

2-day Course in April 2017

Negotiation with International Healthcare Companies
A 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.

Beyond the general principles of negotiation lies a world of personal interaction and performance. These characteristics vary widely between the cultures of companies, industries and countries.

Concepts of "Western" and "Eastern" attitudes and communication styles have long been recognised as causing doubts and concerns about how to approach negotiations between groups with different origins.

However the Pharmaceutical Industry in particular is dominated by Western companies in global marketing and distribution. Negotiators from China need to understand the behaviours of their counterparties to form good relationships and good deals.

This course, unlike others, examines the fundamental requirements of the mind-sets of negotiators on all sides and combines academic understanding with practical methods and examples and exercises showing of how to bring negotiations to successful conclusions all around the world.

Registration is from 08.30 for a 09.00 start.

Day 1 (Wednesday 12 April 2017)

9.00 – 12.30

09.00 Welcome and Introduction

09.30 Negotiation Reference Frame

Terminology, Reference points and Structure

10.00 Assets, Practices, Principles

Defining the landscape of the Negotiation

10.45 Morning Coffee & Networking

11.00 Objective Setting

Describing a Process, Selecting the Team

12.30 LUNCH

14.00 – 17.00

14.00 Psychology

Basis of Interaction, Controlling your communications

14.45 Afternoon Coffee & Networking

15.00 Interests and Positions

How to negotiate successfully

16.00 Cultural Adaptations

Expectations, Unlocking Bias and Prejudice

17.00 CLOSING SUMMARY

(Program Agenda continued)

DAY 2 (Thursday 13 April 2017)

9.00 – 12.30

09.00 Strategy

Planning for alternatives, maintaining goals

10.00 Tactics

Practical examples in an exercise

10.45 *Morning Coffee & Networking*

11.00 Theatre

Performance as a negotiating tool, Rehearsal and Improvisation

12.30 LUNCH

14.00 – 17.00

14.00 Management

Structuring the negotiation process, best practices

14.45 *Afternoon Coffee & Networking*

15.00 Closing

Gaining full agreement, terms and conditions

16.00 Contract Perfection

Agreeing Definitions, deigning documents, archiving the deal

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:

Negotiation with International Healthcare Companies by Martin Austin

Dates: 12-13 April 2017

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 31 March, 2017

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): 01090330400120109074498

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)

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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.