

# XIII IPLS, Madrid

27<sup>th</sup> - 29<sup>th</sup> 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

###### Introduction & Keynote Presentation

09.30 - 09.45 **Juan López-Belmonte**, Vice President, Farmaindustria & CEO, Laboratorios Rovi  
Speaking from both an industry and business perspective, Juan López-Belmonte will be setting the scene identifying the key challenges emerging from the current political climate, with a focus on the economic and business implications for pharmaceutical deal making

###### Industry Drivers, Trends, Analysis and Forecasts

09.45 - 10.15 **Antonio Iervolino**, Head of Forecasting, Evaluate  
Sharing their insightful data and industry analysis, Evaluate are back by popular demand to identify the key trends evident in deals quantifying the impact on pharma business from the changing macro deal conditions

###### Brexit - Impact on Pharmaceutical Industry?

10.15 - 11.00 **European View: Impact on Strategies & UK View: Situation Post Brexit**  
**European View - Sergio Napolitano**, Legal, Trade and Public Affairs Director, Medicines for Europe  
**UK View - Jo Pisani**, Partner, UK Pharma and Lifesciences Consulting Leader, PwC Strategy&  
Capturing and reflecting on the latest in developments in the Brexit negotiations, our speakers will comment on the key issues from both sides in the negotiation providing the view from the European and UK perspectives

11.00 - 11.30 Break

##### SESSION 2 The Impact of Digital Technology

###### Case Study – Sanofi & Voluntas

11.30 - 12.00 **Pierre Leurent**, Voluntas  
In March Sanofi and Voluntas announced the original 2011 alliance to provide an app for assessing basal insulin was expanded. Pierre Leurent will be commenting on key features of this successful deal

###### Technology Companies Stepping into Digital Technologies

12.00 - 12.30 **Néstor Sanchez**, Digital Transformation Manager, Indra  
With a wealth of experience in the development of healthcare information systems, Indra will review the impact of the transformations offered by digital technologies

###### Impact of General Data Protection Regulation (GDPR)

12.30 - 13.00 **Christoph Balduck**, Managing Partner, Data Trust Associates  
This presentation will help healthcare companies to identify what challenges companies are facing in relation to privacy and data management strategies and way forward, including recommendations and best practices.

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13.00 - 14.00 Lunch

#### SESSION 3 The Role of Business Development

##### **Panel Discussion - Business Development and Alliance Management**

##### **Good Partnering Practices (GPP) conceived under the leadership of Swiss HLG**

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

How do BD leaders see the impact of Good Partnering Practices in their organisations?

14.00 - 16.00 Panel

**Laurence de Schoulepnikoff**, Head of Strategy, Transaction and Legal

**Jörg Mayer**, Director Business Development Europe, LTS Lohmann

**Sara Mazzuoccolo**, Head of Partnering & Alliance, APR Applied Pharma Research

**Henning Mennenöh**, Weitnauer Advokaten

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

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19.00 - 22.30 Gala Dinner

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### Friday, 29th September

SESSION 4	
<b>The Increasing Importance of the OTC and Other Business Areas</b>	
09.00 - 09.30	<b>Case Study: Nestlé Health Science - Where Nutrition becomes Therapy</b> <b>Kim Bill</b> , Vice President, Global Business Development & Licensing, Nestlé Health Science Identifying new business opportunities for growth in nutrition healthcare markets
09.30 - 10.00	<b>Emerging Trends in OTC &amp; Why Big Pharma Should Play There</b> <b>Nicholas Hall</b> , Chairman & CEO, Nicholas Hall Group of Companies Nicholas Hall will focus on the key opportunities arising in the OTC arena and the role major pharma play
10.00 - 10.30	<b>Strategy Options for OTC in Emerging Markets and How to Enter the Best Markets</b> <b>Reiner Christensen</b> , CEO and Co-Founder, Chameleon Pharma Consulting Group Reiner will give his insights on the OTC sector and how pharma companies can enter countries providing the best value
10.30 - 11.00	<b>Break</b>
SESSION 5	
<b>Risk or Opportunity? IP &amp; Market Access</b>	
11.00 - 11.30	<b>IP Management/Protection</b> <b>Livia Villa</b> , European Patent Attorney, ADV IP Livia Villa will review the latest developments in IP in Europe including updates on SPC's
11.30 - 12.00	<b>Market Access – European Trends</b> <b>Professor Mondher Toumi</b> , CEO, Creativ-Ceutical Critical to successful BD, Professor Toumi will consider recent decisions and issues arising in securing prices and gaining effective market access in Europe
12.00 - 12.30	<b>Break</b>
SESSION 6	
<b>Financial Evaluation &amp; Business Models</b>	
12.30 - 13.00	<b>From Valuation to Assets or From Assets to Valuation?</b> <b>Zaki Sellam</b> , Managing Director, ESN Life Sciences This session will aim at not only using a simplified & elaborated rNPV model but also at understanding various asset features which are usually underestimated for a valuation
13.00 - 13.30	<b>Business Models</b> <b>Paul Pay</b> , Chief Business Development Officer, Norgine With business deals becoming increasingly creative, this presentation will review some successful example of innovative deal structures
13.30	<b>Lunch and close</b>