

# Commercialisation in China, Japan &



**Start Date: Friday, November 10, 2017**

**12:00 AM**

**End Date: Friday, November 10, 2017 12:00 AM**

Commercialisation in China, Japan & Korea - Myths, Misconceptions and Possibilities

10th November 2017

8:30am – 11:30am

Location:

Magdalen Centre, 1 Robert Robinson Avenue, Oxford, OX4 4GA

George James Ltd are bringing in international speakers from their global business partner network who advise and provide practical assistance to European companies looking to do business in the Far East. They will provide an overview of the benefits, opportunities, and the challenges of doing business in these markets. The content will include:

**Intercultural Communication:** understanding the differences, and where they exist the similarities, in business practices, decision making and business behaviours

**Strategy development:** the importance of understanding the differences between the UK and Far Eastern markets and how for example the fast-evolving regulatory reforms in China are impacting the opportunity

**The Regulatory environment :** the opportunities for UK Companies

**Price and Reimbursement:** what prices are acceptable and how many could actually afford to pay?

**Clinical Trials :** the opportunities provided by large populations

**Partnering:** doing road shows and conducting due diligence

**Local Manufacturing:**

**Process:** Getting your company prepared for the adaptations you may need to do to be better positioned for business opportunities in the Far East

**Managing expectations:** Success requires a long-term vision, stakeholder commitment and patience

Programme

8:30 - Registration

8:45 - Welcome and Introductions  
George James Ltd

9:00 - Presentations

Dr Biorn Hammarberg - ABD LifeSciences