

World GenericMedicines

Congress Europe 2016

Collocated with:



The business of affordable medicines



10 - 11 February 2016

Fairmont Rey Juan Carlos, Barcelona

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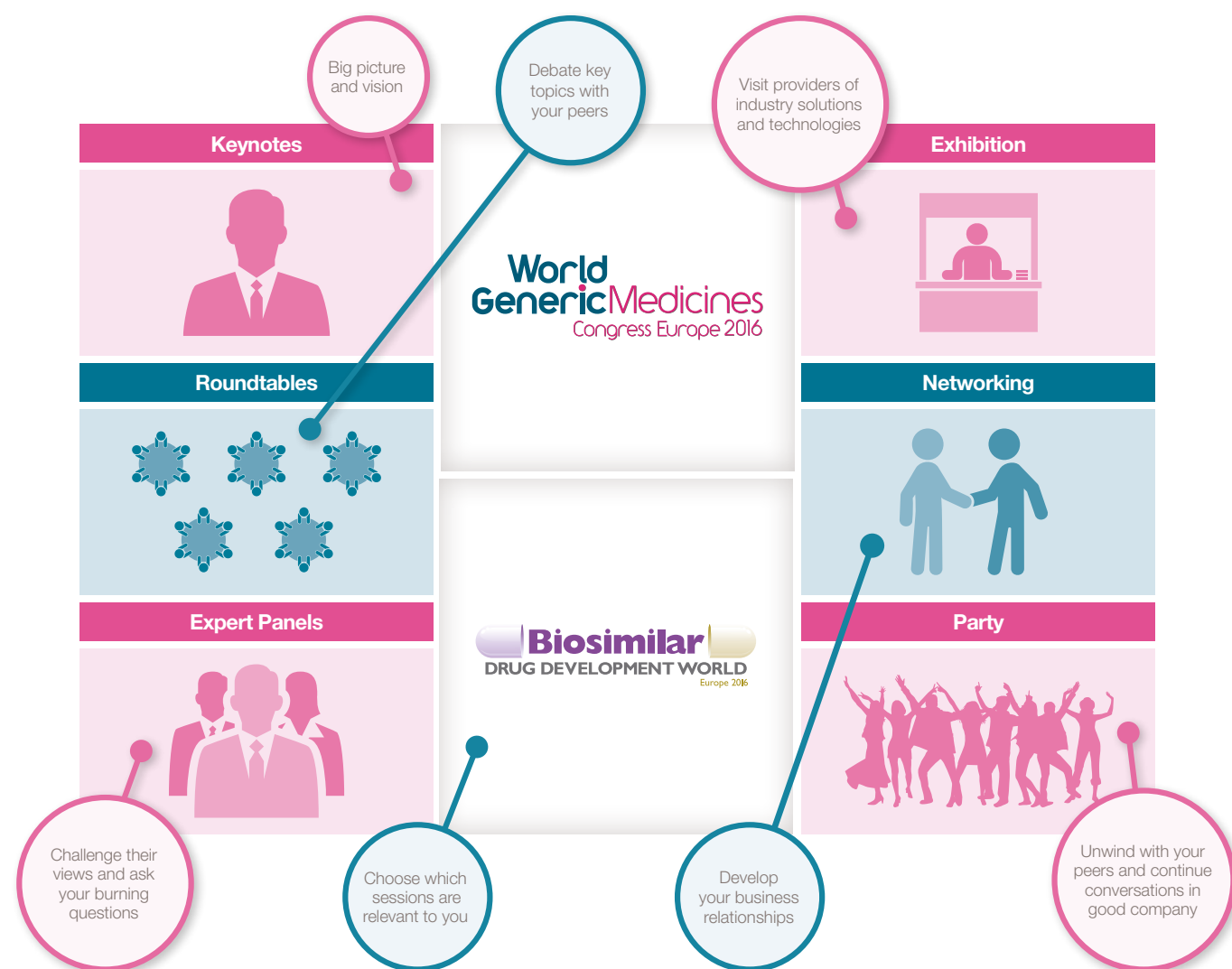
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Your event, your way

The benefits of generics medicines are well celebrated and demand will remain strong with escalating healthcare costs. However, generic pharmaceuticals will have to 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 **10th 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 industries to provide fresh insights, future market trends, innovative commercial strategies and opportunities for growth for affordable medicines.



BOOK NOW

Register now to secure your price! www.healthnetworkcommunications.com/genericseu
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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

”





Cyrus Karkaria

President, Biotech, **Lupin Pharma**

**The future of the biosimilar industry -
mapping the evolution and development of
the biosimilar sector**

Claudio Albrecht

Ex CEO and Chairman of the Board of the **Actavis Group**

Generics market focus



Rahul Garella

Senior Vice President, Head of Europe, **Par Laboratories**

**Purchasing power: how to influence purchasing
decisions**

Debashis Dasgupta

Vice President, Commercial Operations, Intercontinental
Markets, **Sanofi Generics**

Opportunities in Emerging Markets



Key speakers

On the 10-11 February 2016 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 generics industry.

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

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10

Reasons to Attend

- 1 Identify where the generics industry 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 on generic medicines
- 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  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

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08:00	Registration
08:50	Opening remarks from the chair
	Generics and Biosimilars Commercial Strategy
09:00	Generics market focus Claudio Albrecht , Ex CEO and Chairman of the Board of the Actavis Group
09:30	Growth strategies for new business and increased market share Michael Ewers , General Manager, Recordati
10:00	KEYNOTE PANEL DISCUSSION: The future of the biosimilar industry - mapping the evolution and development of the biosimilar sector Sandeep Athalye , Vice President and Head, CDMA, Biosimilars, Boehringer Ingelheim Cyrus Karkaria , President, Biotech, Lupin Pharma Bruce Lott , Vice President, State Government Relations and Global Biologics Policy, Mylan Inc.
10:45	Speed networking
11:15	Morning refreshments
11:45	Competitive landscape: forecasting the financial growth of Biosimilars in the global healthcare marketplace Ashwin Pai , Senior Vice President, healthcare Investment Banking, Jefferies International Ltd
12:15	Government affairs affecting the US generics and Biosimilar market Bruce Lott , Vice President, State Government Relations and Global Biologics Policy, Mylan Inc.
12:45	Lunch
	"Excellent place for networking" VP Ethypharm
	"Very good networking opportunities" Attorney at Law Duane Morris

Generics	
13:45	PEER TO PEER ROUNDTABLES: Implications of increasing pricing pressure regimes and required market strategies Michael Ewers, General Manager, Recordati Maximising growth opportunities to be gained from fast growing dynamic markets What is a sustainable price for a generic and how do you go about achieving it? Frances Cloud, Founder, Pharmacloud 
14:15	Successful strategies to build new business, open up new markets and grow market share in MENA Mazen Darwazeh, Vice Chairman President & CEO MENA & Emerging Markets, Hikma Pharmaceuticals
15:15	Building scale and market share Rajeev Singh Raghuvanshi, Vice President, Differentiated Formulations R&D, Propriety Products, Dr Reddy's
15:45	Afternoon refreshments
16:15	Role of R&D and niche area expertise Dr Deepak Murpani, Global R&D Head, Polpharma Group & VP of management board
16:45	How smaller generic companies are competing in challenging EU countries Ullrich Hanstein, General Manager, Help Pharmaceuticals
17:15	Closing remarks from the chair
17:30	Drinks party

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08:00	Registration
08:50	Opening remarks from the chair
Generic Market Analysis	
09:00	Current themes dominating US Generics Apurva Saraf, Vice President – Global Strategy and Corporate Development, Amneal Pharmaceuticals
09:30	Opportunities in emerging markets Debashis Dasgupta, Vice President Commercial Operations, Intercontinental Markets, Sanofi Generics
10:00	Mature Markets: Europe
10:30	Strategic Marketing: Emerging versus mature markets Sameer Agarwal, Senior Vice President, Generics Portfolio & Marketing – Mature & Emerging Markets, Business Unit Generics & Standards Solutions, Pharmaceutical Division, Fresenius Kabi Deutschland GmbH
11:00	Morning refreshments
Payer Power	
11:30	Purchasing power: how to influence purchasing decisions Rahul Garella, Senior Vice President, Head of Europe, Par Laboratories Europe
12:00	Purchaser's perspective on cost containment and procurement of generics Evert Jan van Lente, Director EU-Affairs, AOK-Bundesverband
12:30	PANEL DISCUSSION: Trends in pricing and profits Frances Cloud, Founder, Pharmacloud Evert Jan van Lente, Director EU-Affairs, AOK-Bundesverband Peter Wittner, Senior Consultant, Interpharm Consultancy
13:00	Lunch

14:00	Legal and IP strategies for the generic medicines Thomas Kolzau, Head of Patents Affairs, HELM AG
14:30	Addressing the need for regulatory reform to promote and sustain differentiated generics/value added medicines
15:00	Afternoon refreshments
15:30	Value added medicines Sameer Agarwal, Senior Vice President, Generics Portfolio & Marketing – Mature & Emerging Markets, Business Unit Generics & Standards Solutions, Pharmaceutical Division, Fresenius Kabi Deutschland GmbH
16:00	Updates on health policys Juliana Reed, Vice President, Government Affairs, Hospira
16:30	Addressing regulatory developments in Europe David Jauch, Global Regulatory Affairs and Government Relations, Fresenius Kabi Deutschland GmbH
17:00	Closing remarks from the chair
17:05	End of conference

“Great speakers and topics relevant to today’s competitive generic marketplace”

US Director Generic Channel Strategies | **Greenstone LLC**

“An excellent event, good overview about the generics worldwide and future trends”

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

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The Exhibition

The 10th World Generic Medicines Congress is the leading generic strategy conference in Europe. Increase your brand awareness and demonstrate thought leadership in front of over 150 senior representatives from generic pharmaceutical companies.

Your opportunity

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

Who will you meet

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

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 pharma and biotech companies



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Been seen at the forefront of pricing, reimbursement and market access. Contact **Arnaud Yzambart** on +44 (0) 207 092 1174 or ayzambart@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 networking portal, 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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Formats to excite



PARALLEL CONFERENCE TRACKS

One great interactive event with two complementary conference tracks. Biosimilar Drug Development World Europe brings together decision makers, influencers to provide a true insight on the best development, manufacturing, clinical and commercialisation strategies for biosimilars in the global market. While World Generic Medicines Congress Europe shares the latest market trends, innovative commercial strategies and opportunities for growth. Pick and choose the right track for your learning, networking and business needs.



ROUNDTABLE DISCUSSIONS

Pick a roundtable that focuses on the industry challenge of highest priority to you. Each round table 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...



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.



PARTY

Let your hair down after a busy day at our fun party. Join us at the end of day 1 for Vdrinks, 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 evidence generation 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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Pricing



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

Booking code	BR01	
Package	Before 20 th November 2015	Full price
2 Day conference	£1,195	£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.



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Scan this QR pattern with the camera on your smartphone and register with a promo code **BR01** at the special offer price.

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