

AsiaPharma
BUSINESS DEVELOPMENT
FORUM

May
20-21
2008
Dalian China



AsiaPharma

BUSINESS DEVELOPMENT FORUM

May 20-21, 2008

Int'l Convention Centre & Resorts, Golden Peddle Beach, Dalian, China



The Asia Business Development Forum is the ideal venue for Business Development professionals from around the Asia region to meet, network and create deals.

Pharmaceutical Markets in Asia are booming, but not in the same mould as the USA or Europe models. Business Development in Asia needs to respond to different regional challenges at the same time as competing in the global market.

The Asia Pharma Business Development Forum is the venue for BD professionals resident or active in the region to meet, share and create new opportunities. Unlike the major conference venues, interaction is not hurried or constrained to partnering booths. Conversations can develop into partnerships and ideas can be converted into value.

The Asia Pharma Business Development Forum permits BD professionals from around the region to learn from international experts, debate major issues with colleagues and discover business opportunities through unhurried discussion in a relaxed business environment.

Quality time with Quality colleagues and counterparts. APBDF is open to BD professionals from multinational companies, their affiliates, independent nationally based companies specialising in Pharmaceuticals, Biotechnology including Manufacturers, Marketing and Distribution companies. Delegates are also welcome from service and support companies in Law, Regulatory affairs, Consultancies and Finance.

20-21st May 2008

The Asia Business Development Forum will be held at the prestigious International Convention Centre & Resorts, Golden Peddle Beach, Dalian, which provides the best facilities and amenities for an intense yet unrushed atmosphere.

Forum Fee USD 2000

✓ **Negotiation Skills Workshop**
Moderated by Martin Austin Author of "Business Development in the Biotechnology and Pharmaceutical Industry"
The workshop will precede the Forum*, bringing advanced techniques to enhance negotiating skills for Business Development
**separate registration and USD 500.*

✓ **APBDE Membership**
The Asia Pharma Business Development Exchange, brings special resources to members including APBD website and e-journal
Annual Fee USD 500 for founding members.

Contact and Registration

David Xue

PharmaGuys Information & Consulting Co Ltd. 10 E. Chang An Blvd, Beijing, PRC

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Agenda APBDF

19 th May	Activity	Content	Speaker(s)
p.m.	Arrivals	Cocktails, Informal Buffet	All
	Negotiation Workshop		
	08.00-12.30	See Separate Agenda	Martin Austin
20th May	Day 1		
12.30	Registration	12.30 – 13.00	
13.15	Lunch	Buffet Lunch	
14.15	Opening	Welcome - Introduction Aims and Objectives of the Forum	David Xue, Martin Austin
15.15	Plenary	Business Development - Global Phenomenon - Regional Imperative	Martin Austin
16.00	Panel	Global BD Issues - Worldwide Licences - Integration post M&A - Local Portfolio Balance	Dr. Mary Boyd, Dr. Raimund Eckel, Mike Naylor
16.15	Break		
16.30	Presentation	International Deal Making - Cross Border Considerations - Deal Making Criteria - Valuation at Regional Level	Saad Harti
17.15	Panel	Deal Structures and Due Diligence - In- and Out - licensing - Quid pro quo - Partner management	Martin Austin, Saad Harti, Dr. William Keller
18.00	Break		
19.30	Dinner	Formal Dinner	
21st May	Day 2		
08.00	Assemble	Coffee	
08.30	Panel	Legal and Regulatory Hurdles in BD - TRIPS - KSR vs. Teleflex - Medimmune vs Genetech	Legal Expert TBC Martin Austin, Saad Harti
09.30	Break		
10.00	Plenary	Early Stage Deals - University Deals - IP Ownership - Term sheet issues	Dr. Mary Boyd
10.45	Event Briefing	Competition Rules	
11.00	Change & Move		
11.30	Event		
13.30	Lunch Buffet & Networking	Networking and Deal Making	
15.00	Forum Establishment	APBDF & Membership	David Xue
15.30	Q&A	Regional Issues	Moderator: Martin Austin Audience and All panellists
16.15		Summary – Prizes and Close	David Xue
17.00		Depart or Stay	
18.00		Cocktails – Informal Dinner	

Speaker Profiles

Martin Austin

Managing Director, TransformRx GmbH Basel Switzerland,
Partner MarraM Advisors Geneva Switzerland, Chairman RSA AG
Zurich Switzerland.

Formerly Head of Business Development F. Hoffmann-La Roche Basel
Switzerland, Director of European Operations Paul Capital Partners Royalty
Funds

Dr. Raimund Eckel

CEO Interpharmalink AG Basel Switzerland

Formerly Global Head of Strategy, General Manager Japan - Boehringer
Mannheim, Head Immunology Therapeutic Area F. Hoffmann-La Roche
Basel, Switzerland

Dr. Mary Boyd

Independent Consultant

Formerly Director of Licensing Asia GlaxoSmithKline London UK, Head of
Licensing Asia Novartis, Director of Licensing Japan – Nippon Roche

Dr. William Keller

Keller Pharma Consultancy, Shanghai PRC

Formerly General Manager People's Republic of China F. Hoffmann-La Roche

Saad Harti

CEO Altacare Partners Paris France

Formerly CFO HRA Pharma Paris France, Financial Advisor Arthur Anderson Paris

Mike Naylor

CEO EastWest Pharma Ltd

Formerly VP Strategy Manufacturing GlaxoSmithKline London UK

Dr. David Xue

Managing Partner, PharmaGuys Info & Consulting, Senior
Consultant of Pharma China Journal, previously with SK&F, IMS China.

TBC

Senior Partner Legal Singapore

Admitted to the Bar: USA, Germany, Singapore

REGISTRATION FORM

Please return this form:

By email: dxue@pharmaguys.com

By fax: (86 10) 8530 0938

I wish to register for:

Asia Pharma Business Development Forum

Dates: May 20 -21, 2008

Price: USD 2,000 or CNY 16,000 per attendee

Place: International Convention Centre & Resorts, Golden Peddle Beach, Dalian, China

Negotiation Skills Workshop

Dates: 08.00 -12.30 May 20, 2008

Price: USD 500 or CNY 4,000 per attendee

Place: International Convention Centre & Resorts, Golden Peddle Beach, Dalian, China

APBDF Membership

Price: USD 500 or CNY 4,000 per member

** Fees for Sponsors and exhibitors upon request.*



Registration Details:

Mrs. Ms. Mr.

Name: _____

Job Title: _____ Company: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Authorized signature: _____

Cancellation Polices:

Return of this form by email or fax is considered to be registered officially and liable to the following cancellation policy:

- more than 4 weeks, 100% of the fee is refunded
- 2-4 weeks, 75% of the fee is refunded
- less than 2 weeks, non refundable

We will confirm the event opening two weeks in advance of original schedule and reserve the right to cancel or postpone the program should there be insufficient participants.