

Draft Programs

Opening Ceremony & Main Forum (09:00-12:00 November 25th)

09:00-09:40	Welcome	
10min	Organizers	CNMA Enterpriser Chairman Representative from the "Belt and Road" Traditional Chinese Medicine Development Forum
10min	Government	To be determined
5min	Video Welcome	To be determined
15min	International Guests	GSCF Chairman - Ms.Tamara Rogers Ambassadors (ASEAN, Africa, Latin America)
09:40-10:20	Ceremonies	
10min	Opening Ceremony	
30min	Information Releases	
	Traditional Chinese Medicine Industry Fund	
	OTC Brand Value Evaluation Standards	
	"Medication and Science Self-care education" Project	
10:20-12:00	Keynote	
20min	Traditional Chinese Medicine Regulatory Policies	NMPA
20min	Traditional Chinese Medicine Industry Support Policies for TCM development	National Administration of Traditional Chinese Medicine
20min	Innovative Development of Traditional Chinese Medicine and Internationalization Considerations	Experts
20min	Economic and Social Value of Self-Care	To be determined
20min	Global OTC and Health Industry Market and Policies	IQVIA

Sub-forum 1: Traditional Chinese Medicine Internationalization Forum (PM November 25th & AM November 26th)

	Session 1: OTC Health Product Management Policies and Market Prospects in "Belt and Road" Countries and Regions	
100min	Keynote - Africa, Central Asia, ASEAN, Latin America, Hong Kong and Macao	To be determined
	Session 2: Brand Globalization Practice	
	Keynote	Dong-E-E-Jiao
	Keynote	To be determined
	Session 3:Special Reports	
	Analysis of the Development of Kampo Medicine	To be determined
	Based on OTC Cross-border Import, Layout of New Models for Traditional Chinese Medicine Going Global	Tmall global
	Session 4: Roundtable Forum	Enterprises

Sub-forum 2: Global OTC Policies and Development Forum (PM November 25th)

	Session 1:Global OTC and Health Product Management Policies and Market Prospects	
20min	keynote-Asia-Pacific	To be determined
20min	keynote-Australia	Sanofi
20min	Keynote-Europe, United States	Haleon
20min	Keynote-Japan	To be determined
	Session 2:Special Reports	
20min	International Health Product Service Models and Business Models	Walgreens Boots Alliance
20min	Empowering Chinese Enterprises Going Global with Regulations	To be determined
40min	Session 3 : International OTC and Health Brand Product Roadshow	To be determined

Sub-forum 3: OTC Brand Marketing and Communication Forum (PM November 25th)

	Session 1:China OTC and Health Industry Market Report	To be determined
	Session 2:Brand Innovation Cases	
	Case 1	CR Sanjiu
	Case 2	Kenvue
	Case 3	Bayer HealthCare
	Session 3:Keynote	
	Brand Communication and Marketing in the Health Industry under the New Communication Ecology	To be determined
	E-commerce Product Selection and Instant Retailing	JD Health
	New Media Brand Communication Sharing and Analysis	Tiktok
	Session 4:Roundtable Forum	To be determined

Sub-forum 4: Digital and Intelligent Future of Health Products Forum (AM November 26th)

	Session 1:Globalization and digitization empower the development trend of the health industry	
	Keynote	Boston Consulting Group
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	Keynote	Boston Consulting Group
	Keynote	IQVIA
	Session 2:Digital Marketing Management	
	Keynote	AliHealth
	Keynote	Nielsen, Kaidu Pharmaceutical Health
	Session 3:Global Marketing: Digital Communication	Tiktok/Kwai/Red Book
	Session 4:Special Reports	
	Smart Pharmacy: How Digitization Empowers Pharmacies to Achieve Refined Operations and Service Upgrades	To be determined
	The digital transformation path of traditional retail pharmacies	To be determined
	Session 5:Roundtable Forum-Development Opportunities, Challenges, and Prospects of OTC Digitization	Enterprises+Pharmacies