

Life Science Lunch Event - How To Sell Your Device Or Drug In China

DATE

March 19, 2013

What: Life Science Lunch - "How to Sell Your Device or Drug in China"

When: Tuesday, March 19, 2013

Event Duration: 11:30 a.m. – Noon (ET) Registration and Lunch | Noon - 1:00 p.m. (ET) Presentation

Program Description: Chinese consumers prefer products that are manufactured in the United States over those made in China, and healthcare spending in China is expected to grow to \$1 trillion by 2020. If medical device and drug companies enter this economically historical phenomenon late, they could struggle to achieve any real traction. But how do you do it? How do you begin to validate the market, protect your IP, navigate the regulatory process, and eventually generate revenue? Join us for lunch on March 19 to hear from experts with answers to these exact questions.

Speakers: Dennis Kelley, Pacific World Trade | Mark Van Fleet, Purdue University | John Nadelin, Safis Solutions

Live event location: Barnes & Thornburg LLP, 5th Floor | 11 S. Meridian St. | Indianapolis, IN

Note The Life Science Lunch is also available live via video in other Barnes & Thornburg offices in Elkhart, South Bend and Fort Wayne; sometimes available in B&T offices in Chicago, Grand Rapids, Washington DC, Atlanta (GA), Minneapolis, Columbus (OH) and Los Angeles. Also cooperating facilities in Bloomington, Evansville, Hammond, Merrillville, Muncie, New Albany, Richmond and West Lafayette.

Registration: You can register online at www.ihif.org/pages/lifescience or by emailing Jodie Daugherty at btrsvp@btlaw.com.

Cost: Attendees at the Indianapolis location will be charged a \$10.00 fee to attend. Payment may be made by cash or check at the door (please make checks payable to Indiana Health Industry Forum). There is no charge to attend at the other locations.

RELATED PRACTICE AREAS

Greater China and South East Asia

RELATED INDUSTRIES

Life Sciences

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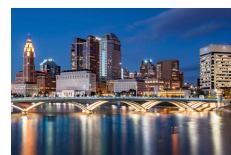
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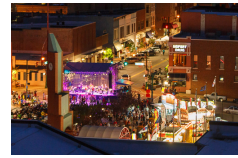
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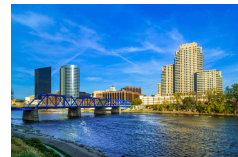


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