johnson, Dr. Reitz decided to start his own business focusing on orphan drugs. Two years down the road, he had a great ride. The second speaker **Ms. Kathleen Czupich**, Director at Pennsylvania Center for Drug Discovery, who was instrumental in helping Dr. Reitz for funding, presented how Pennsylvania Center for Drug Discovery could help displaced pharmaceutical professionals. The center offers a number of assistance programs including the Up & Down program, Technology Transfer, Public - Private Partnership, SBIR program, and etc. In contrast, the third speaker **Dr. Biao Jiang**, Vice President, Shanghai Advanced Research Institute at the Chinese Academy of Sciences emphasized the importance of leveraging Chinese government support for funding.



The next three speakers were indeed inspirational. **Mr. Christopher Pagotto**, President at Veritas Life



Science, a human capital consulting firm, revisited some of basic fundamentals for job searching. His talk was very timely since once-perceived lifelong jobs in the big pharmaceutical companies are no longer secure. **Dr. Darren Ji**, CEO of PharmaLegacy, reflected the past century of pharmaceutical R&D in the west and east. His analogy of I-Ching for modern genetic codes evoked a strong interest in Chinese philosophy. The most inspirational speech was delivered by **Dr. Evan Loh**, Senior Vice President, Pfizer. A successful scientific leader and impeccable manager, Dr. Loh talked about his parents' journey of searching for

American dream that in turn inspired him to achieve and conquer. His illustration of communication skills by virtue of “move the room” was as simple as it sounds yet as powerful as it could be.

Following the individual presentations, a career development panel discussion was moderated by **Dr. Jingsong Wang** and **Dr. Guosheng Wu**. Besides speakers who previously presented, there were four panelists, including **Dr. Zhi Hong**, Senior Vice President at GlaxoSmithKline; **Dr. Zhengping Zhu**, Vice President & Global Head at Novartis Biologics; **Dr. Ruiping Dong**, Vice President at Bristol-Myers Squibb; and **Dr. Peter Tu**, Chief Intellectual Property Counsel and Vice President of Legal at Moksha8 Pharmaceuticals. After holding questions for three hours, the audience soon engaged an intimate discussion with the panelists on how to expand one's network, how to become a good manager or leader, and how to make a smooth transition.

Approaching the night of April 30th, SAPA-GP prepared a fantastic evening program for conference attendees and speakers. Beautiful landscape, upscale banquet, and a series of exciting music plays performed by young artists Shana Wu, Jeffery Han, Kevin Li, Johnna Wu, and Justin Yin, reminded people of a well-planned wedding. One of the spotlights was the keynote speech delivered by **Dr. Mervyn J. Turner**, Chief Strategy Officer at Merck & Co. His speech “**GO EAST, YOUNG MAN!**” evidently inspired the audience and moved the room. Co-chairs then presented service awards to EC members **Dr. Laura Hong**,



Dr. Zhibiao Fu, **Ms. Mabel Ju**, **Dr. Peter Luo**, and **Dr. Yun Zhang** for their dedication to SAPA-GP. Yet all this would not happen without the generous sponsorship from SunTen Phytotech Co. whose CEO **Dr. Tsang-Bin Tzeng** gave an informative introduction for his company. After the dinner, members and guests enjoyed themselves in the karaoke and dancing party.



As April 30th concluded successfully, May 1st, the full-day conference, awaited an even greater success. **Dr. Tsang-Bin Tzeng** kicked off the conference with a warm welcome speech to all attendees. Titled “**Emerging Markets &**

Transformation of Pharma R&D”, the morning session consisted of six keynote presentations and was moderated by **Dr. Tsang-Bin Tzeng**.

Dr. Mingde Yu, President at China Pharmaceutical Enterprise Association, presented “Healthcare Reform in China and its impact on the pharmaceutical industry”. He showcased China’s impressive growth and discussed its healthcare reform landscape. “China is expected to become the world's third-largest prescription drug market in 2011, according to a report released by pharmaceutical market research firm IMS Health,” Dr. Yu said. “It is so exciting that we have to prepare to be ready!” With an investment plan of 850 billion yuan (124 billion U.S. dollars) for the reform in three years, Chinese government is dedicated to increasing the healthcare coverage to 90% for 1.3 billion citizens. Although there are some challenges ahead for a successful implementation, the future for China’s pharmaceutical industry is bright and promising.



The second speaker, **Dr. Ruiping Dong**, Vice President and Head of R&D in Japan and China, Bristol-Myers Squibb, shared his view about the opportunities and challenge for drug development in North Asia that includes China (Hong Kong), Taiwan, Japan, and Korea. He first analyzed the commonalities and differences in this region, including population geography, wealth, disease pattern, and medical practices. He then presented the future growth opportunities both for global and the region, and challenges to do drug development in this region. Interestingly enough, a talent shortage in Asia-Pacific is the biggest issue facing the pharmaceutical industry according to a survey with in-market executives. This is good news for U.S.-trained Chinese scientists searching for career advancement as there is a much bigger need for top talents in their homelands.

After Dr. Dong's talk on clinical development opportunities in China, **Mr. Wim Vandenhouweele**, Executive Director for Global Vaccines Commercial Development, Merck, switched gear to in-line marketing strategies in China. Having spent a few years in China focusing on brand strategy and C-MAP (China-Merck HIV/AIDS Public-Private Partnership) initiative, he understood China market to such a granular level that many Chinese natives could not have known. He also recommended a couple of well-written books on China that include "To Change China" by Jonathan Spence, "The Chinese TAO of Business" by Haley, Haley&Chin, and "Billions" by Tom Doctoroff.

Dr. Zhi Hong, Senior Vice President and Head of Infectious Diseases Center of Excellence for Drug Discover (CEDD), GlaxoSmithKline, delivered an impressive speech without a single slide on infectious disease. With a proven track record, he spearheaded an innovative drug discovery hybrid model within infectious disease CEDD. This model maintains minimal internal research capabilities while leveraging external biotech companies' pipeline through strategic alliances. Within two years, his group has delivered three late-stage compounds as compared to none in the past seven years.

The last two speakers in the morning session **Dr. Zhenping Zhu**, Vice President & Global Head of Protein Sciences & Design, Novartis Biologics, and **Mr. Patrick Higgins**, Member of Eckert Seamans, delivered rather educational speech on biologic discovery and legal aspects on discovery assets respectively. Dr. Zhu focused on development of next generation antibody-based therapeutics; Mr. Higgins emphasized how to leverage discovery assets toward pharma-market exclusivity in the United States.



The morning session ended with a Chinese Pharmaceutical Industry Leaders' Forum that was moderated by **Dr. Peter Luo**. The panelists included previous speakers **Mr. Mingde Yu**, **Dr. Ruiping Dong**, and **Dr. Zhenping Zhu**, and other industry leaders **Mr Zegong Zhang**, Deputy Director at Beijing Pharma and Biotech Center, **Dr. Jack Zheng**, CEO at eVenus Pharmaceutical Laboratories Inc. and Vice President at Jiangsu Hengrui Medicine Co... The short forum addressed current status and trend of Chinese pharmaceutical industry, healthcare reform in China and in the U.S., and opportunities for collaboration & partnership with U.S. companies.



Before lunch, it was the time for SAPA-GP presidency announcement. **Dr. Jingsong Wang** officially became the president for SAPA-GP 2010-2011. The president-elect for 2011-2012 will be **Dr. Laura Hong**. Both have done tremendous work for SAPA-GP in the past. There is no

doubt that SAPA-GP will continue flourishing under their leadership.

The afternoon session's theme “**Merger and Acquisition, Intellectual Property, and Novel R&D Models**” resonated well with the morning session as those are natural topics after emerging markets discussions. Moderator **Dr. Weihong Hsing** introduced the first speaker **Dr. Peter Tu** who sat on the career development panel the day before and had impressed the audience with his down-to-earth mentality and impeccable logic. Understanding most attendees' scientific background, **Dr. Tu** decided to give a basic intellectual property seminar. It was very timely as most U.S.- trained Chinese scientists have many patents yet few of them know how to protect their rights or prevent intellectual property litigations.

The second speaker, **Dr. Lily Zou**, Senior Director of Business Development and Licensing, Sandoz Inc., presented a hot topic on biosimilars. As many biologic drugs expect to go off patent in the next few years, biosimilars' market presents attractive opportunities. The new healthcare reform bill grants 12-year market exclusivity to originator biologic drugs. It creates a regulatory path for biosimilars, but the specifics of the regulatory path are still to be defined. There are many challenges in the biosimilar market, including the uncertainties in regulatory requirements, higher cost of development, and the need for sales and marketing. Dr. Zou first compared the difference between small molecular generics and follow-on biologics from clinical development and commercial perspectives. She then presented how Sandoz has pioneered in the biosimilar space and provided patients better access to some of the most important biologic drugs.

Dr. Julius Li, CEO at AutekBio, reoriented the audience to China's potential for biologics pipeline development. After securing \$100 million joint venture with Chinese government, venture capital, and internal investors, AutekBio is expected to become China's first US cGMP facility for global biologics pipeline support. Despite of the hardship in raising capitals during the credit crunch, Dr. Li's team is fortunate enough yet destined to spearhead the imminent biologics CRO industry.

The last speaker **Mr. Ronald L. Panitch**, Managing Partner at Panitch Schwarze Belisario & Nadel LLP, could not find a better topic as the last keynote than “how to minimize risk of intellectual property litigation when terminating employment”. He pointed out that trade secret is different than confidential information in a sense that the secret needs to be defined clearly and validated subsequently. His advice for employment departure is to take nothing (even pens) out of the employer's workplace.



With the conclusion of keynote speeches, a CRO forum was organized by **Dr. Joan Shen** and **Dr. Sean Zhang**. Executives or representatives from top R&D service providers presented at the panel. They were **Dr. Hui Cai**, Vice President at WuXi AppTec.; **Dr. Ningning Ma**, Vice President at Sino Biological Inc.; **Dr. Dongmei Wang**, Vice President at Frontage Laboratories; **Dr. Shifang Zhang**, Senior Director at Genewiz; **Dr. Huiqun Xia**, Assist Director at Shanghai Clinical Research Center; **Dr. Larry Wang**, President at GeneScript; **Dr. Darren Ji**, CEO at PharmaLegacy; **Mr. Wen Chen**, Vice President at Tigermed; **Dr. Harry Li**, President & CEO at Wilmington Pharma Tech. Most of panelists are successful entrepreneurs or “sea turtles” who have played an indispensable role in building up China's biopharmaceutical R&D service industry. A big thank to those organizations for their sponsorship in supporting SAPA-GP's program.

With the success of the eighth SAPA-GP annual conference, we thank all the speakers for their spectacular presentations. We appreciate the excellent work by co-chair **Dr. Tsang-Bin Tzeng** and **Dr. Jingsong Wang** and our photographers **Dr. Zhongren Wu** and **Dr. Roger Luo**. Thanks to our

organization committee for their contribution as well. We look forward to a much more exciting program next year!

Special Thanks to SAPA-GP Sponsors:

SunTen Phytotch

Panitch Schwarze Belisario & Nadel

Genscript

Tigermed

ANP Tech

Wuxi Apptech

China Medical City

Eckertseamans

Shanghaibio

Shanghai Clinical Research Center

Veritas Life Science

Frontage

PharmaLegacy

Genewiz

Nanjing/同仁四海

Jiangsu Hengrui/eVenus

Shenzhen Salubris Pharma

XenoBiotic Laboratories, Inc.