

Organised jointly by



3rd OTCToolbox/PLG
OTC Conference and Networking Event

Capitalising on Change Through OTC Innovation and Business Development

Programme & Registration Form



Hilton London Tower Bridge Hotel
London, United Kingdom
1-2 March 2018

The Right Place to do Business

3rd OTCToolbox/PLG OTC Conference and Networking Event

Capitalising on Change Through OTC Innovation and Business Development

Capitalising on change through OTC innovation and business development is the theme of the 3rd OTCToolbox/PLG OTC Conference and Networking Event, which will feature a Keynote Presentation by Uta Kemmerich-Keil, President and Chief Executive Officer of Merck Consumer Health, as well as presentations by Johnson & Johnson Innovation, Pfizer Consumer Healthcare, Nelsons and Glenmark.

This international event is the only one to focus exclusively on business development and innovation in the consumer healthcare/OTC market.

Jointly organised by the OTCToolbox website and the Pharmaceutical Licensing Group (PLG), the two-day conference features a programme of highly-respected speakers from the consumer healthcare/OTC industry.

Furthermore, the event provides a great environment for networking.

The 2nd OTCToolbox/PLG OTC Conference and Networking Event in March 2017 was attended by more than 170 senior executives from 21 countries, including Australia, France, Germany, India, Israel, Italy, New Zealand, Poland, Spain, Switzerland, the UK and the USA.

Following feedback from delegates attending the 2017 event, we have further enhanced the networking opportunities. We have invested in the Meeting Mojo online partnering system, which will enable you to contact other participants directly. You will be able to pre-arrange one-to-one meetings, create your own profile and organise/print your own diary schedule.

- **Networking Room** – dedicated exclusively to one-to-one business meetings
- **Online Partnering System** – pre-arrange meetings online using the Meeting Mojo partnering system
- **Networking Dinner** – taking place on the evening of 1st March 2018
- **New Business Opportunity Hub** – providing companies with the opportunity to showcase products for out-licensing directly to their target audience

[Speaker Programme on next page](#)

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PROGRAMME DAY ONE

Thursday 1 March 2018

- 09.30** Registration & Networking Room Open
- 11.30** **NEW BUSINESS OPPORTUNITY HUB SESSION**
Presentations on products for licensing
- 12.30** Networking Lunch
- 13.20** **Chair's Introduction**
Deborah Wilkes
Founder and Editor & Publisher
OTCToolbox
- 13.30** **SESSION 1 – Changing Markets**
- 13.30** **KEYNOTE PRESENTATION**
The Rise of the Consumer in Health
Uta Kemmerich-Keil
President and Chief Executive Officer
Merck Consumer Health
- 14.15** **The Main Drivers of Growth**
Andy Tisman
Global Senior Principal, Consumer Health
IQVIA (formerly QuintilesIMS)
- 15.00** Coffee Break
- 15.45** **SESSION 2 – Changing Innovation**
Chair: Tim Brady
Generics & Business Development Director
Thornton & Ross
- 15.45** **Working With the New Medical Device Rules**
Guido Middeler
Head of Medical Devices Services & Partner
Diapharm
- Michael Sander**
Chief Executive Officer
SanderStrothmann and Sastomed
- 16.45** **Case Study: How Insights Shape Innovation in Natural Healthcare**
Aftab Aslam
Global Head of Strategic Insights
Nelsons
- 17.30** **NEW BUSINESS OPPORTUNITY HUB SESSION**
Presentations on products for licensing
- 18.00** Networking Drinks Reception
- 19.30** Networking Dinner



The Pharmaceutical Licensing Group (PLG) is the premier and original networking group for those actively involved in business development and licensing within the pharmaceutical, biotechnology and healthcare industry

OTCToolbox

The OTCToolbox website provides a portfolio of online publications that enable business developers and innovators in the global OTC/consumer healthcare industry to make good decisions.

PROGRAMME DAY TWO

Friday 2 March 2018

- 09.00** **Chair's Introduction**
Deborah Wilkes
Founder and Editor & Publisher
OTCToolbox
- 09.05** **SESSION 3 – Changing Products**
- 09.05** **Succeeding with Prescription-to-OTC Switches**
The Commercial Perspective
Mark Bowden
Vice President Regulatory Affairs
Pfizer Consumer Healthcare
- The Regulatory Roadmap to Success**
James Hall
Regulatory Specialist
OTCexperts
- Harriet Scorer**
Medical Affairs Specialist
OTCexperts
- The Importance of Changing Behaviour**
Alison Carr
Clinical Director
Hamell
- Switching in Action**
Natalie Gauld
Switch Specialist
Natalie Gauld Ltd
- 11.00** Coffee Break
- 11.45** **SESSION 4 – Changing Strategies**
Chair: Tim Brady
Generics & Business Development Director
Thornton & Ross
- 11.45** **Case Study: Maloff Protect Switch**
Katja Lundell
Senior Director, General Manager United Kingdom and Nordics Cluster,
Glenmark Pharmaceuticals
- 12.20** **New Retail Opportunities Including E-commerce**
Christian Reholz
Partner
Simon-Kucher & Partners
- 12.55** **Delivering Game-Changing Innovation**
Heather Roxborough
Senior Director, New Ventures & Transactions, Consumer
Johnson & Johnson Innovation
- 13.30** Networking Lunch
- 14.30** Close

Sponsorship Opportunities are available

Request details by sending an email to deborah.wilkes@otctoolbox.com or acollins@ngaevents.co.uk

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What Delegates Say About the Event on the next page

What Delegates Say About the Event

98% of delegates said they would recommend the conference to a colleague or business associate



98% of delegates said they would attend the conference again

"The networking approach works well and gives people permission to truly network"



"It was my first time but I was really satisfied with the quality of the presentations and speakers"

"I liked the great networking opportunity"

*Findings of a survey of delegates attending the 2nd OTCToolbox/PLG OTC Conference and Networking Event in London, UK, on 2-3 March 2017. One in two delegates completed the survey.

**Attending Companies at 2017 Event
on the next page**

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Companies that attended the 2nd OTC**Toolbox**/PLG OTC Conference and Networking Event on 2-3 March 2017

A Nelson & Co (Nelsons)	G. Pohl-Boskamp	Polpharma
Aboca Group	Generic Partners Pty	Precision Healthcare
Adare Pharmaceuticals	Ginsana	Prestige Brands (UK)
AFT Pharmaceuticals	GlaxoSmithKline Consumer Healthcare	Pronova Laboratories
ALL Creative Branding	Google Inc	Protina Pharmateutische
Alliance Pharmaceuticals	Groupe Bateau	QuintilesIMS
AMS - Advanced Medical Supplements	Hamell	RB
Andrew Waide Associates	Hermes Pharma	Recordati
Angelini	Hovione	Recordati Pharma
APR Applied Pharma Research	HRA Pharma	red otc development
Artasan	InfectoPharm	Reva Health Europe
AstraZeneca	Infirst Healthcare	Rontis
Avanor Healthcare	Intrapharm	S.I.I.T.
Avista Capital Partners	Kind Consumer	SanderStrothmann
Bannert Manlik Consultants	KitoZyme	Sandoz International
Bayer Consumer Health	Kwizda Pharma	Sanofi Consumer Healthcare
Berlin-Chemie	LEO Pharma	Santo Member of Polpharma Group
Biologische Heilmittel Heel GmbH	Liberty Pharma	Sawaya Segalas
bitop	Losan Pharma	Sérélys Pharma
Blue Archy	Matrixx Initiatives	Serrix
Cambridge Healthcare Supplies	Maxima Healthcare	Sidroga
Capsugel Belgium	Maxwellia	Simon-Kucher & Partners
Catalent Pharma Solutions	MedServa	Skin Care Pharma
Central Pharma	Merck	Spink Health
Ceuta Group	Muzeable	Stanton Beringer Consulting
Chiesi	Neopharm Israel	Steinbeis VMI
Cinfa	Nexus Communications	Sun Pharmaceutical Industries
Clarityse	Oakland Innovation	TA Associates
Compass Healthcare	Olive Healthcare	Technology Catalysts International
consult2deliver	OTC Bulletin	Thornton & Ross
Creative Leap	OTC Consultant	Torrey Partners (Europe)
Dendron	OTC Regulatory Consultant	Typharm
DewGibbons + Partners	OTCToolbox	Unither Pharmaceuticals
Diapharm	Procter & Gamble (P&G)	Urgo Healthcare
Disphar International	Parexel Consulting	USP Group
Faes Farma	Pegasus	Valdez Consulting
FCBD Consulting	Perrigo	Vemedia Consumer Health
Ferrer International	PGT Healthcare	Vifor Consumer Health SA
Fertin Pharma	PharmaMatch	Weifa AS
Fine Foods & Pharmaceuticals	Plexus Ventures	Winmedica
		Wordbird

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Hilton London Tower Bridge Hotel, London, United Kingdom 1-2 March 2018

REGISTRATION FORM

Title _____ Name _____

Job Title _____

Company _____

Address _____

Post Code/State Code _____ Country _____

Email _____

Your details entered above will be listed on the Meeting Mojo online partnering system available to all registered participants. The system will open on 8 January 2018 when access details are sent to all registered participants. Please tick here if you do **NOT** wish your details to be listed on the Meeting Mojo online partnering system

Please specify any dietary/special requirements _____

COST: The cost below covers attendance throughout the event on both days, including lunch, conference sessions, Networking Drinks Reception, Networking Dinner and Online Partnering System

Members* Early Booking Rate £515.00 + 20% VAT, _____ (ticket/s) for bookings received by 1 December 2017

Early Booking Rate £560.00 + 20% VAT, _____ (ticket/s) for bookings received by 1 December 2017

Standard Members* Rate £595.00 + 20% VAT, _____ (ticket/s)

Standard Rate £650.00 + 20% VAT, _____ (ticket/s)

VAT Number _____ required for EU based companies only

* Members = PLG members or OTCToolbox annual subscribers are entitled to discounted rates

ACCOMMODATION:

Delegates attending this meeting can benefit from the discounted rate of **£199.00 bed & breakfast** at the **Hilton London Tower Bridge** on **Thursday 1 March 2018**.

This rate can be booked directly with the hotel using this link:

Rates are also available for Wednesday 28 February 2018

**DISCOUNTED HOTEL RATES
BOOK NOW**

PAYMENT METHOD:

Cheque
made payable to **NGA**

Bank Transfer
details will be on invoice

Credit Card
MasterCard or Visa only

Credit Card Number _____

Expiry Date _____ Security Code _____

Card Holders Signature _____ Date _____

Please send your completed form to NGA to guarantee your place at the meeting:

Post: NGA, Millennia House, Kingswood Park, Bonsor Drive, Kingswood, Surrey, KT20 6AY, UK

Email: acollins@ngaevents.co.uk

Booking Terms and Conditions

Please note that for reasons beyond the control of the organising committee it may prove necessary to change or amend the content or timing of the programme without prior warning. All payments must be received prior to the start of the meeting to guarantee entry.

Cancellations – upon receiving your completed registration form, NGA will issue confirmation details and this booking will then be formally confirmed. All cancellations will be subject to a £50 administration charge. Delegate substitutions are welcome at any time. Cancellation received in writing after 2 February 2018 will be subject to 100% cancellation charge unless the place can be resold.