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**Workshop**  
**“European Healthcare Firms in China: issues and challenges”**

Beijing Normal University – Business School Beijing Normal University  
May, 16<sup>th</sup> 2017 – Room 1621

06:30 – **Ruxiao QU** (*Beijing Normal University*)  
**Elena CEDROLA** (*University of Macerata*)  
*Introduction to the workshop*

06:35 – **Elena CEDROLA and Loretta BATTAGLIA** (*University of Macerata*)  
*Business Models of European Pharmaceutical Firms Operating in China: a Storytelling of Best Practices*

06:55 – **Miria RICCI** (*University of Macerata*)  
*Patent Law and pharmaceutical innovation in the People's Republic of China*

07:10 – **Viviana GABALLO** (*University of Macerata*)  
*Pharma companies in China: a cross-linguistic and cross-cultural perspective*

07:30 – **Jonathan MARANO** (*University of Macerata*)  
*China's New Normal: Transition to where? Implications for Foreign Companies*

07:50 – **Ruxiao QU** (*Beijing Normal University*)  
*Conclusions*