



CONFERENCE AGENDA

Day 1: May 21 Afternoon

- The PLG CEE Conference is preceded by BD Introduction Training by Medius Associates (9:00 am to 2 pm CET) for special rate (separate registration required)
- **PLG Conference starts at 3:00 pm local time**
- **Agenda**
 - Sharon Finch (*Medius Associates*)
 - Consolidation in the Industry: the Time they are a Changing! Reviewing the impact on deals
 - Reiner Christensen (*ChameleonPharma*)
 - Balkan growth drivers - versus the Emerging Markets
 - *Dinner: BBQ at 6:30 pm (outside if weather allows)*

Day 2: May 22 Morning

- Conference starts at 9:30 am and ends at 1:30 pm
- **Agenda**
 - György Leitner (*MediFood GmbH*)
 - Challenges and opportunities in Central Europe and the Balkan markets
 - Roger Davies (*Medius Associates*)
 - Changing Deal terms in Late Stage Agreements. A review of key terms in current agreements
 - Amid Godbole (*Pramit d.o.o.*)
 - Accessing small markets
 - Alex Simidchiev (*GSK*)
 - Reputation and Trust: The key elements of Pharma Future.
 - *Buffet Lunch with networking: 12:45 pm – 1:30 pm*