

Programme

Monday 22nd September

18.30 - 20.30	Welcome Drinks Reception Marriott Prague - Bohemia Room Function Area (Mezzanine Floor)
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Tuesday 23rd September

08.00 - 09.00	Registration Bohemia Room Function Area (Mezzanine Floor)
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09.00 - 09.15	Welcome Address & Introduction Thomas Högn , President, EPLS & Alexander Krajhanzl , President, PLG CEE
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SESSION A KEYNOTE PRESENTATIONS Chair - Jean-Guillaume Lecomte, PLCF

09.15 - 09.45	A Commercial Overview of the Opportunities in Europe Frédéric Desdouits , EVP Head of Corporate BD, Acquisitions & Market Intelligence, Pierre Fabre
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09.45 - 10.15	Are all the Emerging Markets Paying Their Way? Reiner Christensen , President, Chameleon Pharma Consulting
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10.15 - 10.45	New Business Models - Interface with Pharma Manuela Müller-Gerndt
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10.45 - 11.15	Break
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SESSION B EUROPEAN ENTRY STRATEGY Chair - Roger Davies, PLG UK

11.15 - 12.30	Panel Discussion 'What Effect is Pricing and Reimbursement in Europe Having on Launch Strategies?'
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France	Julie Spiesser , Sanofi
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Germany	Burkhard Sträter , Sträter Life Sciences GmbH
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Spain	Rafael Cabrera , Director Business Development & Market Access, UCB Iberia
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UK	Dominic Hornblow , Head of Legal, UK Marketing Company, AstraZeneca
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12.30 - 13.00	Role of HTA in Assessing Business Development Opportunities and Deals Monique Martin , VP and General Manager, HEOR Operations Europe, Life Sciences, Optum
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13.00 - 14.30	Lunch
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SESSION C 'TALKING TABLES' ON DEAL ISSUES Chairs - Sharon Finch, PLG UK & Enric Turmo, PLG Spain

14.30 - 14.35	Introduction
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	Topic	Host(s)
	Commercial Issues	Thomas Högn , TH Consulting
	Deal Trends	Roger Davies , Medius Associates
	Due Diligence Issues	Irina Staatz-Granzer , Staatz Business Development & Strategy
	IP Aspects e.g. SPC's	Gerda Redl , REDL Life Science Patent Attorneys
	Legal Aspects e.g. Termination	Constanze Ulmer-Eilfort , Partner, Baker & McKenzie
	Market Forecasting	Neil Jamieson , Head of Business Development, Evaluate & Lisa Urquhart , Editor, EP Vantage
	Performance Issues in Agreements	Paul Ranson , Partner, Pinsent Masons
	Regulatory Aspects	Ulrich Granzer , Granzer Regulatory Consulting & Services
14.35 - 15.05	Individual Tables - Round 1	
15.05 - 15.20	Break	
15.20 - 15.50	Individual Tables - Round 2	
15.50 - 17.00	Feedback to Main Group from Table Hosts	
18.00 - 22.00	Networking Drinks Reception & Gala Dinner at Francouzská Restaurant, Municipal House <i>Please Meet in Bohemia Function Area on Mezzanine Floor at 6pm</i>	

Wednesday 24th September

SESSION D	ORPHAN DRUGS	Chair - Ivan Csendes, Swiss HLG
09.00 - 09.30	Regulatory Challenges and Threats in Orphan Drug Development - are Ultra Orphans Easy? Ulrich Granzer , Granzer Regulatory Consulting & Services	
09.30 - 10.00	Building by Acquisition Charlie Alexander , Senior Director Business Development, Shire Pharmaceuticals	
10.00 - 10.30	Derisking Rare Disease Projects Chris Adams , CEO, Cydan Development	
10.30 - 11.00	Break	
SESSION E	LOCAL EMERGING / EXISTING MARKETS ISSUES	Chair - Alexandr Krajhanzl, PLG CEE
11.00 - 11.30	Overview of Local Markets Hynek Valerián , Offering Management, Czech and Slovak Republics, IMS Health	
11.30 - 12.00	Entering the Market - Challenges and Opportunities Gyorgy Leitner , Chief Operating Officer, MediFood	
12.00 - 12.30	Transition From a Local to an International Company Jerome Silvestre , Senior Vice President, Sanofi Global Generics Division	
12.30 - 13.00	IP Issues in CEE Gerda Redl , Patent and Trademark Attorney, REDL Life Science Patent Attorneys	
13.00 - 14.00	Lunch and Close	