**Critical Issues to be Addressed:**

- Identification and detection of infectious diseases
- Diagnosis methods and prevention of influenza virus
- Build emergency vaccine production capacity to respond to pandemic influenza
- Analyse strategies in hospital-level to prevent pestilence
- Enhance the environmental health education undertaking to prevent outbreak
- Reduce the risk of infection in health care workers during an influenza pandemic
- Mathematical modeling of pandemic influenza for controlling of antiviral resistance for the next outbreak

**OUR PANEL OF DISTINGUISHED SPEAKERS:**

- NATIONAL INSTITUTE FOR COMMUNICABLE DISEASES CONTROL AND PREVENTION, CHINA CDC
- CAPITAL MEDICAL UNIVERSITY, CHINA
- SCHOOL OF PUBLIC HEALTH, THE CHINESE UNIVERSITY OF HONG KONG
- COLLEGE OF BASIC MEDICAL SCIENCE, CHINA MEDICAL UNIVERSITY
- CHINESE ACADEMY OF MEDICAL SCIENCES & PEKING UNION MEDICAL COLLEGE, CHINA
- THE UNIVERSITY OF HONG KONG
- NATIONAL CHENG KUNG UNIVERSITY TAIWAN
- NATIONAL HOSPITAL OF PEDIATRICS, VIETNAM
- GUANG ZHOU THE 8TH PEOPLE’S HOSPITAL, CHINA
- VACCINE RESEARCH & DEVELOPMENT CENTRE, TAIWAN

**Organised by:** The Asia Business Forum

**Endorsed by:**
- Pharmaceutical Society of Singapore
  Special discount of 10% to members of PSS
- Pharma Asia

**Official Publication:**

"Most presentations will be in English. Where presentations are in Chinese, translation into English and interpretation will be provided."

大会以英文为主，同时准备了中英文翻译系统

**Save US$200**

Register & Pay by 18 August 2008
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Institution</th>
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<tbody>
<tr>
<td>08:00</td>
<td>Registration and Morning Coffee</td>
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<tr>
<td>09:00</td>
<td>Chairman’s Welcome and Opening Address</td>
<td>Professor Wang Wei, President, School of Public Health and Family Medicine, Capital Medical University, China</td>
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<tr>
<td>09:15</td>
<td>Understanding Zoonosis: Bartonella Infections and Bartonella Agents in China</td>
<td>Liu Qiyong, Director Assistant, National Institute for Communicable Diseases Control and Prevention, China CDC</td>
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<tr>
<td>10:00</td>
<td>Community Perceptions Related to Avian Flu</td>
<td>Joseph Lau Tak Fai, Director, Centre of Epidemiology and Biostatistics, School of Public Health, The Chinese University of Hong Kong</td>
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<tr>
<td>10:45</td>
<td>Morning Refreshment</td>
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<tr>
<td>11:00</td>
<td>Influenza Virus: Diagnosis Methods and Prevention</td>
<td>Jin Hong, Professor, College of Basic Medical Science, China Medical University</td>
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<tr>
<td>11:45</td>
<td>Foresight Project China: Identification and Detection of Infectious Diseases</td>
<td>Huang Jianshi, Assistant of President, Chinese Academy of Medical Sciences and Peking Union Medical College, China</td>
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</tbody>
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**Case Study:**
- **Taiwan:** Understanding enterovirus 71 and its pathogenicity for better prevention
- **Vietnam:** Preventing the spread of bird flu in hospitals

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**Day One**

18 September 2008

Thursday

**End of Day One**

For enquiries and registration: Call (852) 2804 1901 or fax (852) 2528 1167
Day Two | 19 SEPTEMBER 2008  | Friday

8.30  MORNING COFFEE
早茶时间

9.00  CHAIRMAN’S WELCOME AND OPENING ADDRESS
大会主席致开幕欢迎词
Professor Wang Wei
President, School of Public Health and Family Medicine
Capital Medical University, China

9.15  REDUCING THE RISK OF INFECTION IN HEALTH CARE WORKERS DURING INFLUENZA PANDEMIC
流行性疾病暴发期间，如何降低医护工作人员的疾病感染率
＋ The epidemiology of influenza
＋ Mode of transmission
＋ Infection control measures
＋ Provisions in the workplace (Personal protection and environmental hygiene)
Wong Tze Wai, Co-Director, Centre for Occupational and Environmental Health Studies
School of Public Health, The Chinese University of Hong Kong

10.00  PROMPTLY PROVIDING RELEVANT INFORMATION TO PHYSICIANS BY ENHANCING THE ENVIRONMENTAL HEALTH EDUCATION UNDERTAKING
加强环境卫生教育事业，及时向医务人员提供相关信息
＋ General practitioner training programme in China
＋ Medical degree education in China
＋ The primary care in China
＋ The sub-optimal health initiative in China
Professor Wang Wei
President, School of Public Health and Family Medicine
Capital Medical University, China

10.50  MORNING REFRESHMENT
上午茶点休息

11.15  BUILDING EMERGENCY VACCINE PRODUCTION CAPACITY TO RESPOND TO PANDEMIC INFLUENZA
提高紧急疫苗产品的能力，更好的抵抗流行疾病
＋ Establish surveillance network
＋ Isolate and select pandemic virus strain for vaccine emergency production
＋ Flu vaccine production technology

11.45  APPLICATION OF MATHEMATICAL MODELING TO INFLUENZA PANDEMIC PREPAREDNESS
了解流行感冒的数据模式，为流行疾病的爆发做好充分准备
＋ Transmissibility of pandemic influenza
＋ Containing the pandemic virus at the source
＋ Delaying international spread of pandemic influenza
＋ Mitigating the impact of an influenza pandemic
Dr. Joseph Wu, Department of Community Medicine
The University of Hong Kong

12.30  LUNCH
午餐时间

2.00  HEALTH IN MY MIND — PART I
健康在我心中 — 讲座一
＋ Introduction
＋ Why is your health on your own?
＋ Why is health investment the best choice for you?
－ WHO health definition
－ A Chinese health officials encountered two health puzzles while visiting U.S.
－ How do Americans invest in health?
Huang Jianshi, Assistant of President
Chinese Academy of Medical Sciences & Peking Union Medical College, China

3.30  AFTERNOON REFRESHMENT
下午茶点休息

4.00  HEALTH IN MY MIND — PART II
健康在我心中 — 讲座二
＋ The core of the health investment is health in my mind
－ How do we individualise our investment in health?
－ Is chronic diseases a threat to our health?
＋ Three priorities for your health investment
－ Your health is at your hands
Huang Jianshi, Assistant of President
Chinese Academy of Medical Sciences & Peking Union Medical College, China

5.00  END OF CONFERENCE
大会结束

FOR ENQUIRIES AND REGISTRATION: CALL (852) 2804 1901 OR FAX (852) 2528 1167
Mr. Liu Qiyong from 1985 to present engages in insecticide evaluation for public health, management of vector borne diseases, e.g. DF, JE, malaria, plague, HFRS, CF, especially for vector surveillance and management. Dr. Liu Qiyong is the focal point in China CDC responsible for vector surveillance and control, and the PI for National Vector Surveillance Networks. From 1998 to present, as the Director for Division of Science, Technology, Education and International Exchange, National Institute for Communicable Disease Control and Prevention, China CDC, responsible for scientific research, education, international exchange, and intellectual property. From 2002 to present, as the Director Assistant for National Institute for Communicable Disease Control and Prevention, China CDC, responsible for professional education in public health. From April 15, 2007 to March 14, 2008, Medical Officer (STP), Communicable Disease Surveillance and Response, World Health Organisation Regional Office for Western Pacific.

Professor Wang Wei, President of the University of Hong Kong is the Expert Workgroup Member of Office of Academic Degree and its professional education in public health. From April 15, 2007 to March 14, 2008, Medical Officer (STP), Communicable Disease Surveillance and Response, World Health Organisation Regional Office for Western Pacific.

Professor Guan Yi, Professor of the University of Hong Kong has studied medicine at Jiangxi Medical College and Beijing Union Medical University. He obtained his medical bachelor and master degrees in 1983 and 1989. Then, he changed his field to study virology at University of Hong Kong and St. Jude Children’s Research Hospital, in Memphis, Tennessee. He obtained his Ph.D. in 1997, and joined the Department of Microbiology in 2000. Current position is Professor. He mainly focuses on studying influenza ecology, trying to understand the evolution of avian, swine, and also human-animal inter-phase influenza viruses from southern China region. Since early 2003, he started working on SARS-Co. In addition, he has pursed an aggressive research program that involves collaboration with both local and international partners including the Chinese Government and the WHO.

Liu Qiyong, Director Assistant Director of Preventive Medicine, The University of Hong Kong. He graduated from Shanghai Medical College in 1985 and has worked at Guangdong Institute of Preventive Medicine since 1985. He has served as the Director of Preventive Medicine, the Director of Laboratory Center for vector surveillance, and Chief of the Laboratory Center for disease control and prevention since 1998. Liu is also a member of the Preventive Medicine Committee of the China Preventive Medicine Association, and a member of the Scientific Committee of the World Health Organization. His research focuses on the ecology of vector-borne diseases, the transmission mechanisms of vector-borne diseases, and the control and prevention of vector-borne diseases.

Huang Jianshi, Assistant of President, Director of Vaccine Research & Development Centre, Taiwan. He received his Ph.D. from the University of Hong Kong in 1993 and has been involved in various aspects of vaccine research and development. His research interests include vaccine development, immunology, and infectious diseases. He has published numerous papers in these areas and has made significant contributions to the field of vaccine research.

Key Benefits of Attending

- **Acquire** professional advice from experts, doctors and professors on how to prevent and control pandemic influenza
- **Develop** and implement strategies in the hospital to prevent pestilence
- **Enhance** self-health and environmental health education for better pandemic influenza prevention
- **Improve** research on the influenza virus, its diagnosis methods and its pathogenicity
- **Learn** to protect health care workers from influenza pandemic outbreak

Who Should Attend

- Chief Executive Officers
- Chief Operation Officers
- Chief Investment Officers
- Managing Directors
- Regional Managers
- Country Managers
- General Managers
- Doctors
- Nurses
- Staffs
- Hospital
- Healthcare Centre
- Medical Centre
- Clinic
- Public Community Centre
- Drug and Pharmacy Industry
- Travel Industry
- Hotel Industry
- Education Industry

Dr. Pele Chong Choi Sing, Distinguished Investigator and Director of the Vaccine Research & Development Centre, Taiwan. He received his Ph.D. from the University of Hong Kong in 1993 and has been involved in various aspects of vaccine research and development. His research interests include vaccine development, immunology, and infectious diseases. He has published numerous papers in these areas and has made significant contributions to the field of vaccine research.
ENHANCE THE PREVENTION AND CONTROL OF PANDEMIC INFLUENZA FOR OUR BETTER LIFE

Asia Business Forum has gathered the support of experts, doctors and professors from Hong Kong, China, Taiwan, Singapore and Vietnam and other Asian countries to collaborate their professional knowledge and skills in order to enhance the ability of prevention and control of pandemic flu outbreaks. Asia Business Forum’s PANDEMIC FLU INFLUENZA PREPAREDNESS & CONTROL Conference is a gathering of top practitioners and experts in the field where as a medical and healthcare practitioner; you cannot afford to miss this gathering of top speakers from around Asia.

A pandemic is a global disease outbreak. A flu pandemic occurs when a new influenza virus emerges for which people have little or no immunity, and for which there is no vaccine. The disease spreads easily person-to-person, which causes serious illness, and can sweep across the country and around the world in a very short time.

An especially severe influenza pandemic could lead to high levels of illness, death, social disruption, and economic loss. Everyday life would be disrupted because so many people in so many places become seriously ill at the same time. Death rates are determined by four factors: The number of people who become infected, the virulence of the virus, the underlying characteristics and vulnerability of affected populations and the availability and effectiveness of preventive measures.

It is difficult to predict when the next influenza pandemic will occur or how severe it will be. Where and when a pandemic starts, everyone around the world is at risk. Countries might, through measures such as border closures and travel restrictions, delay arrival of the virus, but cannot stop it. Research is essential to preparing for a pandemic. Expanding research on influenza viruses will lead to better understanding of how these viruses change over time and how the viruses spread. From this research will come new ways to prevent and treat influenza, and will increase the ability to respond to a pandemic.

A worldwide influenza pandemic could have a major effect on the global economy, including travel, trade, tourism, food, consumption and eventually, investment and financial markets.

- Do what we can do to prevent and control influenza pandemic outbreaks
- Do what we can do to protect the earth we are living
- Do what we can do to provide a better living environment for the generation as yet unborn
- Join us to know more what we can do!

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从我们自身做起，为下一代创造更好的生存环境！
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<tr>
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<td>US$1,999</td>
<td>US$1,799</td>
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If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less HK$1500 administration charge will be made for cancellation received in writing on or before 29 August 2008. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

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