



Persephone Zeng LL.M PRC Bar

Candidate for HCWG Vice Coordinator, CICC
Founder and GC of Apricus Biopharm (Beijing) Co., Ltd

We support overseas and domestic healthcare companies to develop concrete business opportunities in the trading of assets, commercialization of products and FDI, especially for European SMEs with plan on doing business in China.

Persephone has over 12 years experiences in senior management position of healthcare MNCs with increasing responsibility. Formerly the Legal Director of NASDAQ listed orphan drug company CASI Pharmaceuticals INC., Legal Head and Secretary to the Board of Royal DSM Pharmaceuticals Unit China and the first Legal Counsel APAC for public listed Swiss dental care unicorn Straumann AG, Persephone is well-versed in foreign direct investment, business development, venture capital investment, merger and acquisition in the healthcare sector with many successful cases. Persephone holds a LL.M of International Business Law from the University of Manchester UK, she is qualified to practice law in China.

Persephone is competent to support CICC and members in healthcare, as follows:

1. Pipeline Acquisition;
2. Abbreviated New Drug Application (“ANDA”) Transfer;
3. Investment and Financing in Healthcare;
4. Pharma Licensing;
5. Sourcing of API and supply of drug products made in China;
6. Regulatory Affairs and Legal Advisory in Healthcare, including the legislation and enforcement of data security and personal information protection in the healthcare sector of China, the special protocol of NMPA marketing approval, drug and patent linkage system (equivalent to the US Hatch Waxman Act);
7. KoLs On-boarding.

Successful cases includes:

1. The license-in and exclusive distribution of orphan drug Melphalan Hydrochloride from Spectrum Pharmaceuticals for acute leukemia stem cell transplant;
2. The license-in of oncology drug Thiotepa from RIEMSER GmbH for solid tumor;
3. Round A + equity investment in CAR-T clinical stage start-up Juventus;
4. BAIN Capital Acquisition of DSM-Sinochem Pharmaceuticals;
5. Straumann AG Acquisition of Beijing Focus Co., Ltd distribution network;
6. Foreign direct investment and JV incorporation with Wuxi Healthcare Fund.

For more information, please contact Persephone at persephone@apricusbiopharm.com

曾璐 法学硕士，中国职业律师

Persephone 有超过 12 年的医药跨国企业高级管理经验，晋升并历任美国纳斯达克上市孤儿药公司 CASI Pharmaceuticals INC., 法务总监，荷兰皇家帝斯曼 DSM 中国制药板块法务负责人兼董事会秘书，瑞士牙科上市公司 Straumann AG 亚太首位法务负责人。精专于医药领域外商直接投资、业务拓展、创业投资、兼并收购并有多项成功案例。英国曼彻斯特大学国际商法硕士，中国法律职业资格。

Persephone 能够胜任中意商会副协调员职务，并为商会及会员提供以下支持：

1. 管线收购；
2. 简约新药申请 ANDA 转让；
3. 医药产业投融资；
4. 药品引进；
5. 采购中国生产的原料药及制剂；
6. 医药行业法规及注册事务咨询(包括中国医药行业个人信息保护及数据安全的立法及实施，国家药品监督管理局药品上市加速通道和药品专利链接制度)；
7. 专家推荐。

成功案例包括：

1. 引进并独家经销光谱制药孤儿药盐酸美法仑，用于急性白血病干细胞移植治疗；
2. 引进德国 RIEMSER GmbH 抗肿瘤药物赛迪派用于实体瘤治疗；
3. CAR-T 细胞疗法临床阶段初创企业 Juventus A+ 轮股权投资；
4. 美国贝恩资本收购中化帝斯曼制药；
5. Straumann AG 兼并收购北京福克斯全国经销网络；
6. 无锡健康产业园区外商直接投资合资企业设立及项目落地。

欲洽详情，敬请联系 Persephone，电子邮件: persephone@apricusbiopharm.com