

XIII IPLS, Madrid

27th - 29th September 2017

'The Role of Business Development in Changing Global Times'



Proposed Programme

Wednesday, 27th September

15.00 - 18.00 Pre-Arranged One-to-One Meetings

18.00 - 19.30 Welcome Drinks Reception

Thursday, 28th September

09.00 - 09.30 Registration

SESSION 1 External Factors Impacting the Pharmaceutical Industry

09.30 - 09.45 Introduction & Keynote Presentation

Juan López-Belmonte, Vice President, Farmaindustria & CEO, Laboratorios Rovi

09.45 - 10.15 Industry Drivers, Trends, Analysis and Forecasts

Speaker TBC, Evaluate

Brexit - Impact on Pharmaceutical Industry?

10.15 - 11.00 European View: Impact on Strategies & UK View: Situation Post Brexit

European View - **Sergio Napolitano**, Legal Affairs and Trade Director, Medicines for Europe

UK View - **Jo Pisani**, Partner, UK Pharma and Lifesciences Consulting Leader, PwC Strategy&

11.00 - 11.30 Break

SESSION 2 The Impact of Digital Technology

11.30 - 12.00 Case Study – Sanofi & Voluntas

Pierre Laurent, Voluntas

12.00 - 12.30 Technology Companies Stepping into Digital Technologies

Speaker TBC, Indra

12.30 - 13.00 Big Pharma Experience of Digital Technologies and Impact on Strategies

Speaker TBC

13.00 - 14.00 Lunch

SESSION 3 The Role of Business Development

14.00 - 16.00 Panel Discussion - Interaction between Alliance Management & Business Development

Chair – **Anthony Hörning**, Strategic Transactions Advisory

16.00 - 17.30 Pre-Arranged One-to-One meetings

19.00 - 22.30 Gala Dinner

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Friday, 29th September

SESSION 4	
The Increasing Importance of the OTC Business	
09.00 - 09.30	Prescription to OTC Switching - Sanofi <i>Speaker TBC</i>
09.30 - 10.00	Local v Global Brands – How Can Big Pharma Thrive with Local Brands in OTC Market <i>Speaker TBC</i>
10.00 - 10.30	Emerging Trends in OTC & Why Big Pharma Should Play There Nicholas Hall , Chairman & CEO, Nicholas Hall Group of Companies
10.30 - 11.00	Break
SESSION 5	
Risk or Opportunity? IP & Market Access	
11.00 - 11.30	IP Management/Protection Livia Villa , European Patent Attorney, ADVIP
11.30 - 12.00	Market Access – European Trends Professor Mondher Toumi , CEO, Creativ-Ceutical
12.00 - 12.30	Break
SESSION 6	
Financial Evaluation & Business Models	
12.30 - 13.00	From Valuation to Assets or From Assets to Valuation? Zaki Sellam , Managing Director, ESN Life Sciences
13.00 - 13.30	Business Models <i>Speaker TBC</i>
13.30	Lunch and close