

Medicon Valley Alliance's Executive Club – 10th Dinner Meeting

CHINESE HEALTHCARE REFORMS OFFER UNIQUE OPPORTUNITIES FOR MEDICON VALLEY STAKEHOLDERS

/By Friis Arne Petersen & Ulf Wiinberg

Healthcare Transformation in China – a Business Opportunity for Medicon Valley

/Friis Arne Petersen, Ambassador of Denmark to the People's Republic of China and Mongolia



Friis Arne Petersen has been Ambassador of Denmark to the People's Republic of China and Mongolia since 1 September 2010. Before he came to China he was the Ambassador of Denmark to the U.S. for 5 years, worked as Head of the Foreign Ministry, Permanent Secretary of State for Foreign Affairs, Alternate for the Minister for Foreign Affairs in the European Union Council of Ministers for 8 years and has worked for several years in Danish Departments.

He has previously worked in a number of boards, he lectures regularly at Danish Universities and has given lectures at several American Universities. Friis Arne Petersen has Commander of First Class of the Order of Dannebrog and Greenlandic Order of Merit (Gold) as well as Grand Crosses of Belgium, Brazil, Bulgaria, Egypt, Finland, Germany, Japan, Jordan, Luxembourg, Romania, United Kingdom (GCMG), and Thailand.

Lundbeck – Focused on CNS

/Ulf Wiinberg, President & CEO, H. Lundbeck



Ulf Wiinberg has been President and CEO of H. Lundbeck A/S since 1 June 2008. Before joining Lundbeck, Ulf worked with the American medical corporation Wyeth/Lederle for 27 years, most recently as President of Wyeth Europe and Wyeth BioPharma. He is presently a board member of the European Federation of Pharmaceutical Industries and Associations (EFPIA), the International Federation of Pharmaceutical Manufacturer Association (IFPMA), and Pharmaceutical Research and Manufacturers of America (PhRMA). In Denmark, Ulf serves on the Industrial Policy

Committee under the Confederation of Danish Industry, and he is a member of the board of directors of Alfa Laval in Sweden.