IBC LIFE SCIENCES

Part of: PharmaCon
Pharmaceutical Congress Asia

PHARMA MARKET ACCESS 2015

3-6 August 2015
Grand Copthorne Waterfront Hotel, Singapore

Expanding Access to Emerging and Lucrative Markets

R. Byron Sigel
Director, Healthcare Policy and Market Access Japan,
Baxter Limited, Japan

Andrew Eggleston
JAPAC Market Access & Policy Director,
Abbvie, Singapore

Robert Braithwaite
Managing Director,
Luqa Pharmaceuticals, China

Jittrakul Leartsakulpanitch
Head, Market Access, Asia Pacific,
Janssen, Singapore

Elaine Wang
Director, Clinical Development and Medical Affairs – Respiratory,
Boehringer Ingelheim, USA

Sandeep Rathod
Vice President/Head IP Litigation and Policy (India and Emerging Markets),
Mylan Laboratories, India

Dr Viraj Rajadhyaksha
Medical Director, Therapy Area Lead, Diabetes Portfolio Asia Area,
AstraZeneca, Singapore

Dominique Milea
Director Health Economics & Epidemiology Asia,
Lundbeck, Singapore

TOP REASONS TO ATTEND

- Assessing Asia's evolving healthcare landscapes
- Successful market entry and expansion strategies
- Best practice partnerships and collaboration
- Investment opportunities and financial considerations in developing, maturing and emerging markets
- Market launches and country specific case studies from pharma players in Thailand, Japan, China, India, Indonesia, Singapore, Philippines, Malaysia, USA and more

Co-located with:

Clinical Trials 2015

8TH ANNUAL PHARMACEUTICAL REGULATORY AFFAIRS ASIA

MEDICAL AFFAIRS FORUM ASIA 2015

PRE-CONFERENCE WORKSHOPS • 3 August 2015, Monday

A IMPROVING MARKET ACCESS USING REAL WORLD EVIDENCE STRATEGIES

B PHILIPPINES

POST-CONFERENCE WORKSHOP • 6 August 2015, Thursday

C CHINA and INDOCHINA

www.pharma-marketaccess.com

CONFERENCE DAY ONE: 4 AUGUST 2015 | TUESDAY

8.00 **Registration & Morning Coffee**

8.45 **Welcome from IBC Asia & Speed Networking**

8.50 **Chairman's Opening Address**

ASIA PHARMA MARKET OUTLOOK

9.00 KEYNOTE BIG PHARMA PANEL

What are the Key Commercial Considerations for Successful Drug Research, Investment & Development in Asia?

- Competitive outlook for the Asian pharmaceutical sector: Diversify or focus on core segments?
- Commercial challenges, issues and potential solutions for successful drug development in Asia
- Examining the Asian R&D and commercial pathway for a big pharma
- Incorporating changes in big pharma organizational structures for the integration of Asia R&D
- Establishing central trial coordination operating models for the Asia-Pacific R&D trial portfolio
- Exploring collaboration models in Asia for successful drug development
- Commercial and market challenges for profitable drug development and portfolio development in Asia

Panelists:

Yariv Hefez, *Vice President, Strategic Development, Business Development, Portfolio Management and Partnering, Biosimilars*, **Merck Serono**, Switzerland

Stewart Geary, *Chief Medical Officer, Senior Vice President, General Manager, Corporate Medical Affairs Headquarters, Global Safety Board Chair*, **Eisai**, Japan

James Garner, *Head, Unit Development Operations*, **Sanofi**, Singapore

Jimmy Zhang, *Vice President, Transactions, Asia Pacific Innovation Center*, **Johnson & Johnson**, Singapore

9.30 KEYNOTE REGIONAL CEO PANEL

What is the Impact of Globalization on Drug Development for Biotech and Local Pharma?

- Drug development scenario in Asia from regional pharma and biotechs
- Examining the clinical development pathway for regional pharma in Asia
- How do you bring products to different markets quickly and cost effectively?
- Current issues and challenges for biotech and local pharma in terms of drug development and approvals in Asia
- Biotechs: Capitalizing on data from human genome projects and improving success rates with bringing products to market
- Local Pharma: Transitioning from minimal margins with small molecules to new business models in biologics
- What is the future of drug development in Asia?

Panelists:

Tadashi Fujisawa, *Chief Executive Officer*, **Mebiopharm**, Japan

Robert Braithwaite, *Founder & CEO*, **Luqa Pharmaceuticals**, China

Jin-San Yoo, *President & CEO*, **PharmAbcine**, South Korea

Carl Firth, *Chief Executive Officer*, **Aslan Pharmaceutical**, Singapore

10.00 SPECIAL GOVERNMENT PANEL

Regulatory Convergence, Drug Development Pathways and Access in Asia

- APAC regulatory convergence, regional harmonization initiatives and future trends
- Practical advice on how industry can prepare for further ASEAN harmonization initiatives
- Updates and key considerations in clinical and drug development regulatory pathways in Asia
- Remaining challenges for existing harmonization initiative
- Expected future developments – Asia vs TPP vs EU-US TTIP, what else is expected to come?

Panelists:

Churn-Shiouh Gau, *Executive Director, Center for Drug Evaluation*, **Taiwan Food and Drug Administration (FDA)**, Taiwan

Maria Victoria Calub, *Food-Drug Regulation Officer IV*, **Food and Drug Administration (FDA)**, Philippines

Andrea Laslop, *Head of Scientific Office*, **Austrian Agency for Health and Food Safety (AGES) PharmMed** & *Member, Committee for Medicinal Products for Human Use (CHMP)*, **European Medicines Agency (EMA)**, Austria

Nguyen Ngo Quang, *Deputy Director, Administration of Science, Technology and Training (ASTT)*, **Vietnam Ministry of Health**, Vietnam

10.30 **Morning Networking & Refreshment Break**

11.15 **Chairman's Opening Remarks**

Rafael Mendoza, *Regional Therapeutic Lead – Global Innovative Pharma*, **Pfizer**, USA

COUNTRY UPDATES, INVESTMENTS & EXPANSIONS

11.20 KEYNOTE PANEL

Challenges in Asia's Changing Healthcare Environments and Improving the Commercial Success of New and Established Products

- Recognizing the changing disease pattern & treatments in Asia
- Birds-eye-view on cross-border trade barriers and how ASEAN Economic Community helps to eliminate existing trade barriers
- Where are the gaps in healthcare needs and treatments in the region?
- Is there an opportunity for companies to benefit from an expansion in Universal Healthcare?
- New products marketing model in:
  - ~ Matured markets: Where are the gaps? How do you build confidence levels amongst healthcare providers, payers and end users?
  - ~ Maturing markets: What is the acceptance level in new product and what are the market restrictions?
  - ~ Emerging markets: What is the best approach to penetrate the vast population?
  - ~ Developing markets: Is healthcare infrastructure developed? How open is corporate and community to foreign products?
- Growing market share with your established product and would localization make a difference in a successful market entry?
- How can companies better manage talent to improve market access?
- Key considerations for successfully penetrating into different market categories

Moderator:

Dr Allan Lai, *Vice President*, **International Society of Pharmacoeconomics and Outcome Research**, Singapore

Panelists:

R. Byron Sigel, *Director, Healthcare Policy and Market Access Japan*, **Baxter Limited**, Japan

Marcelina 'Ace' Itchon, *President and CEO*, **Aspen Philippines, Inc**, Philippines

Jittrakul Leartsakulpanitch, *Head, Market Access, Asia Pacific*, **Janssen**, Singapore

Nathan Kothandaraman, *Lead, Government Affairs*, **Johnson & Johnson**, Malaysia

12.00 **Investment & Market Updates in Asia**

- Key strategic themes in the Asian pharma sector
- Investor view, sentiment and future outlook for the pharma industry
  - ~ Role of mergers & acquisitions, JV's and other strategic alternatives
  - ~ Capital raising environment
  - ~ Competitive outlook for global, regional and local players in Asia

Vijay P. Karwal, *Managing Director, Co-Head of Mergers & Acquisitions, Head of Industrials, Consumer & Healthcare*, **CIMB Investment Bank**, Hong Kong

12.30 **Networking Luncheon & VIP Tables**

VIP 1: Andrew Eggleston, *JAPAC Market Access & Policy Director*, **Abbvie**, Singapore

VIP 2: Irene Chen, *Regional Market Access and Pricing Lead, Asia Oceania*, **Astellas Pharma**, Singapore

VIP 3: Bruno Rossi, *Senior Advisor, Market Access and Health Policy*, **Bayer HealthCare**, Japan

Bring your questions and visit the above guests during the networking lunch!

2.00 CHINA CASE STUDY

Creating a Successful Specialty Pharma Company in China – Opportunities & Challenges

- Fast-tracking market access with product licensing and joint partnership with technology providers
- The key components in entering into new market – recruiting talents with local product knowledge and retaining quality talent
- Pros and cons of building distribution channels vs outsourcing

Robert Braithwaite, *Founder & CEO*, **Luqa Pharmaceuticals**, China

2.30 PHILIPPINES CASE STUDY

Realizing the Full Potential of Philippines' Unique Market

- Differences between Philippines and other SEA markets
- Assessing the markets characteristics and considerations for successful market access
- Impact of the National Healthcare Plan and Aspen's strategy to leverage this
- Expediting the availability of products by forming a strategic relationship with a distribution partner

Marcelina 'Ace' Itchon, *President and CEO*, **Aspen Philippines, Inc**, Philippines

3.00 INDONESIA CASE STUDY

Indonesia's Universal Healthcare Coverage: How can Foreign Pharma Companies Leverage & Remain Profitable in the Market?

- Current update on Universal Healthcare Coverage and implementation in Indonesia
- Who will be the biggest beneficiaries and who will be the main losers?
- New model of financing and forming PPP involving private healthcare insurance

Dr. Luthfi Mardiansyah, *Chairman, International Pharmaceutical Manufacturer Group (IPMG), President Director*, **Novartis**, Indonesia

3.30 **Afternoon Networking & Refreshment Break**

4.00 THAILAND CASE STUDY

Maintaining Profit Margins under Universal Healthcare in Thailand

- Maximizing returns on launch spends
- Tapping into existing distribution channels and accessing new healthcare providers
- How do you maintain profit margins with increasing competition?
- Learning from an holistic approach to market access and expansion

Paul Uthaichalanond, *Director, Vaccine Sub-Cluster Lead – Thailand, Indonesia and Vietnam*, **Pfizer**, Thailand

CONFERENCE DAY ONE: 4 AUGUST 2015 | TUESDAY (Continued)

4.30 **Biosimilars – Where is it Heading and How to Access the Asian Market Profitably?**

PANEL DISCUSSION

- Opportunity and key hurdles in commercializing in Asia
- Crucial elements in access and expansion plan
- Pricing and reimbursement strategy in emerging and established market
- Case study and key learnings

Panelists:
Yariv Hefez, *Vice President, Strategic Development, Business Development, Portfolio Management and Partnering, Biosimilars*, **Merck Serono**, Switzerland

Sreeraj Roy, *Business Director*, **Pfizer**, Indonesia

5.10 **Roundtable Discussion**

Roundtable 1: Current Compliance Issues for Pharma Companies
Redentor Romero, *Regional Compliance Officer*, **Teva Pharmaceuticals**, Singapore

Roundtable 2: Opportunities under Indonesia's Universal Healthcare Coverage
Bernardus Sidharta, *former COO/Director Commercial Operation & Development*, **Merck**, *President & Managing Director*, **PT Rama Emerald Multi Sukses**, Indonesia

Roundtable 3: Market Entry for Established Pharma Products
Rafael Mendoza, *Regional Therapeutic Lead – Global Innovative Pharma*, **Pfizer**, USA

Each leader will facilitate the discussion for 45 minutes. Leaders will then share key takeaways on the stage for 5 minutes each.

6.00 **Chairman's Summary Remarks and End of Conference Day One**

CONFERENCE DAY TWO: 5 AUGUST 2015 | WEDNESDAY

9.00 **Chairman's Remarks**
Salman Bokhari, *Managing Director*, **Sidrapex**, Singapore

REAL WORLD EVIDENCE AND HEALTH ECONOMIC OUTCOMES RESEARCH

9.10 **Staying Ahead of Your Competitors in Evidence-Based World ñ Models for Success**

- Outcomes information as the currency for stakeholder engagement
- Unlocking value through evidence hubs
- Leading the way – a case study in innovation

Seng Chuen Tan, *Regional Director, HEOR and Real-World Evidence*, **IMS Heal**th, Singapore

9.50 **Creating and Using RWE (Real World Evidence) in Support of Market Access**

CASE STUDY

- Aligning plans with commercial priorities to create outcomes based commercialization
- Using HEOR, epidemiology for meaningful data analytics and accessing the volume and profitability of the market
- Linking and interrogating disparate datasets while adhering to privacy and other requirements

R. Byron Sigel, *Director, Healthcare Policy and Market Access Japan*, **Baxter Limited**, Japan

10.30 **Morning Networking & Refreshment Break**

11.00 **Creating a Sustainable Health Economics & Outcomes Research Strategy**

- Key consideration in designing outcome research and pharmacoeconomic evaluation
- Managing Health Technology Assessment (HTA) requirements
- HEOR- an effective approach, beyond Health Technology Assessment

Bruno Rossi, *Senior Advisor, Market Access and Health Policy*, **Bayer HealthCare**, Japan

PRICING & REIMBURSEMENT

11.30 **Optimal Market Access and Pricing & Reimbursement (P&R) Strategies**

- Assessment of the P&R landscape in Asia and will the market support different pricing schemes across different regions?
- Understanding real-world issues and decision drivers affecting the P&R
- Determining the willingness to pay based on different endpoint scenarios

Jittrakul Leartsakulpanitch, *Head, Market Access, Asia Pacific*, **Janssen**, Singapores

OUT-LICENSING AND PARTNERSHIP

12.00 **Is Out-licensing an Efficient Way to Accelerate Market Penetration in New Markets?**

CASE STUDY

- Key considerations in out-licensing including IP issues, profit sharing and distribution channel
- Gaining advantage under the collaboration and making the most out of the partnership
- Is M&A still an attractive and viable option in Asia's pharmaceutical market?
- Case study on successful out-licensing

Lalit Baregama, *General Manager – Global Development*, **Cadila Pharmaceuticals**, India

1.00 **Networking Luncheon & VIP Tables**

VIP 1: R. Byron Sigel, *Director, Healthcare Policy and Market Access Japan*, **Baxter Limited**, Japan

VIP 2: Jackie Tieng, *Head of Marketing*, **Takeda Pharmaceuticals**, Taiwan

VIP 3: Jittrakul Leartsakulpanitch, *Head, Market Access, Asia Pacific*, **Janssen**, Thailand

HIGH PRICED THERAPEUTICS

12.30 **Building up a Credible Health Economic Database for High Price Therapeutics Drugs**

- HEOR data in Asia
- Where it is mandatory and where it is more opportunistic to develop these
- Case study

Dominique Milea, *Director Health Economics & Epidemiology Asia*, **Lundbeck**, Singapore

2.00 **Early Access Program and Orphan Indication for Accelerated Approvals**

CASE STUDY

- Understanding a successful launch and not just a successful licensure are necessary
- The need for post-licensure studies to address outcomes
- Payers vs. regulatory authorities including patient centered outcomes and economic models

Elaine Wang, *Director, Clinical Development and Medical Affairs – Respiratory*, **Boehringer Ingelheim**, USA

2.40 **Successful Market Access for Oncology Products in Asia**

CASE STUDY

- Evaluating Government policy and how it affected commercialization of an oncology product
- Managing growing cost
- Understanding physician's decision making in this area
- Critical reimbursement, coverage and competitive issues in the oncology marketplace
- Positioning cancer drugs in an increasingly scrutinized and regulated environment

Jackie Tieng, *Head of Marketing*, **Takeda Pharmaceuticals**, Taiwan

3.30 **Afternoon Networking & Refreshment Break**

4.00 **Formulating an Effective Market Access Strategy in Diabetes**

CASE STUDY

- Evaluate and provide medical support to partnerships with corporate hospitals and public healthcare institutions
- Managing payers program for capacity building and market expansion
- Medical strategy in diabetes and collaboration in marketing collateral across the team

Dr Viraj Rajadhyaksha, *Medical Director, Therapy Area Lead, Diabetes Portfolio Asia Area*, **AstraZeneca**, Singapore

IP AND LEGAL ISSUES

4.40 **IP Litigation and Policy – Highlights and Recent Development in India and Asia**

CASE STUDY

- Recent legal and IP disputes in the region
- Launching at risk and discussion of the Merck Sitagliptin litigation (India) and Novartis' Indacaterol litigation (India)
- Preparing for patent litigation in India and Asia
- Coordinating of litigation strategies and other pointers

Sandeep Rathod, *Vice President/Head IP Litigation and Policy (India and Emerging Markets)*, **Mylan Laboratories**, India

5.20 **Patent Strategies under Competitive Landscape**

- Basic patent use strategies
- Hatch Waxman Litigation Trends in view of generic competition
- Comparison between US, Europe and emerging markets

Dr Amin Trehan, *Director (Head) – Intellectual Property*, **Novel Laboratories**, USA

6.00 **Chairman's Summary Remarks and End of Conference**

PRE-CONFERENCE WORKSHOPS • 3 August 2015, Monday

A IMPROVING MARKET ACCESS USING REAL WORLD EVIDENCE STRATEGIES
9.00am - 12.30pm

Led by: **Dr Arun Gowda**, *Director of Focus Scientific Research Center*, **pharmax**, India

The workshop will evaluate the emerging role of real world evidence on payers' decision making process and the rising importance of registries as a tool for real world evidence generation. It will also focus on the need to understand the patient journey and thereby patient flow for targeted strategies in an era where block-busters are making way for hyper-targeted drugs. Case studies will be provided to manoeuvre in geography with uncertain understanding of the patient flow and lack of local data.

- Redesigning strategy with the patient as the focus in pre-launch, launch and post-launch phases
- Generating quality data on the real world scenario and thereby empower other functions with material for structured discussions on reimbursement, guideline entry, etc
- Structured stakeholder engagements by stakeholder type for informed decisions based on real world evidence
- Using a simulated case study to arrive at a market access strategy

About the Workshop Leader:

Dr Arun Gowda is a physician by training and has worked in various fields of the healthcare sector. He leads a team of physicians supporting leading pharma companies in generating real world evidence. Some of the areas that Arun and his team work on are in the areas of epidemiology, literature reviews, white papers & poster presentations, business & clinical intelligence, market research, stakeholder engagement, brand positioning, and digital marketing strategy. Dr Arun strongly believes in focusing on prevention of disease with the adoption of technology as an enabler towards achieving objectives of Healthor All. He is working closely with Arogya World as a Trustee of the Arogya World India trust in their work in the NCD space. Dr Arun Gowda is currently Director of Focus Scientific Research Center (www.fs-researchcenter.com) at Phamax (www.phamax.ch). His work involves leading projects in fast changing emerging economies where ready access to stakeholders is often a challenge. Previously Dr Arun Gowda was with Nokia as the Global Product Lead, Health and Wellness managing the mHealth product for high-growth economies.

B PHILIPPINES 1.30pm - 5.00pm

Led by: **Lyle Joseph Morrell**, *Corporate Development Officer*, **Metro Pacific Investments Corporation**, Philippines

Philippines' pharmaceutical market value is expected to increase from $4.3 billion in 2013 to $8 billion by 2020, at a CAGR of 9.4%. With a huge population, high pharmaceutical prices and favorable environment, Philippines is the third largest pharma market among the countries in ASEAN. This workshop will evaluate the changing disease patterns in the country, investment opportunities, business models that regional and international pharma companies had adopted in accessing the attractive market, the role of local big pharma as well as case studies on how companies entered into the market successfully.

- The roadmap of National Healthcare Plan and government's incentives
- Why Philippines is different from other Asian countries and where are the areas of growth?
- Key to market access success - business models, partnerships and licensing, pricing & reimbursement, stakeholder engagement
- Case study – How local pharma leaders play a part in the market
- Case study – How international & regional companies enter into the market successfully

About the Workshop Leader:

Lyle possesses a wealth of knowledge of the healthcare industry with his broad and extensive experience in pharmaceutical manufacturing, marketing, retailing and health services management. He has held senior executive positions in transnational corporations involving the delivery of sales and profit targets, strategy formulation and execution, organizational design and development, brand and category management, supply chain management, financial planning and budget management, operations management, new business development, business process improvement and regulatory compliance. He successfully built the cardio-metabollic franchise of GlaxoSmithKline in the Philippines and introduced the key account management model in its hospital and industrial business. He completed the first fully integrated transformation of a national pharmaceutical company into a world class organization resulting in the successful launch of generic versions of blockbuster innovator molecules. Moreover he developed the retail pharmacy business of Watsons Personal Care Stores Philippines into a leading healthcare enterprise that offers a complete range of products for preventive, therapeutic and rehabilitative health. He elevated the role of pharmacists from mere dispensers of healthcare products to providers of valuable health and wellness advice. He launched innovative patient programs to help improve health outcomes. These health promoting initiatives have been applauded by the government, pharmacy practitioners and marketing experts. His completion of a post graduate course on Health Policy has further strengthened his capability to pro-actively navigate the industry's highly regulated environment. Currently he is Corporate Development Officer of Metro Pacific Hospital Corporation which operates the largest chain of tertiary private hospitals in the Philippines. He is also President and Director of Mega Clinic the largest mall based day surgery and ambulatory care center in the country.

POST-CONFERENCE WORKSHOP • 6 August 2015, Thursday

C CHINA and INDOCHINA 9.00am - 5.00pm

Led by: **John Wong**, *Senior Partner & Managing Director*, **Boston Consulting Group**, China
Zarif Munir, *Partner and Managing Director*, **Boston Consulting Group**, Malaysia

As the biosimilars guideline and other pharma regulations being drafted and implemented recently, China is looking into reforming their healthcare market in the hope of providing more affordable medicines. More is expected to come – such as pricing and reimbursement policy, giving foreign investors the ease to invest in this field. The Indochina region too, is expecting to accelerate its growth in the healthcare sector as economic reform takes place. This workshop will provide detail into the key considerations into accessing the local market – Vietnam, Laos, Cambodia and Myanmar and potential of China's pharma market will be analyzed. Case studies will be illustrated with important lessons learnt from the market strategy by key pharma players – why their partnership/collaboration failed or what made their strategy successful in the market? Practical experiences will be provided together with essential criteria in strategizing the market access model.

CHINA

- Is the infrastructure and regulations mature enough for new entry?
- Key challenges with partnerships with local hospitals and healthcare providers
- Patient access program/model that pharma companies can adopt
- Successful entry and access plan

INDO-CHINA

- Update on recent pharma regulations developments and how it has benefited the foreign pharma companies and the role of domestic players
- Understanding insights about patient, doctor's education needs
- Accessing the untapped market and newly emerging middle class
- Case study of successful market access and learning from failures

About the Workshop Leaders:

John is the Chairman of BCG's Greater China region. He has worked across a number of sectors including health care and industrial goods. He joined BCG in 1982 after working as a chemical engineer in R&D. He received a B.S. in chemical engineering with First Class honors from Imperial College, London University and an M.S, in the same field from the Massachusetts Institute of Technology. John also has an MBA from Harvard Business School.

Zarif joined the The Boston Consulting Group in 1997. He is a core member of the healthcare practice and leads our efforts in SEA. Zarif's case experience includes leading Malaysia Medical Devices lab to identify new sources of revenue for leading players. He scripted Malaysia's healthcare economic vision as part of larger National Key Economic Area effort and supported Animal Health R&D integration for over a year during industry shaping transaction. He also worked to create number one player in ambulatory eHealth in United States and developed turnaround plan for Province of Ontario Healthcare system. He conducted portfolio strategy for medical nutritional company - identifying strategic levers for growth and increasing share of wallet through a service strategy for major Healthcare IT playerPrior to BCG Zarif worked in the audit group of Price Waterhouse Coopers focusing on financial services and mid-size industrial goods companies. Zarif holds a B.A in Finance and Accounting from Coe College (magna cum laude), and a Master of Management from Northwestern University's J.L. Kellogg Graduate School of Management. Zarif is also a qualified certified public accountant

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PHARMA MARKET ACCESS 2015

3-6 August 2015
Grand Copthorne Waterfront Hotel, Singapore

Expanding Access to Emerging and Lucrative Markets

Asia's pharma markets is extremely complex with each country governed by very different healthcare policies, reimbursement schemes, unique pricing, and often large risks involved in entering the market, particularly with high priced therapeutics. **IBC's Pharma Market Access** conference focuses on profitable market entry strategies for Asia's diverse markets, examining reimbursement and prescribing regulations in each market. A review of healthcare economics, policies, different business models, and an understanding of the dynamics of each market will accessed. This event is a single platform convening pharma and industry experts to navigate the complex environments and lessons learnt from successful and profitable market entries for orphan drugs, high priced therapeutics, generics, biosimilars and more.

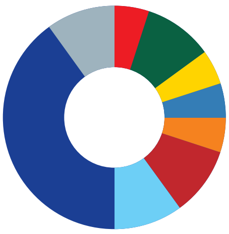
China removes barriers to affordable medicine as health reform gathers pace
South China Morning Post, March 2015

Indonesia fast emerging as an attractive healthcare market for investors
Frost & Sullivan, March 2015

GSK and Novartis complete deals to reshape both drug-makers
The Telegraph, March 2015

Why You Should Attend

- Discuss the implication of universal healthcare coverage across Asia on pharma companies
- Hear thought leaders on their assessment of Asia's current health economics environment
- Learn from leading pharmaceutical companies on overcoming market access challenges
- Best practices for stakeholder management and collaboration
- Explore investment opportunities in key therapeutic areas
- Strategic marketing models in developing, maturing and emerging markets
- Discover insights on successful product launches and country specific case studies from pharma players



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GEOGRAPHY
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Pharma Market Access 2015

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☐ I would like to purchase the conference presentations at SGD1000 + GST (SGD1070) per log in.

FEE PER DELEGATE	Early Bird Rate Register & pay on or before 29 May 2015	Special Rate Register & pay on or before 26 June 2015	Normal Rate Register & pay after 26 June 2015	Group Rate (3 or more delegates)
❑ **4 Day Package:** 2 Day Conference + all Workshops	SGD 3,895	SGD 4,095	SGD 4,295	SGD 3,895
❑ **3.5 Day Package:** 2 Day Conference + Workshops ❑ **C** + ❑ **A** or ❑ **B**	SGD 3,695	SGD 3,895	SGD 4,095	SGD 3,595
❑ **3 Day Package:** 2 Day Conference + Workshops ❑ **A** + ❑ **B** or ❑ **C**	SGD 3,395	SGD 3,595	SGD 3,795	SGD 3,295
❑ **2.5 Day Package:** 2 Day Conference + Workshops ❑ **A** or ❑ **B**	SGD 3,095	SGD 3,295	SGD 3,495	SGD 2,995
❑ **2 Day Conference only**	SGD 2,695	SGD 2,895	SGD 3,095	SGD 2,595

- Multiple Bookings Discount pricing is applicable to groups of 3 or more delegates from the same organisation registering for the same event, at the same time. Fee stated is the discounted price PER DELEGATE. Only one discount applies; either the early bird rate OR special rate OR group rate.
- All fees stated include luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.
- Registration fees are subject to the prevailing government tax

Delegate 1 Details

Name: Dr/Mr/Ms
Job Title:
Department
Tel:
Mobile No.:
Email:

Delegate 2 Details

Name: Dr/Mr/Ms
Job Title:
Department
Tel:
Mobile No.:
Email:

Delegate 3 Details

Name: Dr/Mr/Ms
Job Title:
Department
Tel:
Mobile No.:
Email:

Delegate 4 Details

Name: Dr/Mr/Ms
Job Title:
Department
Tel:
Mobile No.:
Email:

Please photocopy for additional delegates

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Who is Head of Training?

Company Information

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HOTEL INFORMATION

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Email: aili.tan@millenniumhotels.com
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PAYMENT TERMS

Payment must be received 10 business days prior to the event. To take advantage of discounts with an expiry date, registration and payment must be received by the cut-off date.

- Payment by bankers draft or cheque in S$ or US$ should be made in favour of **"IBC Asia (S) Pte Ltd"** and mailed to:
  IBC Asia (S) Pte Ltd
  c/o Informa Regional Business Services
  111 Somerset Road, TripleOne Somerset #10-06
  Singapore 238164
  Attn: The Accounts Receivable Team
- Payment by bank transfer in S$ or US$ made payable to:
  IBC Asia (S) Pte Ltd
  A/C No.:147-059513-001 (S$)
  A/C No.:260-457866-178 (US$)
  The Hongkong and Shanghai Banking Corporation Limited
  21 Collyer Quay, HSBC Building
  Singapore 049320
  Bank Swift Code: HSBCSGSG
  Bank Code: 7232
- Payment by Credit Card (AMEX, VISA or MasterCard). The best way to pay by credit card is through our secure portal built into the website. To pay by phone please indicate the contact name and details below and our Customer Services Team will call within 24 hours to take payment. Please do not send credit card information by email.

CANCELLATIONS / SUBSTITUTION

Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

IMPORTANT NOTE

Please quote the name of the delegate, event title and invoice number on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Please fax your payment details (copy of remittance advice, cheque or draft to +65 6508 2407).

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC assumes no further liability or obligation, beyond the refund of the paid registration fee, in the event of postponement or cancellation by IBC.

DATA PROTECTION

The personal information entered during your registration/order, or provided by you, will be held on a database and may be shared with companies in the Informa Group in the UK and internationally. Occasionally, your details may be obtained from or shared with external companies who wish to communicate with you offers related to your business activities. If you do not wish your details to be used for this purpose, please contact our Database Department at Email: database@ibcasia.com.sg, Tel: +65 6508 2400 or Fax: +65 6508 2408.

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