



PLG Spring Meeting
Thursday 30th April
Hotel Russell, London



Business Development Driving Strategic Change

1.30pm - 2.30pm Networking Lunch in Tempus Restaurant

2.30pm - 4pm Session 1

Case Study: Merck Serono & Pfizer Global Strategic Alliance

Catherine Pickering, Head of Oncology Licensing, Global Business Development, Merck Serono
Catherine will give further insights into the recently formed Merck Serono/Pfizer global strategic alliance. The alliance enables Merck and Pfizer to join forces to develop and commercialise Merck Serono's promising anti-PD-L1 antibody. The two companies will combine complementary strengths with the goal of meeting the needs of patients with multiple types of cancer.

Case Study: GSK / Novartis Asset Swap Deal

Subesh Williams, SVP Global Corporate Development, GlaxoSmithKline

Subesh will provide an insight into the workings of the recent game changing GSK-Novartis asset-swap deal and how this has significantly changed the outlook for both companies. The innovative deal saw both groups tidy up their asset portfolios with GSK offloading its cancer treatment division to gain Novartis' vaccine units, whilst also entering into a joint venture to create the world's biggest consumer healthcare business.

4pm - 4.30pm Break

4.30pm - 6pm Session 2

UKTI Database Demonstration

Roisin McClory, Marketing Specialist, UKTI Life Sciences Organisation (LSO)

The UK Life Sciences web portal presentation will inform on the functionality and features of the new online platform that has been developed by UKTI's Life Sciences Organisation (LSO) and the Office for Life Sciences (LSO) in collaboration with data partners, stakeholders and industry. The three key features of the site that will be presented are:

- The UK company mapping tool that allows you to search nearly 5,000 UK life science companies
- The funding tool that details UK wide government funding and business support sources
- Market access route maps to outline and provide a single gateway into the UK life sciences ecosystem

Economic Evaluation in Acquisition and Licensing

Rob Whitmore & Iain Claxton, Roboleo & Co

With the ever increasing pressure on healthcare costs, assessing the pricing and reimbursement potential of an asset is an integral part of the evaluation/due diligence process - whether you are the 'buyer' or 'seller'. Robert Whitmore of Market Access specialists Roboleo & Co will give a brief overview on the key aspects of Health Economics and Economic Evaluation and how early modelling can help the evaluation by determining the key drivers of value and identifying areas of uncertainty - where more evidence is required to support the proposed pricing strategy.

6pm - 7.30pm Networking Drinks Reception in Benjamins' Suite

7.30pm - 10pm 3-course Dinner in Virginia Woolfs' Suite