

World GenericMedicines

Congress Europe 2015

Collocated with



The business of affordable medicines



4-5 March 2015

Sheraton Madrid Mirasierra Hotel, Madrid, Spain

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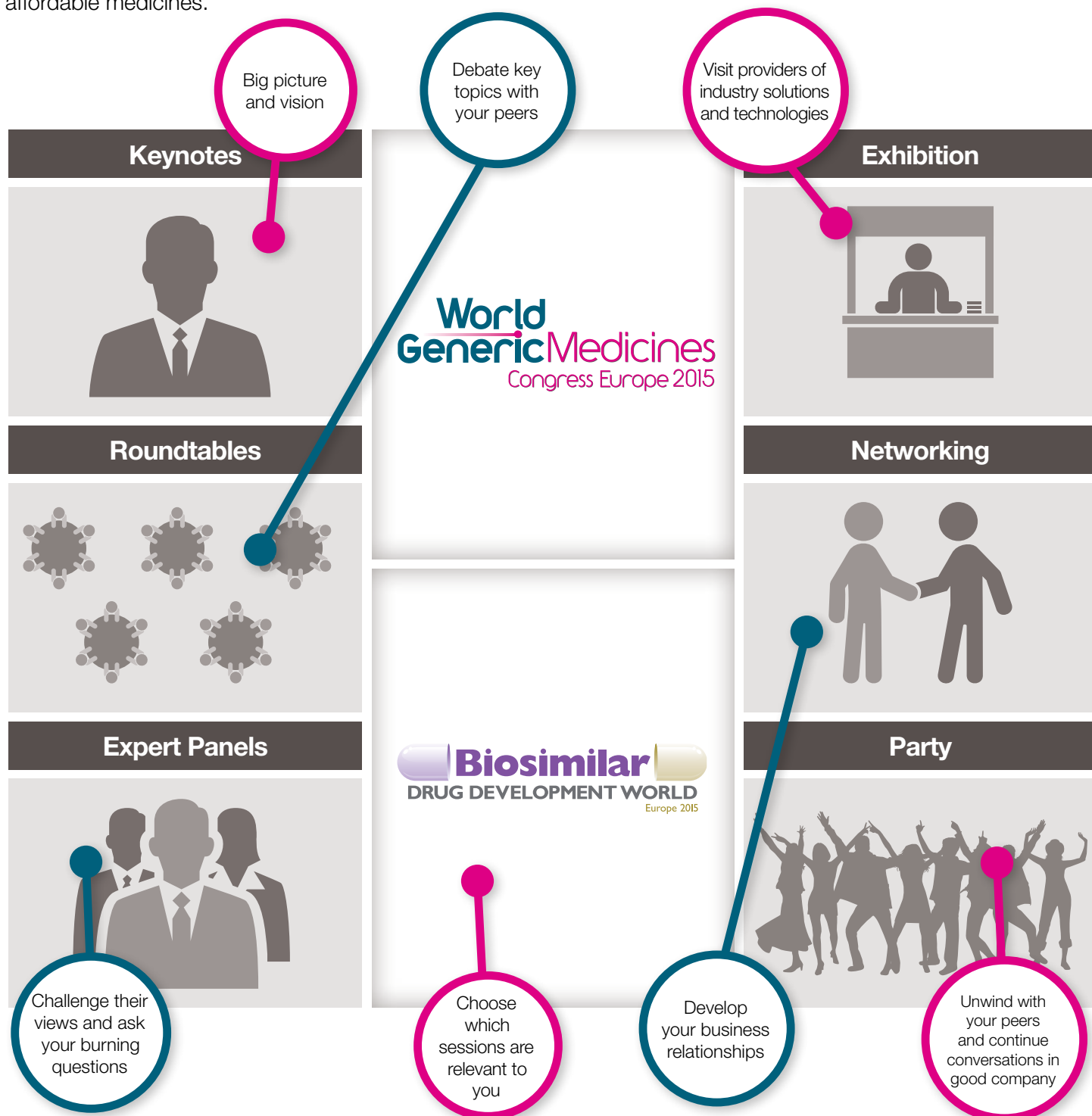
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COMMUNICATIONS

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The benefits of generics medicines are well celebrated and demand will remain strong with escalating healthcare costs and austerity measures. However generics must continue to overcome barriers including **increasing competition**, the **innovator pipeline crisis** and **pricing pressure**. In the rapidly changing market it is critical to adopt the right business strategy.

The 9th Annual World Generic Medicines Congress is Europe's premier business event providing a comprehensive review of affordable medicine business strategy. It unites senior executives from the generic and biosimilar industry to provide fresh insights, future market trends, innovative commercial strategies and opportunities for growth for affordable medicines.





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Very pertinent presentations and high level speakers

Vice President Generic Products, Ethypharm

”

“

Good content of presentations, right people to talk future business and share market information

Business Development Manager, Sharp Packaging Solutions

”



“

Great meeting. Very informative and great networking

CEO, Amdipharm Mercury Company

”



Sylke Haßel, Ph.D.
Head Global Strategic Planning / BI, Sandoz

Developing and implementing a successful generic portfolio planning strategy



Robert Wessmen
Executive Chairman, Alvogen

Successful strategies to expand into new markets and grow market share in Asia



Dr Nick Cappuccino
VP & Global Quality Head, Dr Reddy's Lab

Challenges and implication for generic companies in meeting regulatory norms



Rahul Garella
Senior Vice President,
Par Pharmaceuticals
Generics - the middle ages

Key Speakers

On the 4 - 5 March 2015 we're bringing together senior representatives from leading generic companies across the world to discuss the business strategies of affordable medicines.

These individuals will give essential insights into the opportunities for growth and future threats to the generic and biosimilars industries.

It's rare to have these experts all together under one roof. Book now to hear the core components needed to achieve commercial success.

08:00 Registration

08:50 Opening remarks from the chair

GENERIC COMMERCIAL STRATEGY

09:00

The changing profile of Gx companies and future threats and opportunities
Tommy Erdei, Joint Head of European Healthcare Investment Banking, **Jefferies International**

09:30

Pharaoh's dream: Opportunities and growth strategies for the generic industry
Dr Claudio Albrecht, Founder and Managing Partner, **Albrecht, Prock & Partner AG**

10:00

Generics - the middle ages
Rahul Garella, Senior Vice President, **Par Pharmaceuticals**

10:30

Developing and implementing a successful generic portfolio planning strategy
Sylke Haßel, Ph.D., Head Global Strategic Planning / BI, **Sandoz International GmbH**

11:00 Speed networking

11:30 Morning refreshments

GLOBAL MARKET OPPORTUNITIES

12:00

Successful strategies to expand into new markets and grow market share in Asia
Robert Wessman, Executive Chairman, **Alvogen**

12:30

US market entry opportunities and challenges
Apurva Saraf, Senior Director Global Operations and Business Development, **Amneal Pharmaceuticals**

13:00

Review of market dynamics in Latin America: What are the market drivers, opportunities and challenges?
Francisco Ballester, Head Latin America, **Sandoz**

13:30 Lunch

14:30 PEER-TO-PEER ROUNDTABLES



Implications of increasing pricing pressure regimes and required market strategies
Michael Ewers, CEO and Head of Europe Generics, **Dr.Reddys**



Drug tendering: Curse or blessing? How to deal with tenders and how to seize the opportunity
Jens-Peter Schuetz, Partner **advitares**
Dr. Peter Kraus, Partner, **advitares**



Maximising opportunities to be gained from fast growing and dynamic markets
Stephen Stead, Vice President & Regional Director Eastern Europe and CIS, **Ranbaxy**



What is a 'sustainable' price for a generic and how do you go about achieving it?
Frances Cloud, Founder, **Pharmacloud**

15:30 Afternoon refreshments

COMMERCIAL STRATEGIES FOR BIOSIMILARS

16:00

Current market trends and future challenges for biosimilar success
Paul Coleman, CEO, **Hanwha Biologics**

16:30

Redesigning the biosimilar business model: uniting the scientific, partnering and business expertise
Alan Herman, Chief Scientific Officer, **Coherus Biosciences**

17:00

Educating towards acceptance: paving the way to clinical and thus commercial success
Dr Uwe Gudat, Head of Safety, Biosimilars, **Merck KGaA**

17:30 Closing remarks from the chair

17:35 Drinks party

Conference Day Two

Thursday 5th March

08:00 Registration

08:50 Opening remarks from the chair
Frederick R. Ball, Partner, **Duane Morris LLP**

GENERIC PORTFOLIO PLANNING

09:00 Considerations for generic portfolio strategy success
Indranil Nandi, Vice President R&D, **Impax Laboratories Inc.**

09:30 How to maximise new opportunities for growth by differentiation and innovation
Vishal K. Gupta, MBA, PhD, Chief Scientific Officer, Senior Vice-President, Research & Development, **CorePharma LLC**

10:00 Super generics: Achieving a competitive advantage in a crowded market
Rajeev Singh Raghuvanshi, Ph.D., Vice President, Differentiated Formulations R&D, Proprietary Products, **Dr Reddys Labs**

10:30 Morning refreshments

LEGAL & IP

11:00 Legal and IP strategies for the generic medicines
Patrice Monain, Global Head, AVP, Generic Medicines Patent Support, **Sanofi**

11:30 How the U.S. PTO's New Inter Parties Review Proceeding is Changing the U.S. Generics Landscape
Vincent L. Capuano, PhD, Partner, **Duane Morris LLP**

12:00 Lunch

QUALITY

13:00 Challenges and implication for generic companies in meeting regulatory norms
Dr Nick Cappuccino, VP & Global Quality Head, **Dr Reddy's Lab**

13:30 Challenges and implications of overcoming an FDA warning
Mazen Darwazeh, Vice Chairman and Chief Executive Officer, **Hikma**

14:00 Afternoon refreshments

POLICY ENVIRONMENT

14:30 Free Trade Agreements and their impact on the generics industry
Dr Michel Mikhail, Expert in Global Regulatory Affairs and Governmental Relations, **Expert in Biosimilars**

15:00 Government affairs affecting the US generics market
Speaker to be confirmed

15:30 Close of conference

The Exhibition

Increase your brand awareness and demonstrate thought leadership in front of over 200 senior representatives from generic and biosimilar pharmaceutical companies.

Your opportunity

- Grow long term relationships by arranging meetings with top prospects
- Speak and demonstrate thought leadership
- Increase brand awareness and positioning

Why sponsor

- Generate new business leads and develop relationships
- Build brand presence and raise brand profile
- Showcase latest products and innovations to prospective buyers
- Promote new services to prequalified clientele
- Meet new business partners and suppliers
- Educate generic pharmaceutical companies

Who will you meet

- Board level and senior representatives from generic and biosimilar pharmaceutical companies
- Investment banks
- Law firms



"Great speakers and topics relevant to today's competitive generic marketplace"

US Director Generic Channel Strategies,
Greenstone LLC

"An excellent event, good overview about generics worldwide and future trends"

General Manager, **Fresenius Kabi-Labesfal**
Genericos

Be seen at the forefront of
generic business strategy

Contact Roope Ghosh on
+44 (0) 207 608 7037 or
rghosh@healthnetworkcommunications.com
to secure your place

Networking

We know the importance of networking and offer an experience which allows you to do just that. With the bespoke Total Biopharma mobile app, dedicated networking managers and peer-to-peer partnering, we ensure that you get the most from your time on site. With 2 events running in parallel, you will be able to meet more connections in one place.



Download our networking app

Download our networking app to get organised and get in touch with all attendees before the event.

Use the Total BioPharma portal to:

- Plan your sessions
- Build a personalised agenda
- Identify exhibitors to visit
- Set up onsite meetings with key executives
- Network with other attendees

Your networking manager



Take advantage of this dedicated and personalised meeting service. Hold meetings with pre-qualified partners arranged by your networking manager in your private on-site meeting room. Keep all your messages, appointments and favourites at your fingertips and continue networking whilst you're there. You can still use the networking tool within the app for a full year after the event so you can follow up with anybody you've missed months down the line.

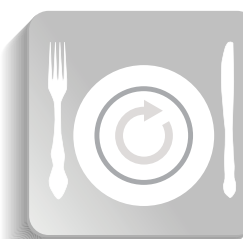
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PARALLEL CONFERENCE TRACKS

One great interactive event with two complementary conference tracks.

World Generic Medicines Congress Europe shares the latest market trends, innovative commercial strategies and opportunities for growth. While **Biosimilar Drug Development World Europe** brings together decision makers to provide true insight on the best development, manufacturing, clinical and commercialisation strategies for biosimilars in the global market.



NETWORKING LUNCHES

Make the most of your time outside the conference room with our networking lunches. This is your opportunity to benefit from informal chat, explore the exhibition hall and meet some new business contacts



ROUNDTABLE DISCUSSIONS

Pick a roundtable that focuses on the industry challenge of highest priority to you. Each roundtable host will open a topic up for discussion and debate. This is your opportunity to contribute, discuss, engage, share ideas and learn directly from your peers. This informal setting may generate some different perspectives and innovative solutions you haven't considered before...



PARTY

Let your hair down after a busy day at our fun party. Join us at the end of Day 1 for drinks, music, nibbles, and a few surprises.



SOLUTION PROVIDER EXHIBITION

Explore the exhibition hall during dedicated breaks and meet with solution providers that offer innovative services and technologies. You can be sure to meet those that can help fast-track your generic business strategy.



SPEED NETWORKING

Put some faces to names with this fast and fun networking session. Rotate around the room and meet, greet and exchange business cards as you go. Create the first links with potential business partners.

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reasons to attend

- 1** Identify where the industry's true growth opportunities are
- 2** Gain an investor's perspective on the generics market and understand what this means for your business
- 3** Hear the latest legal and regulatory developments that will shape your strategy decisions
- 4** Explore the growth opportunities of complex generics to strengthen business models
- 5** Understand the current market trends and future challenges for biosimilar success
- 6** Learn the impact of the current EU & US health policy environment
- 7** Interact, debate and discuss the key topics of the generics and biosimilar industry at peer-to-peer roundtable discussions
- 8** Discover untapped opportunities in the global market
- 9** Collocated with Biosimilar Drug Development World: create your own agenda and attend focussed sessions most relevant to your business needs
- 10** Network with pioneers, influencers and innovators and return to your company with new ideas and relationships

Reserve your place today



The earlier you book the more you'll save.

It's really easy to register online.

And our online calculator will ensure you take advantage of the best deal.

Go to and register
www.healthnetworkcommunications.com/genericseu



Register now and get the offer price - on your phone

Scan this QR pattern with the camera on your smartphone and register.

Don't have a QR reader app? You can download one for free from App Store. Don't have a smartphone? You can also register and get the offer on our website www.healthnetworkcommunications.com/genericseu

Package

FULL PRICE

2 day conference

£1,595

VAT is charged at the current rate and is subject to VAT legislative changes. All bookings will be invoiced at the rate applicable when the booking is made.

BOOK NOW

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www.healthnetworkcommunications.com/genericseu and register

Or call +44 (0)207 092 1000

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