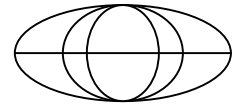


## Title page, Content, etc.

権利	Copyrights 日本貿易振興機構 (ジェトロ) アジア 経済研究所 / Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO) <a href="http://www.ide.go.jp">http://www.ide.go.jp</a>
journal or publication title	Pharmaceutical Industry in China-Intellectual Property Protection, Pricing and Innovation-
year	2007
URL	<a href="http://hdl.handle.net/2344/00015886">http://hdl.handle.net/2344/00015886</a>



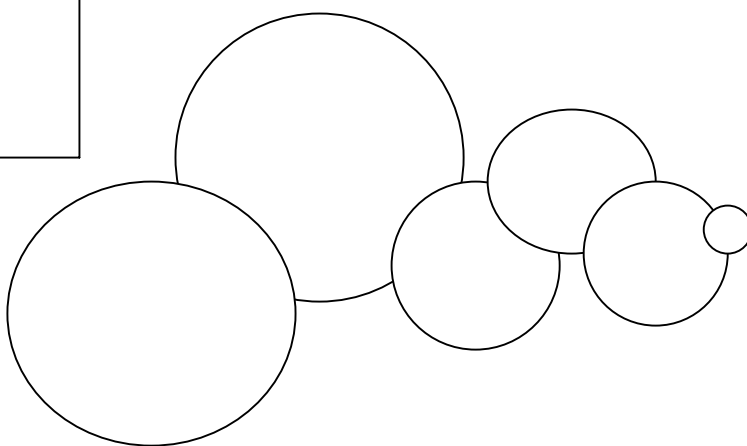
ASEDP 75

Pharmaceutical Industry in China

-Intellectual Property Protection,  
Pricing and Innovation-

Edited by

CHEN Xiaohong  
and  
Mariko WATANABE



INSTITUTE OF DEVELOPING ECONOMIES  
JAPAN EXTERNAL TRADE ORGANIZATION

Pharmaceutical industry in China:  
Intellectual Property Protection,  
Pricing  
and  
Innovation

Edited by

Chen Xiaohong  
and  
Mariko Watanabe

INSTITUTE OF DEVELOPING ECONOMIES  
JAPAN EXTERNAL TRADE ORGANIZATION  
CHIBA, JAPAN

Institute of Developing Economies, Japan External Trade Organization  
3-2-2, Wakaba, Mihama-ku, Chiba-shi, Chiba 261-8545, Japan  
All rights reserved. Published 2007  
Printed in Beijing, People's Republic of China.

# Contents

<b>Preface</b>	1
<b>List of Contributor</b>	x
<b>Introduction and Summary</b>	x
<b>Part I Demand and Institution</b>	
<b>Chapter 1 Demand</b> <i>Mariko Watanabe and Shi Luwen</i>	xx
<b>Chapter 2 Institution on Pricing</b> <i>Mariko Watanabe and Shi Luwen</i>	xx
<b>Chapter3 Patent, New Drug Protections and Innovation Promotion Policy</b> <i>Chen Jing, Shi Luwen and Cao Jinyan</i>	xx
<b>Part II. Supply: Strategy of Firms</b>	
<b>Chapter 4 Pricing Strategy: Theoretical Analysis, Data and Case</b> <i>Mariko Watanabe</i>	xx
<b>Chapter 5 Innovation: Evolution and Motivation</b> <i>Xiang Anbo and Chen Xiaohong</i>	xx

## **Contributors**

### **CHEN Xiaohong**

Director

Institute of Enterprise Research, Development Research Center

### **SHI Luwen**

Professor and Director

Department of Pharmacy Administration and Clinical Pharmacy

International Research Center for Medicinal Administration, Peking

University

### **CAO Jinyan**

Deputy Director

Intellectual Property Development Research Center of

State Intellectual Property Office, People's Republic of China

### **CHEN Jing**

Instructor,

Department of Pharmacy Administration and Clinical Pharmacy

School of Pharmaceutical Science, Peking University

### **XIANG Anbo**

Research Fellow

Institute of Enterprise Research, Development Research Center

### **Mariko WATANABE**

Research Fellow and Visiting Scholar

Institute of Developing Economies, JETRO, Japan and Guanghua School

of Management, Peking University



**IDE-JETRO**

**ISBN978-4-258-55075-3**



No.75

Pharmaceutical Industry in China

Xiaohong CHEN and Mariko WATANABE

IDE