

50 Pharmaceutical Industry Leaders Gathered in Shenzhen to Question BioTech's "Development Plan" in the Greater Bay Area



Shenzhen, Dec 8, 2020 ([Issuewire.com](https://www.issuewire.com)) - On November 18, 2020, Closed-door Meeting of Pharmaceutical Industry Leaders" was held in Pingshan, Shenzhen as scheduled, sponsored by Shenzhen Municipal Bureau of Commerce and Pingshan District Government of Shenzhen, Pingshan District Investment Promotion Service Department of Shenzhen, Shenzhen International Investment Promotion Federation and organized by Tongxieyi, New Drug Elite Club. More than 50 pharmaceutical industry leaders were invited to conduct in-depth exchanges and discussions on the theme of "innovative development on the new policy highland".

The biomedical industry is facing a "new normal" revolution. On the one hand, under the top-level design of medical insurance negotiation and "4+7" procurement with quantity, various regions have issued detailed policies to support and encourage the innovation and development of the biomedical industry. On the other hand, the outbreak of the COVID-19 epidemic makes the implementation of the policy more urgent and important. How to reconstruct the investment pattern of biomedical innovation after the epidemic has become the focus of industry development. Undoubtedly, the two has been deeply reflected in Pingshan, Shenzhen.

In January this year, Shenzhen has successively issued "1 + 3" supporting documents, aiming to promote the development of biomedical industry agglomeration. Pingshan has also been given the important role of Shenzhen biomedical industry "one core & multi-center" core park. The trend of "Pingshan as the first choice for biomedical enterprises" is taking shape.

For the whole country, how does "Shenzhen as a sample" meet the demands of industrial development? How to construct innovation and entrepreneurship ecosystem in the Greater Bay Area? How to settle the investment pattern after the epidemic?

The meeting was presided over by Dr. Cheng Zengjiang, co-founder of Tongxieyi Forum and chairman of PharmaSea Pharmaceutical Co., Ltd. First, Dr. Cheng invited each guest to introduce themselves in one sentence: Who am I, what I am doing or what I care about. This has become the "repertoire" of the closed-door meeting of Tongxieyi leaders. It is also a paradigm for the opening of the soul dialogue in the closed-door meeting, "Dr. Cheng's guest introduction" also made everyone quickly enter the atmosphere of collective discussion.

Looking at the bright future of new drugs in China

In the past few years, China's new medicine has made rapid progress, and a number of "new top scholars" have established the world's leading drug pipeline. Wenbin Shao, vice president of IQVIA Greater China and general manager of business solutions, pointed out in the closed-door meeting report that domestic new drugs are accelerating to be listed with the help of the new health care reform policy. However, this field also faces the changing factors such as payment reform and centralized procurement, which also urges the industry to constantly reflect on the strategic direction of "fast-follow".

It can be noted that Shenzhen or even the whole Guangdong-Hong Kong-Macao Greater Bay Area is making continuous efforts in the biological industry. Both the government and enterprises are paying close attention to the necessary competitive factors for the next development of China's biological industry.

Wenbin Shao also proposed that, first of all, biomedical enterprises need to establish a truly strategic product pipeline. In the face of the changes in regulations and industrial policies, China's new drugs need to rethink the pipeline positioning and development: should we focus on the world's most advanced clinical research? Or find a new way to mature product market to do fine and do deep? How does an enterprise do a good job of iterating products and pipelines in response to product clusters?

From the perspective of the growth strategy of multinational foreign enterprises, establish the strategic product line not only can let the innovation constantly upgrading the development of the enterprise, but also can let the products meet the unmet needs of the market constantly, form the long-term market competitiveness. From another point of view, the government's industrial policy also needs to guide enterprises to provide guidance and incentives in the establishment of strategic product pipelines, create cooperation platforms, promote capital cooperation, and cross-border cooperation.

Secondly, the industry needs to break through the barriers of access policies and pay attention to the whole life cycle of products. In terms of the registration, NDA, medical insurance negotiation and payment innovation, new drugs should not stay in the old thinking of making drugs, but should plan the overall development path from NDA to maturity to iteration in the new environment of "value medical & value access".

"We also need to bring in disruptive business ideas to industrialize more innovations". Wenbin Shao believes that the industrialization and marketization of new drugs mean more opportunities for innovation and surprise. In the past few years, many new drugs' sales can exceed 100 million yuan in the first year, and jump to more than 1 billion yuan in the second year, setting new industry benchmarks in terms of speed and scale. Pharmaceutical companies could innovate in the channel, mode, and cooperative ecosystem.

On the other hand, in the future industrial cluster development, the government and local industrial experimental areas can create many unique products and ecological cooperation platforms for enterprises, and build innovative industrialization platforms for enterprises in big data, artificial

intelligence (AI), internet cooperation, and other fields.

How to stand on the new policy highland to build an innovative ecosystem in Shenzhen?

China joined ICH in 2017. Since then, China has approved a large number of foreign pharmaceutical enterprises to enter our country. The most successful strategy of the leading bio-parks in the past is "me-too". Now we can take advantage of the 18A policy and listing on the Science and technology innovation board. Is such an opportunity our goal? How long can this model work under ICH conditions? Will our park continue to attract companies and investment in this way? This is a question mark.

China was the first to suffer from COVID-19, with more than 80,000 patients. Have we developed any new drugs or treatments? We've done over 500 clinical trials. Who dares publish them? This is not just COVID-19. We have the highest number of patients in our country, but the number of clinical trials undertaken in our country and the number of high-quality articles published is far out of proportion to the number of patients in China. This is also your opportunity.

As the host of the roundtable discussion, Dan Zhang, a foreign academician of the Russian Academy of Engineering and Shenzhen Grandbay Bio CSO, started the hour-and-a-half round table dialogue with such a speech.

"Biomedical parks and industrial bases are being built all over the country, but how many of them are real? How many are just passing through the motions? " In the discussion of this closed-door meeting, Laigui Xiu, who came from afar, threw this issue to the government of Pingshan, Shenzhen.

Yi Zhu, chairman of the board of Sichuan Biokin, also holds a similar mindset. According to incomplete statistics, there are more than 1000 domestic biomedical industry parks. How can Shenzhen position itself, is related to whether the follow-up industrial agglomeration can be realized. "I did not seem to feel the inevitable call of the soul." Yi Zhu asked, "Do we have enough strategic vision and positioning to support industrial agglomeration?"

Taking Pingshan as an example, undoubtedly, after years of accumulation and development, the ecological chain of science and technology and industrial innovation has been increasingly improved, and it has been equipped with the foundation to build a world-class biomedical science and technology industrial city. So, what factors are we missing here?

"Current popular biological medicine development pattern is VIC, which is the venture capital (V), intellectual property (IP) and R&D outsourcing services (CRO). In this model, IP is the key." Xun Zhu, honorary president of Tongxieyi, New Drug Elite Club, said that in the next three to five years, through paying close attention to the new drug development, Pingshan will have a greater chance to stand out in the competition of two or three thousand biomedical industrial parks across the country.

For this reason, Xun Zhu suggested that Pingshan should take advantage of the opportunity of the pilot demonstration area to accelerate the establishment of an international Phase I clinical research center, and even regularly recruit clinical patients from overseas, so as to attract international pharmaceutical enterprises to carry out the research and development of original new drugs. This view has also been recognized by Sun Yongkui, chairman of Ionova Life Science Co., Ltd. and Academician of the US National Academy of Engineering.

With the promotion of policy reform, new drugs abroad enter the Chinese market more. "The original domestic innovation window period of about 10 years has disappeared." Yongkui Sun pointed out in his

speech that the reversal of the capital market is becoming more obvious, that is to choose innovative pharmaceutical companies for value investment. For new drugs, the project approval process is very important. At present, there is a shortage of project approval talents in all parts of China, including Pingshan.

Jian Liu, senior vice-president of BeiGene, suggested that both research and development should be emphasized in innovative research. "It is also very important for scientists in how to transform it, and we cannot just pass it to CRO." Secondly, international vision is very important.

"This is also the key to "how to use a forward-looking vision to use the advantages to the extreme" mentioned by Qing Yang, the Co-CEO of WuXi AppTec.

In the past decade, Liping Liu, CEO of Shenzhen HighTide Therapeutics, described it as "the lost decade". Dan Zhang divided the situation into more aspects: How is China's drug administration system? How can new drugs be rewarded? Where are the R&D talents?

Although there are still many questions to be answered, they do not hinder the expectations for Pingshan and Shenzhen from the whole industry. As the core bearing area of the first national biological industry base in China, Pingshan is home to a group of leading enterprises, such as Sanofi Pasteur, Sinopharm Zhijun, Hepalink, Shenzhen Haibin Pharmaceutical Co., Ltd., Hybio Pharmaceutical Co., Ltd., Chipscreen Pharmaceutical Ltd., EDAN Instruments, Inc. etc. As well as emerging biotech companies, such as Raffles PharmaTech Co, PreGene Biotechnology Company, Ltd., Huayao Kangming Bio etc. Under the continuous release of policy advantages, based on the actual deepening of reform, Shenzhen Pingshan biomedical territory will eventually become one of the most important centers in the world.



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Source : GrandBay Bio

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