



The 4th China Pharma Decision Science Summit

CphMRA 2013 Annual Meeting

24th-26th, July Huang'shan, Anhui

With the great help of China Market Research Association (CMRA) and the strong support from leading MNC and China pharmaceutical and consultant & market research companies, we were able to launch the China Pharmaceutical Market Research Association (CphMRA) in Aug 2011. The establishment of CphMRA opens a new era for the China pharmaceutical market research industry. From that on the industry has its own professional best practice sharing and exchanging platform and dedicated industry organization to establish code of conduct, information standard as well as career development pathway. In 2013 CphMRA will organize the 4th China Pharmaceutical Decision Science Summit and its annual meeting in Huangshan from 24th July to 26th July 2013. Looking forward to your visit.

THEME: INSIGHT, SHARE, INNOVATION

This summit will focus at the discussion of current and future trend of China Pharma Market;

This summit will share cases of potential assessment, positioning, segmentation and performance tracking;

Appendix:List of medical companies intend to participate (participants in the last)

China Otsuka Pharma Co.Ltd
Pfizer Pharmaceutical Co.Ltd
Beijing Novartis Pharmaceutical Co.Ltd
Shanghai Johnson&Johnson Pharma Co.Ltd
Shanghai sankyo Pharmaceutical Co.Ltd
Xi'an-Janssen Pharmaceutical Co.Ltd
Shanghai Gitzo Medical Technology Co.Ltd
AstraZeneca
Shenzhen Sanjiu Pharmaceutical Co.Ltd
Shanghai Schering-Plough Pharma Co.Ltd
Shanghai Ringer Ingelheim Pharma Co.Ltd
Shanghai Roche Pharmaceutical Co.Ltd
Dawnrays Pharmaceutical(Holdings)Ltd
Beijing Meng Di Parmaceutical Co.Ltd

Sanofi-Aventis Investment Co.Ltd(SH)
Eli Lilly Asia, Inc.SH Representative Office
Bristol-Myers Squibb Company
Beijing Merck Pharma Consulting Co.Ltd
Xianju Pharmaceutical Sales Co.Ltd
Huarui Pharmaceutical Co.Ltd
GlaxoSmithKline(China) Investment Co.Ltd
NovoNordisk
Bayer Healthcare
Merck Sharp & Dohme(China)Co.Ltd
Baiyang Pharmaceutical Group Co.Ltd
Shanghai Fosun
UCB
Wing Hong Kong Biotechnology

Registration Form

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|-----------------------------------|---|-----------|--|
| Company | | Number | |
| Name of representatives gender | | | |
| Contact | | E-mail | |
| Phone | | Fax | |
| Address | | Post Code | |
| Contact Information | <p>Please fax and phone us for confirmation after fill in the form</p> <p>Contact: Ren Baijie, He Lijun, Zhang Qiaoyu, Chen Mengqiu</p> <p>Phone: +86 10 65011613, 65927989</p> <p>Fax: +86 10 65010903</p> <p>Email: ren@emarketing.net.cn</p> <p style="padding-left: 40px;">cmra@emarketing.net.cn</p> <p style="padding-left: 40px;">admin@emarketing.net.cn</p> <p>website: www.emarketing.net.cn</p> | | |

China Marketing Research Association
China Pharma Market Research Association (CphMRA)

May 30th 2013