

LifeTec Kicks Off Wei Jia Regional Marketing Campaign

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Expert-to-expert Symposium To build brand image

Hong Kong, January 17, 2002 --- LifeTec Group Limited (“LifeTec” or “the Group”) (Stock code : 1180) announced today that the group had kicked off its series of regional marketing campaign for Wei Jia by hosting a symposium, namely “The clinical application of Wei Jia – Hepatocyte Growth Promoting Factor Injection” for medical practitioners in Shanghai International Convention Center on Monday, January 14, 2002. The event was a success, which was conducted in a regional scale and presented in the format of “expert-to-expert”. The program offered a common platform for medical professionals, who specialized in liver and infectious diseases from hospitals within the Central region of China, to gather up and to be familiarized with Wei Jia’s application on patients. Several eminent specialists were invited to share their recognition on Wei Jia from a technical perspective. Such innovative way of introducing and promoting Wei Jia not only allowed local specialists to fully realize the characteristics and benefits of Wei Jia, it also enhanced the Group in performing its CRM (customer relations management) with local hospitals.

The symposium was a half-day program. It commenced with a brief introduction of the Group presented by LifeTec’s Managing Director, Mr. Chun, and was hosted by Prof. Shanming Wu, Director of Shanghai Infectious Diseases Hospital. The event was highlighted by the eloquent speeches delivered by several prominent specialists, including Prof. Jiyao Wang, Prof. Liang Xu, Prof. Xiaqiu and, who had expressed their recognition and approval of Wei Jia on the efficacy of treating severe hepatitis patients. In conclusion of the program, an interactive discussion session led by Dr. Xianghui Wu had offered the audience an opportunity to raise questions and express opinion on Wei Jia in a relaxed environment.

LifeTec selected Shanghai to be the initial target location in launching its regional marketing program of Wei Jia,. Shanghai, known for its high-flying status in the medical community where large number of exceptional medical dedicators resides, has been heavily supported by the government on its medical development. With the help from our recently relocated sales & marketing headquarters in the city, the implementation of the entire event was carried out smoothly and effectively. Among the attendees, most of them had already adopted Wei Jia in their medical practice. These hospital users included Zhongshan Hospital, Huashan Hospital, No.1 People Hospital, No.6 People Hospitals, Changhai Hospital and etc..

The success from this event has opened the gate for the Group to continue to host routine symposia in different regions of the country. “Through the regional symposia, the Group will create common platform for medical practitioners to exchange the benefits and the application of Wei Jia on an expert-to-expert basis. Likewise, these professional meetings will provide a proper environment for effective promotion of Wei Jia to potential users as well as to allow direct interaction with customers in enhancing its CRM.” Commented by Mr. Jay Chun, Managing Director of the Group.

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