

## Pharma Business Development Course

23-24 April 2014, Shanghai

**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 ensures 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:

- Portfolio Planning
- Profiling
- Search & Evaluation
  - Opportunity Validation
- Pricing
- Valuation
  - Modelling
  - Forecasting
- Deal Structuring
- Negotiation
- Generics, Bio-Similars, Biologics and Cell Therapies
- Legal & Financial Issues
- Summary and Close

## Pharma Business Development Course

23-24 April 2014, Shanghai

*Registration is from 08.30 for a 09.00 start.*

**Day 1 (Wednesday 23 April 2014)**

**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.

### **PRICING**

**How to establish the basis for pricing for future products**

This session looks at the impact of government and customer price sensitivity and how it affect the valuation of a transaction.

## **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.

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 (Thursday 24 April 2014)**

**9.00 – 12.30**

## **DECIDING ON THE BEST DEAL STRUCTURE**

**Structural components of valuation**

**Product Acquisitions**

**Company Acquisitions**

**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.

*Morning Coffee & Networking*

## **NEGOTIATING THE DEAL**

**Term Sheets**

**Key Success Factors in Negotiation Planning**

**Do's and Don'ts**

Negotiation is the key to achieving the desired goals be they financial, strategic or both. The actual expression of the value is a combination of both.

## **EXERCISE**

**The 'Anchoring' Technique**

The delegates will be given a number of 'challenging' case studies to evaluate, and in groups they will be encouraged to outline what they feel are examples of good and bad practices within these studies.

**12.30 LUNCH**

**13.30 – 17.00**

## **GENERICs, BioSIMILARS, BIOLOGICS and CELL THERAPIES**

**New and Old Technology and its impact on patient care**

Here the balance between cost and effect in therapy and the need for affordable medicines while bringing innovation to the market will be discussed.

## **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*

*(Program Agenda continued)*

## **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 than must be managed.

## **ISSUE SEMINAR**

### **Delegate issues and queries**

This session will allow the delegates to discuss individual queries and issues as a group and to highlight common challenges.

## **CLOSING SUMMARY**

**17.00 CLOSE**

## **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](mailto:dxue@pharmaguys.com) or [jwang.wicon@gmail.com](mailto:jwang.wicon@gmail.com)

By fax: +86 10 5885 7333 ext 0260 or +86 10 84476110 (Jenny Wang)

## I wish to register for:

### Pharma Business Development Course

Dates: 23-24 April 2014

Price: CNY 19,800

Place: Shanghai Marriott Hotel City Centre (上海雅居乐万豪酒店), Shanghai, China  
555 Xi Zang Middle Road, Shanghai 200003, China

## Registration Details:

Name: ..... Job Title: .....

Company: .....

Address: .....

Telephone: ..... Fax: .....

Email: .....

Authorized signature: ..... Date: .....

## Discount Polices:

5% for early bird before 31 March, 2014

5% a group of 3 and over

## Payment & Invoicing:

开户行 (Bank): 交通银行北京东直门支行 账号(Account No): 110060439018002037015

帐户名 (Account Holder): 北京集才医药技术开发有限公司 (人民币帐户 - CNY Only)

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If you are based outside China, please pay by credit card or contact us for other options.

Please charge:  Visa  Mastercard  Amex  Discover for US\$ .....

Card # ..... Cardholder name .....

Cardholder Signature ..... Expiration Date .....

Card Code (the last 3 or 4 digit number at the back of card on signature line) .....

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## 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