

Pharma Business Development Course

17-18 June 2013, Beijing

Business Development in the pharmaceutical industry has become the most significant source of new products for most companies. Although forward integration from research to market still exists it is no longer the mainstay of corporate growth. Business Development is now conducted throughout every organization which requires personnel in all disciplines to understand their role in bringing new products into the company whether they are head office based or located in a subsidiary.

The importance of having a structured process through the company ensure that there is coordination of efforts and alignment of strategy to make best use of resources. Concentrating on key global products will enhance their chances of success yet at regional or affiliate company level there is also a need to address the particular needs of the local countries.

The Pharmaceutical Business Development Course has been written and developed over the last five years to capture and structure the processes needed to bring about a successful transaction which can then be distributed as a best practice in the organization.

Attendees on this 2 day intensive program will have the chance to learn and to gain an insight into areas such as:

- Understanding and creating a balanced portfolio of products
- How to profile the most suitable products for the company
- Where and how to search out suitable opportunities
- Conduct a Valuation of the asset to form the basis of a Term sheet for negotiation
- Turing a term sheet into a negotiation strategy and conducting the interactions between in the best managed way
- Executing and managing the contract in good times and in bad
- Converting the negotiation into an executable contact while avoiding major pitfalls of legal documentation

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Registration is from 08.30 for a 09.00 start.

Day 1 (Monday 17 June 2013)

9.00 – 12.30

WHY BUSINESS DEVELOPMENT?

How does Business Development operate in a multinational organisation?

What are the issues affecting Business Development in affiliates companies and how do they differ?

PORTFOLIO

Building a global portfolio creates efficiencies and strength yet at local level additional products addressing local needs may be required. How is the right balance achieved?

Morning Coffee & Networking

PROFILING THE OPPORTUNITIES WHICH WILL BE SUCCESSFUL FOR YOUR COMPANY

Internal and External Factors

Opportunity Anatomy

EXERCISES

Numerical SWOT

GAP Analysis

These methods in combination reveal the strategically important factors affecting selection of opportunities and their relevance to the company's current and future plans.

12.30 LUNCH

13.30 – 17.30

SEARCHING FOR THE RIGHT CANDIDATES

Search and Evaluation

Preliminary Due Diligence

The Search Matrix

This session addresses the means and the method to locate and evaluate candidate products, how to establish their capacity to satisfy the company's strategic need and provide the data to drive the valuation process.

VALUING THE OPPORTUNITY

Modelling and Forecasting

Decision Support Tools used in Valuation

The basis for all valuation will be a model of the market and a forecast of the product's potential sales. The accuracy and reliability of the forecast is directly related to the quality of the model. Building a high quality market model requires a good understanding of the strengths and weaknesses of the data, the modelling method and the forecasting technique applied.

(Program Agenda continued)

Once the forecast has been made placing a value on the opportunity must take into account the commercial and financial risks associated with the transaction.

Afternoon Coffee & Networking

EXERCISE

Forecasting - a comparative approach

The forecasting method is critical to understanding the potential value of a product. All subsequent calculations are derived from these numbers therefore the method used should try to protect the uncertainties reflected in the model.

17.30 CLOSING SUMMARY

DAY 2 (Monday 18 June 2013)

9.00 – 12.30

DECIDING ON THE BEST DEAL STRUCTURE

Structural components of valuation

Licences and Alternatives

Each transaction type has a different structural need. An acquisition transfers much more risk to the acquirer while a licence has much more flexibility.

LEGAL AND FINANCIAL SUCCESS FACTORS

The Contract

Legal and Financial Constraints

Dispute Resolution

The session delivers an examination of typical contract types and their construction, issues that affect contract execution and the means to remedy problems.

Afternoon Coffee & Networking

RUNNING THE CONTRACT RELATIONSHIP

Alliances, Agencies and Distribution

Co-Promotion

After the contracts are exchanged the transaction must be completed, technology transferred, products marketed and sales booked. This will lead to a continuing relationship between the parties that must be managed.

12.30 LUNCH

Negotiation Skills Workshop

13.30 – 18.00, 18 June 2013, Beijing

This intense session pulls together some of the key aspects of negotiation theory and places them in the context of a pharmaceutical business transaction. Pre-reading materials will be distributed to registrants before the session in order that they can familiarise with the case and prepare for the interactive sessions.

After a brief revision of the materials the group will be organized into teams who will undertake the negotiation in three sessions Opening Gambits, Consolidation and Closing. Each of these sub-sessions will dissect the progress of the negotiation and identify correct behaviors, mistakes, missed opportunities and unexpected developments.

Delegates will thus build on each experience to refine their skills in structuring, presenting, listening and recording the negotiation process. The sessions will be moderated throughout to note the behaviors and progress of the teams toward a successful conclusion including team preparation and teamwork in the sessions.

The negotiating sessions will allow delegates to:

- Plan successful negotiating strategies
- Build, train and rehearse the negotiating team
- Present succinct clear opening proposals
- Develop a mutually desirable deal structure (Win-Win)
- Plan and organized closing procedure which perfects the transaction

Negotiation Skills Workshop

13.30 – 18.00, 18 June 2013, Beijing

13:30	Introduction	Aims& Plan
13:40	Session I	Theory – Review of Pre-reading Materials
14:00	Session II	Skills examples
14:30	Simulation Brief	Case Studies review
15:00	Coffee	Team Arrangements
15:15	Simulation	Part 1 Opening Gambits
16:00	Review Break	
16:15	Simulation	Part 2 Consolidation
17:00	Review Break	
17:15	Simulation	Part 3 Closing
18:00	Review& Summary	
18:15	Q&A	
18:30	Summary& Close	

Pre-reading Materials

Negotiation Principles
Negotiation Profiling
Life Science Issues and Situations
Negotiation Preparation
BATNA
Preparation of the Case
Preparation of the Team
Negotiation Practices
Tools
Negotiating Framework

Plus

Case Study

Two company negotiation including marketed products

Martin Austin Biography

Martin Austin is Managing Director of TransformRx GmbH formed in 2005 to provide business advice to clients regarding investment and business development he is also a Partner in MarraM Advisors sarl an Investment and Fund Governance firm and Chairman of RSA AG the Swiss subsidiary of the RSA Group.

He was between 2000 and 2005 a Principal in the Paul Capital Partners Royalty Funds, a USA based specialist in Secondary Private Equity and Alternative Asset Investments with some \$6 Billion under management. Before this between 1995 and 2000 he was Head of Business Development for the Pharmaceuticals Division at F. Hoffmann-La Roche.

Prior to joining Roche he was Managing Director of MHIG Ltd a London based Anglo-German Market Research company specialising in long term studies of prescribing in Oncology and using hand held computers to monitor prescribing and outcomes analysis in hospitals.

Between 1987 and 1992 he co-founded Machine Intelligence Technologies a company focused on data capture in sales and marketing in pharmaceuticals, Retail and Animal Health Markets.

Before this he was a Senior Consultant with Marketing Improvements Ltd. A UK healthcare consultancy providing Strategic Consulting to companies such as Glaxo, Reckitt and Coleman; Fisons and internationally Rhone Poulenc Rorer:

He started his Pharmaceutical career with GD Searle the US pharmaceutical firm as a Sales Representative progressing through Product Management and Marketing Management positions to become Business

Development manager at Lorex Pharmaceuticals a joint venture between Searle and Synthelabo of France where he established the company to launch Tildiem and Kerlone into the UK market.

He has recently published "Business Development for the Biotechnology and Pharmaceutical Industry" based on the courses he presents with CELforpharma (Brussels), Pharmaguys (Beijing), the World Intellectual Property Organisation of the United Nations and at Basel University as a part of the Masters in Drug Development Sciences degree course.

REGISTRATION FORM

Please return this form:

By email: dxue@pharmaguys.com

I wish to register for:

Pharma Business Development Course

Dates: 17-18 June 2013

Price: CNY 19,800

Place: The Executive Center at Resource Building, Beijing

Negotiating for Success in Pharma BD

Date: 13:30 – 18:00, 18 June 2013

Price: CNY 6,800

Place: The Executive Center at Resource Building, Beijing

Registration Details:

Mrs. Ms. Mr.

Name:

Job Title: Company:

Address:

Telephone: Fax:

Email:

Authorized signature: date:

Discount Polices:

5% for early bird before 30 April 2013

5% a group of 3 and over

Payment & Invoicing:

开户行 (Bank): Bank of Beijing, Hong Xing Branch (北京银行红星支行)

账号(Account No): 010903304001201090744-98

帐户名 (Account Holder):

Beijing PharmaGuys Information & Consulting Co Ltd (北京富马杰士信息咨询有限公司)

If you need the official receipt to be sent via courier, please type or print the official title of the company, mailing address, addressee in Chinese.

发票抬头: 快递地址及收件人:

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, replacements or program transfer only

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