

2-day Course in May 2015

Pharma Business Development Course

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

Registration is from 08.30 for a 09.00 start.

Day 1 (Tuesday 12 May 2015)

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

(Program Agenda continued)

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

(Program Agenda continued)

DAY 2 (Wednesday 13 May 2015)

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 or jenny.wang@pharmachinaonline.com

By fax: +86 10 84476110

I wish to register for:

Pharma Business Development Course by Martin Austin

Dates: 12-13 May 2015

Investment: CNY 19,800

Place: TBD, Shanghai, China

Registration Details:

Name: Job Title:

Company:

Address:

Telephone: Fax:

Email:

Authorized signature: Date:

Discount Polices:

5% for early bird before 25 April, 2015

5% a group of 3 and over

10% for Pharma China subscribers

Payment & Invoicing:

开户行 (Bank): 北京银行红星支行 账号 (Account No): 010903304001201090744-98

帐户名 (Account Holder): 北京富马杰士信息咨询有限公司 (人民币帐户 - CNY Only)

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.

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

Cardholder's full billing address _____

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.