

# 10<sup>th</sup> International Meeting

## Europarm SMC

### **New Business Opportunities for SMEs** **"Incremental Research -- New Market Segments -- Emerging Markets"** **Thursday 8<sup>th</sup> & Friday 9<sup>th</sup> March 2012**

#### **Thursday 8<sup>th</sup> March**

10.00 – 10.15	Delegates Arrival & Registration
10.15 – 10.20	Welcome and Opening Remarks Alexander Burstein, President, Europarm SMC
10.20 – 10.30	Opening Plenary Session Jorge Ramentol, President of Farmaindustria
10.30 – 11.00	Incremental Research for SMEs – Critical Success Factors <i>Dr Hugh Laverty, Scientific Project Manager, Innovative Medicines Initiative</i>
11.00 – 11.30	Emerging Markets and New Market Segments – An Exciting Journey Ahead Dr. Gabriel Morelli Paseyro, General Manager Spain, IMS Health
11.30 – 12.00	Which opportunities for SMEs in Spain, and elsewhere in Europe? How to survive in a difficult economic environment? A positive view to the future! <i>Enric Turmo, Vice President Pharma Licensing Group Spain</i> <i>Senior Licensing Manager-Licensing &amp; Strategic Partnering in ESTEVE</i>
12.00 – 12.30	The European Enterprise Network and Funding Opportunities for SMEs in the EU Pharmaceutical Industry <i>Elisabet Coll-Vinent Directora Departament Internacional Cambra de Comerç de Barcelona</i>
12.45 – 14.00	Lunch & Networking
14.00 – 14.30	Europarm SMC: The Fastest Growing Business Network for SMEs  Annual Report 2011 Projects & Strategy 2012
14.30 – 15.00	Europarm SMC Statutory Meeting
15.00 – 17.00	International One-to-One Business Meetings Session 1
18.00	Departure for the Incentive Programme & Evening Dinner (Partners Welcome)

**New Business Opportunities for SMEs**  
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**Thursday 8<sup>th</sup> & Friday 9<sup>th</sup> March 2012**

**Friday 9<sup>th</sup> March**

09.00 – 10.30	<b>Workshop 1</b> Regulatory & Market Access: Round table discussion on existing and future challenges for SMEs (incremental Research, funding and finance, regulatory affairs, scientific advice)
09.00 – 10.30	<b>Workshop 2</b> Emerging Market & Business Networking: How to do? What to do?
10.30 – 11.00	Coffee Break & Networking
11.00 – 13.00	International One-to-One Business Meetings Session 2
13.00 – 14.30	Lunch
14.30 – 16.00	International One-to-One Business Meetings – Open Session
16.00	Close of the Partnering Session



## PLGs Members Registration Form

### 10<sup>th</sup> International Meeting Europharm SMC

#### Thursday 8<sup>th</sup> & Friday 9<sup>th</sup> March 2012

Title. . . . . Name . . . . .  
Job Title . . . . .  
Company . . . . .  
Address. . . . .  
Post Code . . . . . City . . . . .  
Country . . . . . Phone / Mobile . . . . .  
Email . . . . .

#### Meeting Cost

The registration fee includes attendance at both days of the meeting (including coffee break & lunch), and the Thursday incentive program and evening dinner.

Please note that accommodation is **NOT** included in your registration fee but specially discounted rates have been negotiated with The Majestic Hotel that are available for the night prior, during and after the meeting. The accommodation must be booked using the Majestic booking form.

#### A – Meeting Cost (including incentive program & evening dinner)

. . . . . € 550          Europharm SMC Members & PLGs Members  
. . . . . € 750          Non-Members

#### B - Partner Participation on Thursday Incentive Program & Evening Dinner

. . . . . € 150          This includes the bus transfer, the private visit of the MNAC with English speaking guide and the evening dinner.

#### C - Partner Program 8<sup>th</sup> March from 14.00 to 18.00 Half Day Gaudi Tour – Sagrada Familia

. . . . . € 75          This includes the bus transfer to the sites, English speaking guide and the entrance fee for the Sagrada Familia.

**TOTAL COST (A + B + C) €.** . . . . .



## Practical information

### PAYMENT

An invoice will be mailed, by way of confirmation, upon receipt of your registration form and of your payment.

Please transfer your payment to the Europharm SMC account:

**Europharm SMC Account No. 001-4500272-33**

Fortis Bank, Montagne du Parc 3, B-1000 Brussels, Belgium

IBAN Code : BE79 0014 5002 7233

BIC Code : GEBABEBB

### **Please note that all bank charges must be paid by the forwarder**

#### **CANCELLATION PROCEDURE**

Cancellations must be received in writing on or before 15<sup>th</sup> February 2012 and will be subject to an administrative fee of € 50. It is regretted that no refunds will be made for registrations cancelled after this date and the full registration fee will be payable then. Replacement delegates will be accepted.

#### **Accommodations**

The meeting will take place at "The Majestic Hotel". Majestic Hotel & Spa Barcelona has a 90-year-old history in excellence. The hotel is located in the middle of Paseo de Gracia, right in the heart of the city, and close to Gaudi's buildings, exclusive shopping facilities and Barcelona's most important historic tourist sites.

For reservation please use only the Majestic Hotel Booking Form (also available on our website [www.europharmsmc.org](http://www.europharmsmc.org) ).



## **Incentive programme & Evening Dinner of the 8<sup>th</sup> March**

Thursday 8<sup>th</sup> March from 7.00 to 9.00 pm

Private visit of the National Museum of Art of Catalonia (MNAC).

The MNAC embraces all the arts (sculpture, painting, *objets d'art*, drawing, engraving, posters, photography and coinage) and has the task of explaining the general history of Catalan art from the Romanesque period to the mid-twentieth century. In the case of the Romanesque and Gothic collections, this discourse is characterized by the Catalan provenance of most of the pieces, although, particularly in the Gothic, comparisons are made with art from other provenances. With regard to the Renaissance and Baroque collections, the works included lead to a more international discourse, with the work of great painters, such as El Greco, Zurbarán, Velázquez, Cranach, Rubens... The MNAC art collections from the end of the nineteenth century and the early decades of the twentieth century are once again mostly made up of the work of Catalan artists, forming a discourse which explains *Modernisme*, *Noucentisme* and the Avant-garde, always taking into account all the arts.

### **Evening Dinner**

The dinner will take place at the "Oleum Restaurant" Located in the National Palace museum overlooking Plaza España. The Oleum restaurant was inaugurated in 1929 by the King Alfonso XIII and thus, it is a historical venue with stunning views of Barcelona





## **Partner Programme**

### **Half Day Gaudi Tour - Sagrada Familia Temple**

Thursday 8<sup>th</sup> March From 2:00pm to 6:00pm

Including inside visit of Sagrada Familia

Not Including inside visit of Casa Batlló and Casa Mila

This tour will introduce you to the work of Barcelona's most renowned architect and visionary, Antoni Gaudí. The tour includes his most impressive designs which still stand today as a testament to his talent and his unique vision.

Among these is probably his most recognized work the Sagrada Familia cathedral. You will see the inside of this masterpiece, started in 1882 when Gaudí was just 30 and is still under construction today.

Another of design that is clearly Gaudí is Casa Batlló, which was begun in 1904 and completed in 1906 for the family of Jose Batllo y Casanovas. Gaudí did both the exterior and interior and designed the furniture as well. Just a short distance from Casa Batlló is Casa Mila (also known as La Pedrera).

This building was begun in 1906 and took 5 years to complete. Both Casa Batllo and Casa Mila stand today on Barcelona's elegant Passeig de Gracia as a testament to both the talent and vision of Antoni Gaudí. Also included on this visit is Parc Guell.

Gaudí designed this park in 1900 for an entrepreneur named Eusebi Guell. Guell wanted to create a residential district for about 60 homes and the residents were promised a revolutionary way of living in an "ideal town" known as the Park Guell.

Unfortunately the concept was ahead of its time and failed, however the city acquired it in 1922 and made it into park.