

和中国公司合作的最佳策略

**China's Attraction
and
Strategies to Work with It**

**–Analysis of Best Strategies for Western
Pharmaceutical and Biotech Companies to Partner with
Chinese Pharmaceutical Companies**

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About Author

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Jim J. Zhang currently is president and managing director of JZMed, Inc., a US-based, full scale pharmaceutical service company specializing in outsourcing to China. Before founding the company, Jim worked for nine years with Albany Molecular Research, Inc. (AMRI), a US-based and currently one of the world largest CROs. During his tenure at AMRI Jim was responsible for managing and overseeing multiple drug R&D projects that involved the international cooperation of AMRI's multiple sites (USA, Singapore and Hungary). He played key roles in helping numerous pharma and biotech companies discover and develop a series of drug candidates that later entered preclinical and clinical development including advanced clinical trials. He was also the key contributor to the development of chemical production process for several developmental drugs. Prior to pursuing his Ph.D. program in the US, Jim worked for six years in a China-based CMO as process engineer and developed production process for a number of pharma products.

In the practice of more than fifteen years Jim developed his expertise in chemical process research and development and in the therapeutic areas of viral infection, cancer, chronic obstructive pulmonary disease (COPD), and cystic fibrosis. Currently he holds 18 patents and is also the principal author of 11 peer-reviewed research articles.

Jim received his master's degree in Chemical Engineering from East China University of Science & Technology (Shanghai), and his Ph.D. degree in Synthetic Organic Chemistry from the University of Iowa. He also received additional trainings in Medicinal Chemistry through working at Research Triangle Institute (Research Triangle Park, North Carolina).

Report Description

Despite the fact that China has become attractive to Western pharmaceutical and biotechnology companies because of its sizeable yet still rising pharmaceutical market and abundant yet still low-cost manpower resources, it is still challenging to many of these companies as for how to timely grab the opportunities presented by this market and how to effectively utilize the resources currently available in that country.

On the other hand, since things are changing rapidly in China at present time, including its pharmaceutical market and the cost of its abundant manpower resources, Western pharma/biotech companies would have found themselves in the end that they have missed what is available presently in China if they decided to wait until all issues they are concerned with are completely cleared out before starting thinking of entering the Chinese market. In fact, it is all related to what strategies these companies should take when facing such challenges. There are, in fact, many proven ways, both practical and effective, for these companies to adopt to enter the Chinese market.

This report is thus designed and prepared to help these companies identify the best strategies suitable for them to pursue the China opportunity.

Main Features of the Report

- ❖ The report is written by industry experts who knows both Western pharmaceutical/biotech industry and Chinese pharmaceutical industry, and is based on a long time study of this Chinese pharmaceutical industry.
- ❖ The report includes rich, first-hand information about Chinese pharmaceutical market, Chinese pharmaceutical industry as well as Chinese culture in particular their business philosophy and behaviors in business conduct.
- ❖ The report also first time released a complete and comprehensive package of strategies suitable to any size of Western pharma/biotech companies to pursue their China opportunity. It analyzed in depth both the advantages and disadvantages of each of these strategies, and provides the useful strategies of how to overcome challenges when entering the Chinese market.
- ❖ More importantly, the report illustrated these strategies with case studies of abundant real examples.
- ❖ In addition, the report includes detailed information of 48 best Chinese companies in the areas of traditional pharmaceutical, biotechnology, contract pharmaceutical

research and contract pharmaceutical manufacturing including their capabilities in R&D and/or manufacturing.

- ❖ The report also describes in detail the activities of 66 Western companies currently pursuing opportunities in China. These companies include major pharma/biopharma companies, small-sized biotech companies, multinational CROs, generic drug makers as well as venture capital investors.

Following Questions Answered by the Report

- ❖ What does China possess? How could this country be an alternative place of resources to Western pharma and biotech companies?
- ❖ What do the readily available resources in China mean to Western companies?
- ❖ Why is China as an emerging pharmaceutical market important to Western companies? How will this market possibly develop in near future?
- ❖ What can Chinese pharmaceutical companies do to help Western companies?
- ❖ Who can go to China and what strategies should they employ?
- ❖ What are the best strategies to tap the resources readily available in China?
- ❖ What are the secrets of Chinese culture in business conduct? How to effectively deal with them?
- ❖ How to effectively collaborate with a Chinese company and establish a good relationship with them?

Who Should Buy the Report

- ❖ The report is a valuable guide and a must-read book to executives of all pharmaceutical and biotechnology companies, both large and startup, who would like to incorporate the best strategies into their corporate development plans in order to effectively tap the readily available resources in China.
- ❖ The report is also a useful reference book to those executives in financial investment industry and even government agencies who wish to have a better understanding about China and Chinese culture as well.

Methodologies the Report Employed

- ❖ The report first conducted a complete and thorough analysis about all challenges Western pharmaceutical and biotech companies presently experience and the actions they are taking trying to exit quickly from the current downturn situation. It then analyzed the advantages and disadvantages of these actions. Based on the analysis, the report then pointed out what are urgently needed for these companies not only to make a quick turnaround but also be prospective in their long term development.
- ❖ The report then analyzed what China, based on its rising pharmaceutical market and readily available abundant manpower resources in its pharmaceutical industry, could offer to help Western companies overcome difficulties, including all possible options the Western companies can take.
- ❖ Based on the analysis of what are urgently needed and what are readily available on both sides, the report then conducted a matching process. Based on the results discovered in the matching process, it identified the best strategies for Western companies to tap the available resources in China.
- ❖ The report further analyzed and identified all possible challenges Western companies may face when entering the Chinese market with the emphasis on cultural difference in Chinese business conduct. It then made suggestions to all Western companies, both large and startup, of the best strategies to circumvent the hurdles in order to effectively work with China, both people and companies in that country.