

CHINA CROSSROADS

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Pharma in China at a Crossroads

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Market access is the critical factor of pharma business globally but also increasingly in China. Multinationals are facing a new paradigm in their development in China. The local companies, pharma or biotech, have also to adapt to new rules of the game.

[Eric Bouteiller](#) is Adjunct Professor at CEIBS and Co-Founder and Partner at Jumo Partners, where he advises European healthcare companies on the China market. He is author of [Fundamentals of Market Access for Pharmaceuticals](#) with Annie Chicoye. Eric has lived in China since 2001. For the French group IPSEN, he was China General Manager from 2001-2012 and Senior Vice President Asia from 2012-2017. During his career, he has held senior roles in several industry organizations. He was Vice Chair from 2011-2015 and Chair from 2016-2017 of China Association of Enterprises with Foreign Investment's R&D-based Pharmaceutical Association Committee (RDPAC). In 2013, he founded the French Healthcare Alliance in China where he was Chairperson from 2013-2014. He was Chairperson of the Tianjin branch of the EU Chamber of Commerce from 2008-2011 and has been French National Trade Advisor since 2007. From 1989 to 2001 he was a member of HEC Eurasia Institute of the HEC School of Management.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.