

# 2ND ANNUAL BIO/PHARMA COLD CHAIN CHINA 2012

Main Conference: 28 & 29 February 2012 | Workshops: 1 March 2012 | Site Tour: 27 February 2012  
Venue: Renaissance Beijing Hotel, China | [www.pharmacoldchainchina.com](http://www.pharmacoldchainchina.com)

**FIRST 100 BIO/PHARMA  
COLD CHAIN EXPERTS  
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\*USD 99 will be charged as the processing fee

## Expert Speaker Faculty Include:



**Yu Xiucheng**, Inspection Commissioner,  
Department of Medical Science, Technology  
and Education, **China Ministry of Health  
(MOH) \***

**Wang Jinxia**, Chairman, **China Association of  
Pharmaceutical Commerce (CAPC)**



**Zhang Linghui**, Assistant Secretary General,  
**China Pharmaceutical Technology Exchange**



**Gu Weijun**, Secretary General, **China  
Pharmaceutical Association of Plant  
Engineering**



**Liu Weizhan**, Secretary General, Cold Chain  
Association, **China Federation of Logistics  
and Purchasing**



**Viliam Kovac**, VP Global Quality & Divisional  
Export Control, **Roche**



**Guy Meeus**, Director of Manufacturing,  
**Johnson & Johnson China**



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## The ONLY conference addressing the cold chain issues faced by the pharmaceutical industry in China

### Key themes for 2nd Annual Bio/Pharma Cold Chain China 2012

- The latest updates from Chinese regulatory authorities on pharmaceutical cold chain management regulations and guidelines
- Exploring strategies to balance international cold chain requirements and local practices faced by global pharmaceutical companies in China
- Achieving cost efficiency in cold chain operations
- Identifying best practices to manage and strengthen relations with 3PL providers to ensure product integrity and on-time delivery
- Understanding how 3PLs manage their cold chain operations in China
- Assessing new technologies, innovations and solutions available in the market to ensure optimal end-to-end cold chain management

## Make the Most of Your Time Out of the Office by Attending all the Activities Put Together for You:

**21 EXPERTS** lined up in the 2-  
days case study packed  
programme

**NETWORKING COCKTAIL  
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meet new contacts

**CHINA BIO/PHARMA COLD  
CHAIN EXCELLENCE AWARD** to  
identify industry leaders

**2 Interactive industry expert-led  
POST CONFERENCE  
WORKSHOPS**

**7 ROUNDTABLE DISCUSSIONS**  
to overcome your day to day  
cold chain challenges

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Dear Pharmaceutical Supply Chain Professionals,

Many multinational pharmaceutical companies have set up operations and manufacturing plants in China.

With this in mind, however, China is still far from developing a comprehensive and efficient cold chain distribution system for pharmaceutical products. The large land mass, the extreme weather conditions across varied terrains and an inefficient transportation system across multi-tiered cities and rural areas means cold chain management is a huge challenge for the pharmaceutical industry in China.

The **2nd Annual Bio/Pharma Cold Chain China 2012** is THE ONLY gathering of its kind in China providing the largest and most comprehensive supply chain forum for pharmaceutical, biotech and medical device professionals in China involved in the temperature-controlled supply chain. As part of **China Bio/Pharma and Clinical Supply Chain Convention 2012**, you will be able to network with and learn from other organisations who face similar challenges in monitoring, controlling, and maintaining temperatures of products throughout the supply chain – from manufacturing, warehousing, wholesalers, pharmacies, hospitals, and ultimately to the end users.

I look forward to meeting you this February in Beijing!

Yours sincerely,

Yip Teck Chee  
Conference Director  
Pharma IQ – A Division of IQPC Worldwide

## China Bio/Pharma and Clinical Supply Chain Excellence Awards

**Nominations now open! Online voting will commence immediately. Only one vote per person will count.**

### 2012 Award Categories:

#### CHINA BIO/PHARMA COLD CHAIN EXCELLENCE AWARD

- Innovation in Quality Distribution
- Life Science Logistic Partner of the Year

#### CHINA CLINICAL TRIAL SUPPLY EXCELLENCE AWARD

- Innovation in Quality Distribution
- Life Science Logistic Partner of the Year

**DO YOU KNOW SOMEONE OR AN ORGANISATION THAT HAS WORKED HARD TO ACHIEVE RESULTS IN LOGISTICS OR QA IN CHINA?**

Go to [www.chinapharmasupplychain.com](http://www.chinapharmasupplychain.com) and nominate them today!

Find more information on eligibility criteria, the entry process and to download the nomination form at

[www.chinapharmasupplychain.com](http://www.chinapharmasupplychain.com)

**Nomination  
Deadline is  
23 December  
2011**

# CONFERENCE AGENDA

## DAY 1 Tuesday 28 February 2012

08:00 **Coffee & Registration**

08:45 **Chairman's Welcoming Address**

09:00 **Plenary Session: Understanding The Chinese Authorities' Approach Towards Regulating The Pharmaceutical Industry And Its Implications For Your Supply Chain**

- Examining the Government's principal guidelines for the pharmaceutical industry to increase your efficiency
- Achieving unified industrial standards to increase the efficiency of your pharmaceutical supply chain
- Understanding the government's policy on the pharmaceutical supply chain to optimise your supply chain and grab the potential opportunities
- Reviewing the latest policy guidelines for imports and exports
- Optimising your supply chain according to the requirements of latest drug "Good Supply Practice" (GSP)

**Wang Jinxia**, Chairman, **China Association of Pharmaceutical Commerce (CAPC)**

09:30 **Plenary Session: Understanding the Ministry of Health's Guidelines for Temperature Control of Pharmaceuticals**

- Exploring the key regulations of the Ministry of Health for the control of pharmaceuticals
- Explaining the Ministry of Health initiatives to protect public health
- Recognising proper inspection of the cold chain operation to tackle counterfeit drugs

**Yu Xiucheng**, Inspection Commissioner, Department of Medical Science, Technology and Education, **China Ministry of Health (MOH)** \*

10:00 **Exclusive Speed Networking**

Meet, network and exchange business cards with fellow delegates and speakers who are facing similar cold chain or clinical trial supply challenges. In this revolutionary, quick-fire format, you can meet over half the delegates and build your network.

10:30 **Morning Coffee**

11:00 **Quality Assurance for Distribution: Regulatory Expectations and Company Needs**

- Identifying different regulatory expectations for different medicinal products: Finished medicinal products, API and investigational products
- Understanding the different contractual responsibilities
- Debating the key issues for the storing and distribution phases for cold chain pharmaceuticals

**Zhang Linghui**, Assistant Secretary General, **China Pharmaceutical Technology Exchange**

11:40 **Keynote Panel Discussion: Exploring Current and Future Regulatory Expectations for Cold Chain Management**

- Discussing the regional regulatory concerns for cold chain management
- Reviewing the current regional regulations on storage, handling and distribution of temperature sensitive pharmaceuticals
- Exploring future requirements in line with cold chain trends

**Panellists:**

**Gu Weijun**, Secretary General, **China Pharmaceutical Association of Plant Engineering**

**Liu Weizhan**, Secretary General, Cold Chain Association, **China Federation of Logistics and Purchasing**

**Zhang Linghui**, Assistant Secretary General, **China Pharmaceutical Technology Exchange**

12:20 **Lunch and Networking Break**

13:20 **Discussing the Impact of Cold Chain Dynamics on Pharmaceutical Business in China**

- Defining the different cold chain stakeholders roles and responsibilities
- Pinpointing the dynamics of the distribution in the China market
- Leveraging relationships to build a sustainable process

**Kevin Gu**, Senior Vice President, **Jointown Pharmaceutical**

*"Cold chain China is in need of more sophisticated attention and global participation to better understand new methods and actions to improve cold chain shipping and distribution."*

**VP, Global Sales & Marketing,  
Active CC Boxes**

*"It has been a great event for getting both local and global perspectives on cold chain and showing some of the best practices. Also, it's a good event for networking opportunities."*

**Distribution Associate Director,  
Bristol Myers Squibb China**

# CONFERENCE AGENDA

## DAY 1 Tuesday 28 February 2012

- 14:00 **Investing Into Training - The Key to Good Cold Chain Logistics Practice**
- Assessing the challenges of increased globalisation and regulation on healthcare cold chain logistics
  - Examining the need for a holistic knowledge approach towards end-to-end temperature management
  - Addressing challenges through purposefully-designed certified training programs within your organisation

**Yong Guo**, Head of Supply Chain, **Novartis China**

- 14:40 **Technology Marketplace: Evaluate and Discover the Best Solution to Support Your Supply Chain Management in 2012**

Join the exclusive China Bio/Pharma and Clinical Supply Chain Convention 2012 marketplace to benefit from an intense round-robin evaluation session and discover the best solution to support supply chain management in 2012. The room will be split into focused stall front booths, each featuring pre-qualified solution providers recommended as leaders in the industry by asset managers.

Each participant will be given an objective "game card" to complete at the marketplace for each solution provider stall front.

- Categories of solution providers include:
- Logistics and Distribution Warehousing
  - Packaging/ Labelling/Container Solution
  - Software Instrument/RFID/ Temperature Instrument
  - Airlines for Cargo
  - Outsourcing Channel Management & Consultancy
  - Leasing

- 15:40 **Afternoon Tea and Networking Break**
- 16:10 **Improving Supply Chain Design to Control and Monitor Security**
- Discussing common sense protection techniques
  - Building security requirements into your quality agreement
  - Explaining covert tracking and recovery

**Alex Xu**, Head of Supply Chain, **Lilly China**

- 16:50 **Closing Panel Discussion: Bridging the Logistics Gaps Between Airports, Ground Handlers and Customers**
- Understanding the local standard and requirements for cold chain logistics
  - Collaborative strategy to ensure the cold chain system integrity till the end user
  - Assessing how to fill the existing gaps in cold chain distribution cycle
  - Analyzing effective plans for temperature excursions between each stakeholders

#### **Panellist:**

**Xu Jin**, Vice President of Supply Chain, **Tasly Group**

**Hu Ying**, General Manager, **Shanghai Pharmaceuticals Logistics Center**

- 17:20 **Closing Remark from Chairperson**

- 17:30 **End of Conference Day One**

- 17:45 **Networking Cocktail Reception and Awards Ceremony in the Exhibition Hall**

After a full first day of discussion and idea sharing, join your peers in this ultimate networking occasion. Sit back, relax, enjoy complimentary drinks and talk over the topics of the day and take this opportunity to really get to know your fellow delegates and increase your network of contacts in the area.

Pharma IQ's **China Bio/Pharma Cold Chain Excellence Award** and **China Clinical Trials Supply Excellence Award** and also offers a great opportunity for you to recognise excellence within the industry.



## **China Bio/Pharma Cold Chain Excellence Award**

**DO YOU KNOW SOMEONE OR AN ORGANISATION THAT HAS WORKED HARD TO ACHIEVE RESULTS IN LOGISTICS OR QA IN CHINA?**

Nominations now open! Online voting will commence in November. Only one vote per person will count.

# CONFERENCE AGENDA

## DAY 2 Wednesday 29 February 2012

- 08:30 **Re-registration and Welcome Coffee**
- 08:50 **Opening Remark from Chairperson**
- 09:00 **Minimising Vaccine Damage During Distribution**
- Explaining WHO guidelines to maintain vaccine safety and potency during transportation
  - Avoiding the risk of vaccine damage by preventing vaccine freezing during storage
  - Identifying the required measures to prevent vaccines freezing during distribution

**Robert Jin**, Logistics Manager, China, **Life Technologies**



*"This event was valuable in that it provided an excellent platform for various industry players to meet and share experiences and learn from each other."*

**Senior Quality & Assurance Manager  
Roche**

- 09:40 **Understanding the Challenges of Cold Chain System For New Vaccines**
- Explaining the capacity of the existing cold chain
  - Identifying the need for expanding the existing capacity to accommodate new vaccines
  - Learning about the different tools to expand and improve your current cold chain system
  - Explaining the need for a national cold chain assessment system to overcome cold chain system challenges

**Viliam Kovac**, VP Global Quality & Divisional Export Control, **Roche**

10:20 Morning Tea and Networking Break

- 10:50 **Implementing Cost-Effective Solutions in Handling Cold Chain Challenges in China**
- Identifying and analysing challenges facing manufacturers and distributors in handling cold chain in China
  - Overcoming challenges facing front line staff in the mid to last mile
  - Explaining the recommended steps for improvements at regulations, customs, warehousing and distribution areas
  - Using quality agreement as a tool for continuously improving the cold chain for pharmaceuticals

**Guy Meeus**, Director of Manufacturing, **Johnson & Johnson China**

*"Fantastic opportunity for networking and to gain knowledge in cold chain management sharing best practices."*

**VP, Supply Chain Management  
Hisun Pharma**

- 11:30 **Panel Discussion: Positioning China as a Global Logistic Hub for Pharmaceutical Products**
- Improving regulations to ensure safety of medications and ensure conformity with global standards
  - Ensuring proper inspections to avoid counterfeit products leaking into the market
  - Understanding the required liaison with the pharmaceutical industry to improve the value of delivering safe and effective drugs to the market

### Panellists:

**Marco A. Vega**, China Quality Leader, Lilly China

**Xavier Cahiz**, Vice President Asia Pacific Supply Chain, **Baxter International \***

12:10 **Networking Lunch**

- 13:10 **Exploring WHO Effective Vaccine Management Assessment in Developing Countries**
- Enhancing your ability to validate vaccine shipment containers
  - Understanding paper trail qualification for cold chain logistics and integrating third party monitoring
  - Explaining auditing outcomes and improvement plan implementation

**Michael Lee**, Senior Vice President, Manufacturing & Project, **Shanghai Biomabs Pharmaceuticals**

13:50 **Spotlight Session**

This session will be dedicated to a leading service provider from within the clinical trial supply arena, offering you the opportunity to hear first-hand how the latest technology innovations could help you reach your CSM goals in 2011.

14:30 **Afternoon Tea and Networking Break**

# CONFERENCE AGENDA

## DAY 2 Wednesday 29 February 2012

- 15:00 **Case Study: Understanding Cold Chain Related Deviations in the Pharmaceutical Industry**
- Discussing the latest case studies of the most common deviations related to cold chain
  - Allocating the key causes related to these deviations
  - Learning how to avoid recurrence of similar deviation in the pharmaceutical cold chain

**Hu Ying**, General Manager, **Shanghai Pharmaceuticals Logistics Center**

- 15:40 **Panel Discussion: Securing the Delivery of High Quality Pharmaceuticals**
- Understanding product requirement to select the appropriate quality assurance tools
  - Implementing value added activities to ensure the required quality of the product
  - Defining stability parameters across the cold chain

**Panellist:**

**Sun Lei**, President Manufacturing, **Autekbio**

**Zhang Yanhui**, GM Logistics, **Nanjing Pharmaceuticals**

- 16:20 **Interactive Roundtable Discussion**
- Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others. Each roundtable session lasts for 30

minutes, and delegates may attend up to 2 roundtables

Roundtable 1:  
**How to handle refrigeration of medication in pharmacies and practical care points**

Roundtable 2:  
**Maintaining the quality of temperature sensitive pharmaceutical products throughout the transportation environment**

Roundtable 3:  
**Identifying and bridging the gap in the vaccine cold chain**

Roundtable 4:  
**Addressing transport simulation benefits to test for extreme conditions**

Roundtable 5:  
**Addressing new technologies to increase cold chain visibility**

Roundtable 6:  
**How to validate and audit cold stores**

Roundtable 7:  
**Freezing, the usual under-estimated temperature excursion in cold chain**

*\*Roundtable leader to be announced*

17:20 **Closing Remarks from Chairperson and End of Conference**

## Post Conference Site Tour Thursday 1 March 2012

### DHL Temperature Controlled Warehouse



The opening of the 140sqm temperature controlled warehouse in Sept 2011 at Beijing Airport Logistics Park brings the total area of DHL Global forwarding temperature controlled facilities in China to nearly 1000m2.

This new centre is expected to serve growing Chinese pharmaceutical and biotech companies which require regulatory compliant cold chain transportation with highest security and quality standards. It is designed to benefit healthcare clients by helping them reduce the risk of temperature deviation during customs clearance.

The new center offers temperature sensitive storage capabilities (+2C to +8C, and +15 to +25C) with electronic temperature data record keeping and alarm system. At the same time, DHL also offers loading and unloading of cool containers, handling of passive packaging, adding and retrieving of data loggers on request, coordinating with select air carriers for proper booking, and organizing necessary refrigerated trucks for pick-up or delivery.

**Workshop A: 27 February 2012**  
**08:00am – 10:30am**

## Setting Up an Efficient Cold Chain Compliance System in China to Meet International Requirements

**Facilitator: Viliam Kovac**, VP Global Quality & Divisional Export Control, **Roche**

The pharmaceutical industry requires international and domestic transportation of goods. Having the appropriate documentation and knowledge of international guidelines and local customs' regulations regarding shipment of pharmaceuticals and dangerous goods is important to minimize customs delay and ensure punctual delivery of quality goods.

### Workshop A will address:

- Documentation writing and SOPs for internal and external processing, including customs clearance
- Training and education of staff and all stakeholders
- Evaluation of logistics providers' cold chain management process, transportation routes and distribution and staff handling of temperature-sensitive products
- Management of returned products
- Return of non-defective products
- Contingency plan of drug recalls

### About Your Workshop Leader:

Viliam Kovac is Vice President Global Supply Chain Quality to Roche Diagnostics, holding two University Degrees in Economics (International Commerce & Business Management). Competent and experienced Manager in Business & Quality & Regulatory subjects within the International Supply Chain Operations, including Material Flow Planning, Procurement, Warehousing, Distribution, Order Handling, Contractor Management and Marketing. Skilled in management roles and functions with proven leadership competences. Proactive and innovative with in-depth knowledge of global /local markets, customers and regulatory trends. He is a highly-acclaimed international keynote speaker and is regularly featured at a variety of high-profile conferences and trainings all over the world.

**Workshop A: 27 February 2012**  
**11:00am – 13:30pm**

## Temperature Monitoring and Risk Management Strategies to Prevent Temperature Excursions

**Facilitator: Guy Meeus**, Director of Manufacturing, **Johnson & Johnson China**

The track-and-trace together with the validation of your products are vital processes to ensure goods are delivered to the designated locations at the right temperatures with uncompromised quality.

### Workshop B will address:

- Evaluating the current validation process and perform gap analysis to identify non-compliant areas
- What are the various temperature monitoring techniques and technologies which suit your organization's needs and budget expectation
- Consolidating your cold chain system to ensure an uninterrupted storage and distribution process

### About Your Workshop Leader:

Guy Meeus has 20 years of experiences in the Pharmaceutical and Biotechnological Industry. At present he is working for Johnson & Johnson where he is responsible for the Manufacturing and Technical Operational projects impacting the Asia Pacific plants. These projects are focused on compliance, capacity, processes and people, and relates to global standardization, investments on competitiveness, manufacturing support and troubleshooting, asset management, and network configuration. Guy is located in Beijing, China.

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## Why Sponsor the China Bio/Pharma Supply Chain and Clinical Supply Convention 2012?

### China Bio/Pharma Supply Chain Convention

**2012** is the only conference that focuses on China's pharmaceutical supply chain and will bring together senior decision makers of supply chain from top pharmaceutical manufacturers, distributors across Asia and solution providers to discuss market trends and key issues of this market.

### Branding Exposure

- Print advertisements, online advertisements, website, brochures mailed to targeted executives, email campaigns to targeted executives worldwide
- Save your advertisement expenses and benefit from our marketing campaign!
- On-site branding – position your brand as an industrial leader where you'll meet your key clients face to face!
- Branding on lanyards – one of the best branding you could get while all delegates and speakers are wearing it for the entire two days
- Hosting a networking lunch – let it be your corporate lunch! Host it with over 200 delegates from major industry players and discuss business in an informal way

### PR Exposure

- Your press releases will be uploaded on our event website for industrial executives to download
- Many of our sponsor speakers got good press exposure after the event
- If you have exciting announcement we could also arrange press interview with you or even organise a press conference for you!

### Tailored Business Development Arrangements

- Targeted lead research and invitation on your behalf – simply let us know which

organisations and job titles you are targeting and our experienced professionals will help you to research, qualify and invite specific prospects you are targeting to attend the conference

- One-to-one pre-arranged meetings (available for 2 sponsors only)
  - We'll work with you to identify your key prospects
  - We'll qualify these prospects through phone interview to understand if there's a business match
  - We'll pre-arrange these meetings and provide you with a meeting schedule before the event
  - We'll coordinate and facilitate these meetings on-site for you – private lunch or dinner arrangement (available for 1 sponsor only)
- Arrange a private lunch or dinner with your top 10 prospects. This is the best way to build your relationship with your key clients in a relaxing environment and have a closed door discussion!

### Market Research

This is privileged to 1 sponsor only. Our experienced professionals will help you to call your key prospects and ask specific questions you provide. A detailed research note will be sent to you. We'll also help you to email survey and consolidate the results for you.

*"This event looked at practical solution developments for an extremely challenging market. Very down to earth and realistic."*

*Head, Strategic Innovation, LifeConEx*

## Reasons to Exhibit at China Bio/Pharma and Clinical Supply Chain Convention 2012

- 1** Exhibiting in front of a highly qualified audience will generate leads and accelerate your sales cycle
- 2** Your presence and visibility builds loyalty with your clients to consolidate your market position
- 3** Positioning yourself a step forward from other vendors for competitive advantage
- 4** You will reinforce that your company is an essential partner to the pharmaceutical supply chain industry
- 5** Demonstrate your strength as well as taking this as an opportunity to display a new product or service
- 6** Maximise your sales team's time by providing direct face-to-face access to the industry's decision makers
- 7** Showcase your solutions and run product demos to drive demand
- 8** Our team will work with you to ensure that you meet the people who are important to you

If you are interested in raising your profile to heads of supply chain from major players in this market please contact us for more information on tailored sponsorship packages at +65 6722 9388 or [sponsorship@iqpc.com.sg](mailto:sponsorship@iqpc.com.sg).

### ABOUT PHARMA IQ



Become a member of Pharma IQ and receive complimentary access to resources that will

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### ABOUT IQPC



IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC's conferences are market leading "must attend" events for their respective industries. IQPC produces more than 1,500 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Berlin, Dubai, London, New York, Sao Paulo, Singapore, Stockholm, and Sydney. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. [www.iqpc.com.sg](http://www.iqpc.com.sg)

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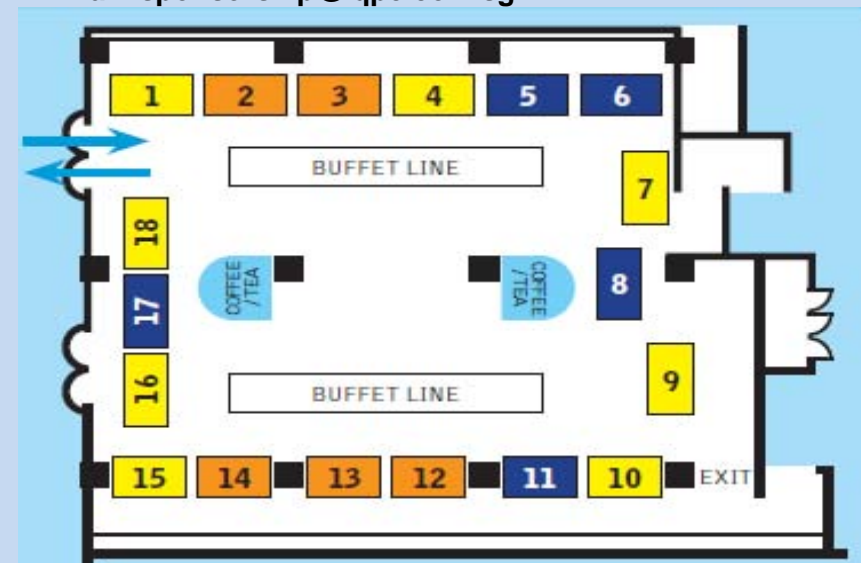


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