

Swiss-PLG Winter Conference Programme

Searching for Excellence in Business Development & Licensing: People, Practice, Theory and Tools

Hotel Waldhaus, Flims Jan 30- Feb 1, 2011

Sunday, January 30, 2011

15:30 Arrival, registration, coffee

16:30 Welcome and Housekeeping remarks

Rachid Benhamza
President, Swiss- PLG
Kim Bill
Conference Director

16:50 Is The Pharma Business Model sustainable? Drawing parallels and lessons from Nutrition, OTC and Medical Device Businesses (*tbc*)

Daniel Weston
General Counsel &
Global Head of Medical
Devices at Nestlé
Nutrition

17:30 I've Got a Secret – Competitive Intelligence in the BioPharma Industry

Daniel Pascheles
Vice-President, Head
Global Competitive
Intelligence, Merck &
Co., Inc.

18:10 SPEED – NETWORKING, with introduction

19:00 Apero & Gala Dinner, followed by Meet at the Fireplace

Monday, January 31, 2011

09:00 The Perfect Business Development Organisation - a benchmark study conducted by UCB in collaboration with Vlerick Leuven Gent Management School

Michael Delfs
Head of Commercial
Operations, UCB
Pharma GmbH

09:40 East meets West - A comparison of BD&L structures and decision pathways in a Japanese-European group of companies.

Dirk Reckert
Business Development &
Licensing Director
Haruyuki Takeuchi
Corporate Alliance
Director,
Tillotts Pharma AG

10:20 Group Photo & Coffee Break

10:45 TALKING TABLES

1 One : Licensing in the Emerging Growth Markets

Facilitator - **Andrew Morris**, Director In-Licensing, Nycomed

2 Two: How to be Creative and Fair in Managing Intellectual Property in an Alliance?

Facilitator- **Mariana Brea-Krueger**, Founder IMI Consulting GmbH

3 Three: Option and Risk Sharing Deals- When, What to look out for and How to structure?'

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Facilitator - **Martin Austin**, Owner, TransformRx GmbH

4 Four : Structuring and Managing Co-Development Agreements

Facilitator - **Ralph Klingmann**, Business Development Consultant

11:45 Lunch and individual networking

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| 16:30 | How can David extract value when structuring and negotiating deals with Goliath? A look at Option deals, Co-development deals and Risk sharing deals. | Nigel Sheail , Head of Group Business Development, Group Finance- Roche |
| 17:10 | Hard Times, Hard Choices: How Payers will Decide the Value of your Asset | Adam Hutchings , Managing Director, Global Market Access Solutions Sàrl |
| 17:50 | The Legal Role in Business Development: Necessary Evil or Valuable Member of the Team? | David Charrap , Chair, Life Sciences Collaborations & Licensing Practice, Foley & Lardner LLP |
| 18:30 | Free time | |
| 19:30 | Departure for rustic dinner (offsite, including walk) | |

Tuesday, February 1, 2011

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| 08:00 | <i>General Assembly of the Swiss PLG</i> | Swiss-PLG members |
| 09:00 | Thinking Out of the Pharma Box, in the Blue Ocean - Tools to improve business and corporate strategy and processes. | Lauren Mathys , Founder, Bluecrest Consulting |
| 09:40 | An integrated Communications Strategy to Corporate Business Development | Toula Stoffel , EMEA Healthcare Practice Chair and Daniel Jörg , Burson-Marsteller AG |
| 10:20 | Business Alliance Panel Reality Show – After the Signature, the HoneyMoon? | |
| | Chair : Philippe Lièvre , Head Alliance Management Neuroscience , Novartis Pharma | |
| | Panelists: | |
| | Mark Nawacki , Vice President, Business & Corporate Development, Paladin Labs | |
| | Erika Karplus , Vice President, Market Development, Pharmaceutical Systems, Proteous BioMedical (<i>tbc</i>) | |
| | Jukka Muhonen , Director, Global Business Development and Alliance | |

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Management, Orion Corporation

11:00 Coffee break

11:30 The Business Development Executive: Career
planning for a Jack of all Trades?

Ludger Schwinn, Senior
Client Partner,
Lifesciences Practice
Group EMEA, Korn/Ferry
International

12:10 European-PLG Salary Survey Findings

Christoph Maier, Board
Member Swiss-PLG

12:25 Conference Closing Remarks

12:30 Lunch / individual networking

14:00 Departure