



# 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

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: <a href="mailto:ren@emarketing.net.cn">ren@emarketing.net.cn</a></p> <p style="padding-left: 40px;"><a href="mailto:cmra@emarketing.net.cn">cmra@emarketing.net.cn</a></p> <p style="padding-left: 40px;"><a href="mailto:admin@emarketing.net.cn">admin@emarketing.net.cn</a></p> <p>website: <a href="http://www.emarketing.net.cn">www.emarketing.net.cn</a></p>		

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

**May 30th 2013**