

China Clinical Development Summit to Bring Together Global Pharma, Biotech, and CROs at First-Ever Industry Conference & Exhibition on November 9-11 in Shanghai

Shanghai, China--BUSINESS WIRE—July 1, 2008- -The worldwide pharmaceutical, biotech, and clinical research organization (CRO) industries will gather in Shanghai this November 9-11 to attend the industry-focused conference covering China's fast-growing clinical development industry.

"CHINA TRIALS 2008: Global Clinical Development Summit" will be the first and largest gathering ever of clinical experts from the US, Europe, and China on the topic. Small and emerging biotech companies that have successfully outsourced trials to China will share strategies on selecting Chinese CROs as well as their experiences with the quality and acceptability of submitting the data to Western health authorities. Big pharma companies already in China will discuss strategies to refine and improve their clinical operations and interactions with the SFDA, China's health authority.

The cost of conducting early phase trials in China can be as low as 15-25% of the cost of conducting similar trials in the West. This has drawn the attention of many small and emerging biotech companies, who typically don't have the resources to fund the high cost of drug development in the West. But cost savings is not the only major driving force for China's clinical industry. The patient population is large and treatment-naive, enrollment is fast, and the sheer size of the potential future market in China is very attractive for drug makers.

CHINA TRIALS 2008 features an international speaking faculty of over 50 speakers from over 35 companies, all with experience in conducting trials in China. Presenting companies from the pharma and biotech industry include Abbott, Amgen, AstraZeneca, Bayer, Boehringer-Ingelheim, Bristol-Myers Squibb, Chipscreen Biosciences, GlaxoSmithKline, Lundbeck, Merck, Novartis, Novo Nordisk, Pfizer, Progen Pharmaceuticals, Sandoz, Sanofi-Aventis, Schering-Plough, Wyeth, and many more.

All the major players from the CRO industry in China will be in attendance including, Quintiles, Fountain Medical Development, Paramax International, Excel Pharmastudies, Crown Bioscience, and more.

A limited number of speaking opportunities remain and sponsorship/exhibition opportunities are still available. To explore these opportunities further, please contact the organizer Jon E. Liong at jon.liong@lycheegroup.com or call 1-732-917-0664.

CHINA TRIALS 2008 is organized by Lychee Group, LLC, a specialty media company focused exclusively on China's life sciences industry.

To view the agenda or for more information on CHINA TRIALS 2008, visit the conference website at www.chinatrialsevent.com.