



Robert P. Best, President
International Society for Pharmaceutical Engineering (ISPE)

ISPE

talks about MCI



ENGINEERING PHARMACEUTICAL INNOVATION

Interview from Robert P. Best President International Society for Pharmaceutical Engineering (ISPE)

Why is China part of your global strategy?

There is a dramatic trend in the pharmaceutical industry to move more and more operations to both India and China. This certainly includes manufacturing activities, which is core to ISPE membership, but also R&D, which is a new target area. In addition, ISPE hopes to become more involved in the Generics sector of the industry, which has long been strong in China. In short, our industry is headed to China, so we must be actively engaged.

What are the opportunities for ISPE in China?

Beyond what I have noted above, 1.3 billion Chinese! The industry in China, both what is already within ISPE's core membership arena and the expansion noted above, has a tremendous need for what is contained within ISPE's Body of Knowledge. There is no question that we can help with education and knowledge sharing, with conferences, training programs, technical documents and ISPE publications.

Why did you decide to partner with MCI Shanghai to reach out to the local Chinese market?

It is essential to be "on the ground" in China. Actually this is probably important in any country, but far more so in China given the complexity of doing business there and the need to *establish direct relationships*.

We have had a beneficial relationship with MCI elsewhere in the world, so we decided to expand this to the Shanghai MCI office. We have not been disappointed. Cheryl Siow and her colleagues have done an outstanding job in our first year of operations. We have seen an amazing difference in our relationships with our Chinese contacts and doors have begun opening that would not otherwise have been the case.

What are your initial expectations for this partnership?

The legal establishment of an Affiliate as a first step.

Insider's View

How is MCI Shanghai helping ISPE build its community in China?

We are focusing our efforts in 4 main areas, including relationship building with stakeholders (governments, corporations and universities), timely and strong administrative support, effective marketing and communication solutions, and conference and event management. Some of our recent achievements include:

- A successful annual conference in Beijing, organised together with the China Center of Pharmaceutical International Exchange (CCPIE), an affiliate of the State Food and Drug Administration (SFDA).
- Membership growth from 124 to 407 members in one year.
- Creation of the first student chapter in Sichuan University, with more than 100 students members joining.
- Translation of marketing collateral and our website into Chinese, and creation of a monthly e-newsletter.

What is your strategy for ISPE in China?

Ongoing strong local presence is vital to raising ISPE's brand awareness. Our strategy is to provide strong and timely support to ISPE volunteer leaders and to continue to provide relevant products and services tailor-made for the Chinese market.

What challenges do you foresee?

China plays an important role in the Pharmaceutical Engineering industry worldwide. But China is also a fast growing economy, with rapidly developing rules, regulations and infrastructures. For this reason, our team needs to remain flexible and sensitive to the market, and be able to adapt to changes and implement new solutions fast.

In what ways will MCI Shanghai's expertise be valuable to ISPE?

The MCI Shanghai team includes international colleagues as well as local Chinese. The resulting combination of global experience and local knowledge allows us to provide our clients with expert advice at any level. When appropriate, we are also able to suggest helpful synergies between our corporate and institutional clients.



Cheryl Siow
Assistant Director, MCI Shanghai