

BOOK NOW AND SAVE

WORLD AFFORDABLE MEDICINE CONGRESS

7th – 8th February 2017
Catalonia Plaza, Barcelona

EUROPE 2017

GENERICs, BIOSIMILARS, FOLLOW-ONS FOR
HIGH VALUE AND ACCESSIBLE HEALTHCARE



Organised by:

healthnetwork
COMMUNICATIONS

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"Good conference, good meetings, great location"

Director of Business Management
Recipharm

OUR STORY

**World
Generic Medicines**
Congress Europe 2016

Biosimilar
DRUG DEVELOPMENT WORLD
Europe 2016

The **World Affordable Medicine Congress Europe** brings together two world class events – **World Generic Medicines Congress** and **Biosimilar Drug Development World** – that have been central to the industry's business and networking needs for over 10 years.

The **World Affordable Medicine Congress Europe** is the largest and most established strategy and scientific event on generic and biosimilar medicines.

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

These senior and board level executives will gather to hear a comprehensive review of business strategy for affordable medicines from leading organisations, fresh insights, policy updates, future market trends, innovative commercial strategies and opportunities for growth opportunities in the provision of generic and biosimilar drugs.

Over **2000 business leaders** participants have benefited from this series since 2007.

Join them and be part of the story...

THE CONFERENCE

The **World Affordable Medicine Congress Europe** is Europe's premier business event providing a comprehensive review of affordable medicine business strategy.

The event 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.

Through a mixture of plenary keynote sessions, roundtables, focused work streams, the event will address a comprehensive range of key topics, including:

- Making medicines affordable
- CEO Panel
- Building scale and market share
- Mature and emerging market review
- Payers perspective and pricing trends
- Biosimilar development challenges
- Pharmacovigilance and post launch safety monitoring
- Clinical development strategies
- Developments in global intellectual property
- Regulatory strategy for generics and biosimilars
- How is the health policy landscape supporting affordable medicines?
- How to develop an integrated approach to biosimilar development & commercialization

Presentations will be delivered by:

- CEOs and MDs from big, small and medium sized generic and biosimilar companies
- Regulators, payers and policy makers from the major international markets
- Senior scientists, IP and pharmacovigilance professionals
- Major service providers in this sector

Speakers are confirming from across the globe for this truly international event. If you or one of your clients have a story you would like to tell then please call **Alistair Wilmot on +44 (0) 20 7092 1174** or email at **Alistair.Wilmot@healthnetworkcommunications.com**

SPEAKERS



Isabel Afonso,
Head of Global Commercial
Strategy & member of
the Sandoz Executive
Committee (SEC), **Sandoz**



Darius Panaligan,
Vice President, Global
Head of Commercial, Merck
Biosimilars, **Merck**



Samir Desai,
Sr. Vice President &
Head, Biologics, Cadila
Healthcare Ltd,
Zyklus Cadila



Anjan Selz,
Vice President - Head of
Biosimilars EMEA,
Lupin Europe



Apurva Saraf,
Vice President – Global
Strategy & Corporate
Development, **Amneal
Pharmaceuticals**



Rajaram Iyer,
Vice President at
Pharma-Global Portfolio
Management,
Mankind Pharma



Nicholas Cappuccino,
Vice-President, Head of
Quality and Scientific
Affairs, **Dr. Reddy's
Laboratories**



Roger Viney,
Senior Director,
Hovione



Matthew Turner,
Global Medical Director
Biosimilars, **Merck - Merck
Group**



Jean-Marie Arnaud,
SVP and Head,
Sanofi Generics



Pavel Farkas,
Senior Director,
Biopharmaceutics/Clinical
Development, **Pliva**



Steinar Madsen,
Medical Director,
**Norwegian Medicines
Agency**



Bobby Prasad,
Global Chief Medical
Officer,
The Abraaj Group



Indranil Nandi,
Vice President Research
and Development, **Vertice
Pharma**



Karsten Roth,
Director Clinical Operations
/ Clinical Development
Lead,
Cinfa Biotech



Erika Geimonen,
VP of Business
Development, **Amring
Pharmaceuticals**



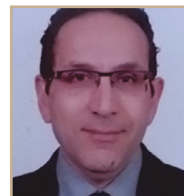
Konji Sebati,
Chief Executive
Officer, **Innovative
Pharmaceutical
Association South
Africa**



Patrice Monain,
Associate Vice President,
Global Head Generic
Medicines **Patents,
Sanofi Aventis**



Sophie Opdyke,
Vice President, Commercial
Development, Biosimilars,
Global Established Pharma
BU, **Pfizer USA**



Mourad Rezk,
Global Medical Director
for the Biogen Biosimilars
Unit, **Biogen**



Klaus Martin,
Chief Scientific Officer,
Polpharma Biologics



Joaquin Rodrigo, General
Director,
Sandoz (Spain)



**Raúl Díaz-Varela
Bertschinger ,**
Vice President,
**Kern Pharma Grupo
Indukern**



David Jauch,
Global Regulatory Affairs -
Governmental Relations,
Fresenius Group



Bernd Liedert,
Sr.Clinical Program Leader
Biosimilars, **Boehringer
Ingelheim, Biosimilars
Business Unit**



Imre Ravadit,
Head of IP department,
**EGIS Pharmaceuticals
PLC**



François Meyer,
Advisor to the President,
International Affairs,
**Haute Autorité de
Santé (tbc)**

AGENDA DAY ONE 7TH FEBRUARY 2017 BARCELONA

	OPENING KEYNOTE PLENARY			
09:00	Affordable medicines: the state of the nation			
09:30	Making medicines accessible and affordable - stakeholder address Adrian Thomas, Vice President of Health Economics & Market Access, Janssen North America			
09:50	How should the industry adapt to increasing demand for medicines in low income countries? Isabel Afonso, Head of Global Commercial Strategy & member of the Sandoz Executive Committee (SEC), Sandoz			
10:10	The role of generics and biosimilars in the provision of sustainable healthcare in Europe Dr. Meriem Bousloul, Officer, Federal Joint Committee, G-BA François Meyer, Advisor to the President, International Affairs, HAS, tbc NICE's speaker tbc			
10:30	Sponsor Keynote Contact: Alistair Wilmot on +44 (0) 20 7092 1174 or email alistair.wilmot@healthnetworkcommunications.com			
11:00	Morning coffee and Poster Viewing			
12:00	ROUNDTABLE ONE	ROUNDTABLE TWO	ROUNDTABLE THREE	ROUNDTABLE FOUR
	Regulatory strategy (Biosimilars)	Pricing, reimbursement and market access (Biosimilars) Adam Levysohn, Sr Director Market Access Biosimilar, Biogen	Clinical development of biosimilars	IP strategy (Generics) Patrice Monain, Associate Vice President, Global Head Generic Medicines Patents, Sanofi Aventis Imre Ravadit, Head of IP department, EGIS Pharmaceuticals PLC
12:30	Lunch			
	GENERICSGeneric industry strategy		BIOSIMILARSBiosimilar industry strategy	
14:00	Do you have a solution that you would like to share with our audience? Contact: Alistair Wilmot on +44 (0) 20 7092 1174 or email alistair.wilmot@healthnetworkcommunications.com		Reserved for Sponsor Contact: Alistair Wilmot on +44 (0) 20 7092 1174 or email alistair.wilmot@healthnetworkcommunications.com	
14:20	Trends in US Generics - Challenges and opportunities Apurva Saraf, Vice President - Global Strategy and Corporate Development, Amneal Pharmaceuticals		Review of global approvals for biosimilars - what can we learn? Jane Hippenmeyer, Scientific Affairs Director, Amgen	
14:40	Emerging market		From biosimilars to biogenerics - the way to lower treatment costs? Steinar Madsen, Medical Director, Norwegian Medicines Agency	
15:10	New market - Spain Joaquin Rodrigo, General Director, Sandoz (Spain)		Key success factors in biosimilars development (technical and clinical aspects) Klaus Martin, Chief Scientific Officer, Polpharma Biologics	
15:30	Afternoon refreshments and exhibition viewing			
	Market Access for Affordable Medicine		Biosimilar development challenges	
16:00	Reserved for Sponsor Do you have a solution that you would like to share with our audience? Contact: Alistair Wilmot on +44 (0) 20 7092 1174 or email alistair.wilmot@healthnetworkcommunications.com		Reserved for Sponsor Do you have a solution that you would like to share with our audience? Contact: Alistair Wilmot on +44 (0) 20 7092 1174 or email alistair.wilmot@healthnetworkcommunications.com	
16:20	Review of pricing trends in mature and emerging markets - where are the opportunities?		How to design the right clinical development programme for biosimilars Karsten Roth, Director Clinical Operations, Cinfa Biotech	
16:40	Generics pricing and reimbursement		Improving patient access to treatment in the age of biosimilars: Realizing the promise Samir Desai, Sr. Vice President & SBU Head, Zydus Cadila	
17:10	Trends in pricing and profits		Addressing the immunogenicity issues for biosimilars Patrick Liu, Vice President, Drug Development, Teva USA	
	Evening party			

AGENDA DAY TWO 8TH FEBRUARY 2017 BARCELONA

	OPENING KEYNOTE PLENARY			
09:00	Sponsor Keynote Contact: Alistair Wilmot on +44 (0) 20 7092 1174 or email alistair.wilmot@healthnetworkcommunications.com			
09:20	An Investor's perspective: where are there opportunities in Growth Markets Bobby Prasad , Global Chief Medical Officer, The Abraaj Group			
09:40	What are the regulatory developments that will impact generic and biosimilar drug development			
10:10	Is the health policy landscape supporting affordable medicines?			
10:30	Affordable Medicines: The Role of research-based pharmaceutical companies in partnership with Governments Konji Sebati , Chief Executive Officer, Innovative Pharmaceutical Association South Africa			
10:50	Global Quality and Compliance: Threats and Opportunities for Increased Access to Medicines Nicholas Cappuccino , Vice-President, Head of Quality and Scientific Affairs, Dr. Reddy's Laboratories			
11:30	Morning coffee and Poster Viewing			
12:00	ROUNDTABLE ONE	ROUNDTABLE TWO	ROUNDTABLE THREE	ROUNDTABLE FOUR
	Regulatory strategy (Generics)	Pricing, reimbursement and market access Jean-Marie Arnaud , SVP and Head, Sanofi Generics	Clinical development of biosimilars Dr Mourad Rezk , Global Medical Director, Biosimilars Unit, Biogen	IP strategy (Biosimilars)
12:30	Lunch			
	New markets and new business models		Biosimilars - clinical challenges	
13:30	How must the industry adapt to the changing international legal environment?		Reserved for Sponsor Do you have a solution that you would like to share with our audience? Contact: Alistair Wilmot on +44 (0) 20 7092 1174 or email alistair.wilmot@healthnetworkcommunications.com	
13:50	Growth strategies for new business and increased market share		Which study design and data do we need to demonstrate bioequivalence? A global perspective Pavel Farkas , Pharm. Dr., Senior Director, Biopharmaceutics/ Clinical Development , Pliva	
14:10	New market focus : South East Asia Ratish Trehan , Vice President, Mylan		Developing an integrated approach to biosimilar development and commercialization Darius Panaligan , Vice President, Global Head of Commercial, Merck Group	
14:30	Industry trend for 2017 Raúl Díaz-Varela Bertschinger , Vice President, Kern Pharma Grupo Indukern		Addressing the immunogenicity issues for biosimilars Patrick Liu , Vice President Drug Development, Teva USA	
14:50	Afternoon refreshments and exhibition viewing			
	Innovation strategies for generics?		Post launch strategies for biosimilars	
15:20	Reserved for Sponsor Do you have a solution that you would like to share with our audience? Contact: Alistair Wilmot on +44 (0) 20 7092 1174 or email alistair.wilmot@healthnetworkcommunications.com		Reserved for Sponsor Do you have a solution that you would like to share with our audience? Contact: Alistair Wilmot on +44 (0) 20 7092 1174 or email alistair.wilmot@healthnetworkcommunications.com	
15:40	Developing an integrated approach to generic development & commercialization Indranil Nandi , VP Research and Development, Vertice Pharma		Long term growth strategies for biosimilars Anjan Selz , VP Head of Biosimilars EMEA, Lupin	
16:10	Specialty generics Rajaram Iyer , Vice President at Pharma-Global Portfolio Management, Mankind Pharma		Demonstrating comparability in the real world Matthew Turner , Global Medical Director Biosimilars, Merck	
16:30	Capitalising on market opportunities - differentiated business models Erika Geimonen , VP of Business Development, Amring Pharmaceuticals		Post launch safety monitoring for biosimilars Bernd Liedert , Sr.Clinical Program Leader Biosimilars, Boehringer Ingelheim , Biosimilars Business Unit	
17:00	End of Conference			

AFFORDABLE MEDICINES - THE FACTS



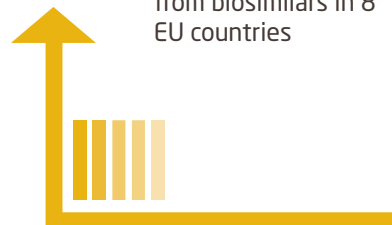
**100
BILLION
EUROS**

in savings for health
systems in Europe
due to generics



**33
BILLION**

in estimated savings
from biosimilars in 8
EU countries



88%

US PRESCRIPTIONS

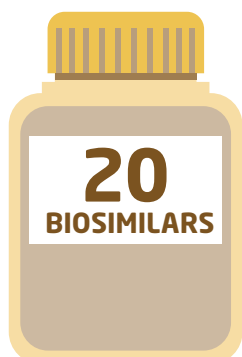
are Generic



25%

EU COUNTRIES

do not provide access to biologics
for rheumatoid arthritis



successfully launched
to date

2X

**GENERICS AND
BIOSIMILARS**



have doubled patient access
in chronic disease areas whilst
spending has remained flat

The World Affordable Medicines Congress Europe is a unique event bringing together industry leaders and visionaries to provide a comprehensive review of how to overcome business, scientific and regulatory challenges in obtaining patient access to generic and biosimilar medicines.



**"Good overview of
generics business"**

Head of Alliances, Ferrerw



**"Good event for
networking"**

Strategic Portfolio Building
Director, Zentiva



**"Great presentations, experiences of
first launches of biosimilars"**

VP and Head CDMA, Biosimilars, Boehringer Ingelheim



**"Great networking
opportunities"**

Head of Clinical Operations,
CINFA Biotech



12
exhibitors



200+
attendees



75+
conference
sessions



40+
speakers



THE EXHIBITION

Here's an overview of the floor plan. See the website for the most up-to-date version.

Your customers will be there to:

- Hear insights from the world's leading thinkers, practitioners and process disrupters
- Evaluate and buy the latest technologies
- Create new partnerships and gain investment
- Have fun and do business

What this means for your business:

Emerging strategies, science, technologies and collaborations are needed to make the necessary moves forward. As a provider of solutions to these issues, the event will provide a space for you to get in front of potential new customers from all the major disciplines within generics and biosimilars.

What a great opportunity to:

- Debut new solutions
- Improve your brand awareness
- Meet new prospective clients
- Maintain relationships

Pursue, partner and have fun:

- 200+ participants
- Hundreds of formal and informal meetings over just three days
- Two engaging networking lunches
- One networking drinks receptions

Who should sponsor?

Companies providing solutions in:

- Business Intelligence
- Strategic Consulting
- Contract research
- Contract manufacturing
- Investment banking
- Legal/IP services
- Drug/API sourcing
- Lab services

World
Generic Medicines
Congress Europe 2016

Biosimilar
DRUG DEVELOPMENT WORLD
Europe 2016

PREVIOUS SPONSORS

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a PharmaNet company

aptuit

ASPHALION
Knowledge from Experience

BACHEM

Biovista
to seek - to know - to act

CAPSUGEL®

Catalent

celerion
Applied Translational
Medicine

chanelle

DuaneMorris®

SAMPLE OF WHO ATTENDS

AstraZeneca

Bristol-Myers Squibb

FERRING
PHARMACEUTICALS

GRUNENTHAL

Johnson & Johnson

KRKA

Lilly

Mylan

polpharma

TEVA

torrent
PHARMA

xellia

Abbott

accord
Pharmaceuticals

AMGEN

Cipla

DR. REDDY'S

gsk
GlaxoSmithKline

Hospira

janssen

MERCK

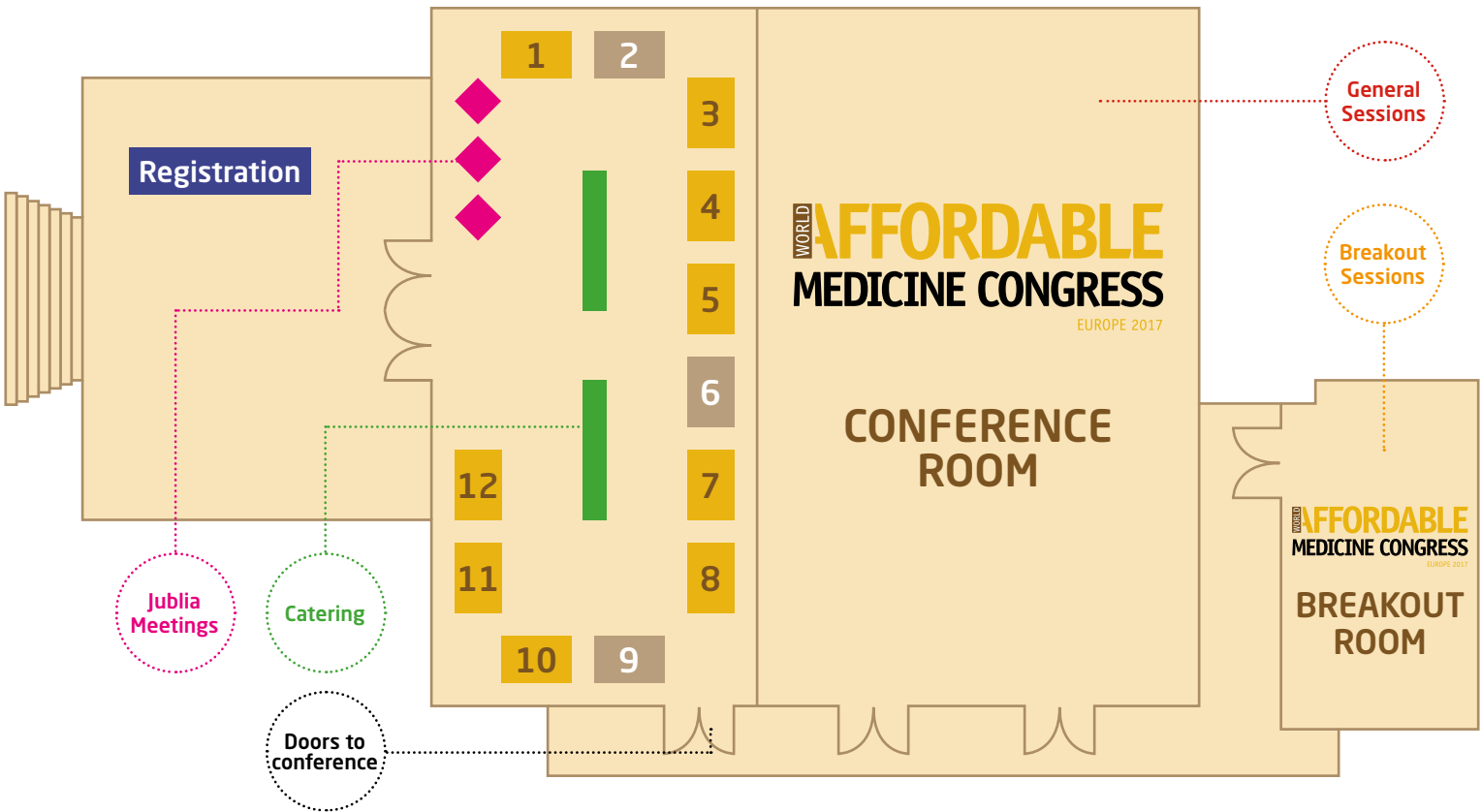
NOVARTIS

Pfizer

SANOFI

sigma-tau

Exhibitor Booths	
1	Available
2	Reserved
3	Available
4	Available
5	Available
6	Reserved
7	Available
8	Available
9	Reserved
10	Available
11	Available
12	Available



To exhibit, sponsor or speak call **Alistair Wilmot** on +44 (0) 20 7092 1174 or email Alistair.Wilmot@healthnetworkcommunications.com

AN INTEGRATED MARKETING CAMPAIGN



@Totalbiopharma #affordmedicine



Total BioPharma
Networking for Pharmaceuticals,
Biotech and R&D



www.totalbiopharma.com

Our marketing campaign kicks off twelve months out and is a fully integrated digital campaign using a variety of channels:

WEBSITE

Our website is fully responsive and is updated regularly

EMAIL MARKETING

We run a sophisticated lead generation and lead nurture campaign to our comprehensive database.

DIGITAL ADVERTISING

A comprehensive digital campaign will be run using google and facebook advertising. Re-targeting will be used extensively.

INBOUND MARKETING

Our team regularly blog on our blog, ebooks will be produced for download and lead generation.

SOCIAL MARKETING

Blog posts and event alerts are regularly posted to our dedicated facebook page, twitter feed and linkedin group. And they are posted to relevant 3rd party groups and pages.

PRESS AND 3RD PARTY CAMPAIGN

We will be partnering with leading press and media. Digital advertising, email blasts and page adverts will be placed in the run up to the event.

DIRECT SALES

Our dedicated direct sales team ensures that no lead is left unconverted. As a sponsor or exhibitor at the World Affordable Medicine Congress you can leverage our marketing campaign:

- Your logo will be prominent on all marketing materials
- You can benefit from our inbound marketing machine and post blogs and content to the site

Our marketing campaign has started.
To start taking advantage of it, call **Karina Kusova** at **+44 (0) 207 092 1071** or email **kkusova@healthnetworkcommunications.com**

SPONSORSHIP PACKAGES

Benefits	Platinum	Gold	Silver	Bronze	Roundtable	Exhibitor	Drink Reception	Breakfast briefing
Chair plenary session	X							
Plenary Keynote	X							
Plenary roundtable	X				X			
Track chair		X	X					
Track case study		X	X	X				
Track panel	X	X						
Breakfast presentation								X
Access to networking manager	X	X	X	X			X	X
Event networking portal	X	X	X	X	X	X	X	X
VIP Passes for clients	8	6	5	4	3	2	3	3
Passes for staff	5	4	3	2	2	2	3	3
Booth space	4 x 3	4 x 3	3 x 2	3 x 2	3 x 2	3 x 2	3 x 2	3 x 2
Seat drop	X	X	X	X	X	X	X	X
Attendee list	X	X	X	X	X	X	X	X

To exhibit, sponsor or speak at next year's event call **Alistair Wilmot** on **+44 (0) 20 7092 1174** or email **Alistair.Wilmot@healthnetworkcommunications.com**

PRICING

BOOK BEFORE 18TH NOVEMBER AND SAVE!

It's really easy to register online.

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Go to and register

<http://www.healthnetworkcommunications.com/affordmed>

Booking code	Special Early Bird Price Offer	
2 day Package	Book before 18 November 2016	Final Price
	€1350	€1750

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.

Register now and get the offer price - on your phone



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and register with promo code **BR01**

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