



6th European Pharmaceutical Licensing Symposium

Marriott Budapest Hotel, Hungary
Tuesday 18th & Wednesday 19th September 2012

Programme

Monday 17th September

7pm – 9pm Welcome Drinks Reception
Budapest Ballroom & Terrace, Marriott Hotel Budapest

Tuesday 18th September

8am – 9am Registration

9am – 9.30am Welcome Address
Thomas Högn, Chairman, European Pharmaceutical Licensing Council
Erik Bogsch, Chairman, Hungarian Pharmaceutical Manufacturer Association

9.30am – 10am Growth Strategy
Árpád Götze, Director of Business Development, Gedeon Richter

10am – 10.30am Developing an International Business
Dorota Swietlicka, Senior Director Business Development Central Eastern Europe, Takeda

10.30am – 11am Finding New Products – Successful Sources
Michael Motz, Pharma Partnering, Roche Switzerland

11am – 11.30am Networking Break

11.30am – 12pm How do Multinationals do Local BD?
Manfred Horst, Director Licensing & External Research Europe, MSD France

12pm – 12.30pm Licensing vs. Acquisitions
Speaker TBC

12.30pm – 1pm How to Successfully Implement Regional Co-Commercialisation Agreements
Anthony Hörning, Global BD&L, Head Alliance Management General Medicines, Novartis Pharma

1pm – 2.30pm Lunch

Please note that Stream 1 & 2 will run in parallel

2.30pm – 3pm Stream 1
Critical Factors for Successful Partnering / Agency / Licensing in Eastern Europe & Russia
Stuart Swanson, President of Corporate Development, PharmaSwiss

3pm – 3.30pm Renegotiation – Case Study – Palonosetron: Helsinn's Business Approach
Giulio Dosi, Deputy Director, Licensing In, Helsinn Healthcare
Lucia Cafagna, Head of Licensing Out, Helsinn Healthcare

2.30pm – 3.30pm Stream 2 – Company Presentations



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3.30pm – 4pm Networking Break

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4pm – 4.30pm Stream 1
Turkey – One of the Most Promising CEE Pharmaceutical Markets
Elvan Sevi Firat, Partner, Mehmet Gün & Partners

4.30pm – 5pm Emerging Markets
Ravi Sodha, Senior Director, Business Development, Actelion Pharmaceuticals

4pm – 5pm Stream 2 – Company Presentations

6.30pm – 10pm Networking Drinks Reception & Dinner
River Cruise on River Danube

Wednesday 19th September

9am – 9.30am Post Patent Cliff
Jonathan de Pass, CEO, EvaluatePharma

9.30am – 10am Recent Development in SPC's
John Miles, Partner, Potter Clarkson LLP

10am – 10.30am Biosimilars
Gudbjorg Edda Eggertsdottir, President, European Generic Medicines Association

10.30am – 11am Networking Break

11am – 11.30am Biosimilar Development Strategy
Federico Pollano, CEO, Richter-Helm BioTec, Germany

11.30am – 12pm AMNOG – New Value Based Pricing Procedure in Germany
Ottfried Zierenberg, Zierenberg Health Sciences, Germany

12pm – 12.30pm Pricing and Reimbursement in a Changing EU Healthcare Environment
Christopher Pauli, Director, Simon-Kucher & Partners, Germany

12.30pm – 2pm Networking Lunch

2pm Meeting Closes