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CRITICAL ISSUES TO BE ADDRESSED:

- ▲ Regulatory issues that will influence integration of e-commerce into the Asia/Singapore pharmaceutical industry
- ▲ Barriers to e-commerce integration and what can be done to erase them
- ▲ Marketing pharmaceuticals on the Internet
- ▲ Healthcare on the WAP
- ▲ Is the Internet a suitable platform for conducting healthcare business?
- ▲ China: Examples of current online activities and role played by regulators
- ▲ B2B and B2C activities in drug distribution in China
- ▲ Emerging e-commerce business models
- ▲ What does branding on the Internet mean to the advertiser?
- ▲ Delivering value added information online
- ▲ Specialised areas for B2B application
- ▲ Clinical trial management
- ▲ Pharmaco-economic analysis

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