



## PLG CEE 2015 Spring Conference Split, Croatia 21st & 22nd May

### Spotlight on the Balkans

Venue : Le Méridien Lav, Split

Thursday 21st May - Friday 22nd May

**EARLY BIRD  
DISCOUNT  
BOOK NOW!**

This two day event will focus on BD Opportunities in the Balkans and the challenges that lie ahead in this fast developing region. The programme covers a range of topics including:

- Balkan Growth Drivers vs Emerging Markets
- Consolidation - The Impact on Deals
- Challenges & Opportunities in Central Europe & the Balkans Markets
- Changing Deal Terms in Late Stage Agreements
- Reputation & Trust: Key Elements of Pharma Future
- Accessing Small Markets

In addition: A Training Seminar 9.00am – 2pm 21st May

- Introduction to Healthcare Business Development Training Course

(A Special Discounted Rate for Conference Delegates - Separate Registration Required)

Included within the programme in the tradition of PLG CEE events are numerous networking opportunities including an 'al fresco' style drinks reception and buffet dinner in this delightful setting overlooking the Adriatic Sea.

For Early Bird Discount Rates Book now

(available until 1st April, 2015)

PLG CEE Members:

€ 380 Standard Rate / € 325 Early Bird Discount Rate

Non-PLG CEE Members:

€ 480 Standard Rate / € 410 Early Bird Discount Rate

For full details of both the Special Training Course and the Conference Programme go to :

[www.plg-cee.com](http://www.plg-cee.com)