

2nd Annual Congress

DISCOVERY PARTNERSHIPS

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From tactical to strategic partnerships: Establishing efficient collaboration
& outsourcing strategies

25th – 27th January 2011 | Dorint Hotel Sanssouci Berlin-Potsdam



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- **Johnson & Johnson Pharmaceutical Research & Development**, Belgium
- **Bayer Schering Pharma AG**, Germany
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- **Merck KGaA**, Germany
- **Hypha Discovery Ltd.**, UK
- **Structural Genomics Consortium**
- **Karus Therapeutics Ltd.**, UK
- **Aptuit Srl.**, Italy
- **Selvita S.A.**, Poland
- **F. Hoffmann-La Roche Ltd.**, Switzerland
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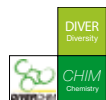
- Compare cutting-edge business and risk-sharing models for drug discovery
 - Get an insight into **open innovation** and **pre-competitive consortia** and explore the pre-competitive boundary
 - Learn about **virtual pharma** and how to establish the right balance between internal and external research
 - Investigate advantages and disadvantages of **outsourcing to low cost regions** to minimise financial and operation risks
- Identify best practice for **planning** and **managing** discovery partnerships
 - Hear how to **select the right partner** and successfully **manage** your partnership
 - Discuss strategies to **build trust** and **avoid miscommunication**
 - Explore innovative strategies to **minimise IP-related** risks to avoid leak of research data and knowledge

HIGHLIGHTS

Open innovation @ Bayer Schering Pharma Global Drug Discovery
Dr. Monika Lessl, Director, Alliance Management Global Drug Discovery,
Bayer Schering Pharma AG, Germany

The challenge of pre-competitive consortia
Dr. Iain Comley, Associate Director, Science & Technology Alliances,
AstraZeneca Ltd., UK

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INTERACTIVE WORKSHOP DAY | Thursday, 27th January 2011

A Minimising IP-related risks

B Efficient licensing strategies

Fullday Workshop How to partner on eye level and add value

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DISCOVERY PARTNERSHIPS

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Dear colleague,

Designing a new drug is not only extremely expensive but also time-consuming. Establishing **effective collaborations** is the key success factor for an enhanced product pipeline and through this profitability. However, collaboration & outsourcing is not only compelling but also demanding. It requires **building trust** and **avoiding miscommunication**. Pharmaceutical companies must ensure the quality of external development services and reduce the **financial, operational** as well as **IP-related risks** outsourcing & partnering brings with it.

To address these challenges efficiently and benefit from best practice and cutting-edge case studies do not miss our

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DISCOVERY PARTNERSHIPS

From tactical to strategic partnerships:
Establishing efficient collaboration & outsourcing strategies

25th – 27th January 2011 | Dorint Hotel Sanssouci Berlin-Potsdam

Do not miss out on the chance to meet experts from companies such as **Johnson & Johnson, AstraZeneca, Sanofi-Aventis, BayerSchering, F. Hoffmann-La Roche** and **MSD**.

Best regards



Dr. Kludia Malowitz
Project Manager

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DISCOVERY PARTNERSHIPS

CONGRESS DAY ONE | Tuesday, 25th January 2011

08:30 Registration & coffee

09:00 Chairman's welcome & opening address
Frederik Deroose, Director, Head External Collaborations and Outsourcing Services, Johnson & Johnson Pharmaceutical Research & Development, Belgium

Cutting-edge research & business models in drug discovery

09:10 **Open innovation @ Bayer Schering Pharma Global Drug Discovery**
 • Open innovation – Challenges and benefits
 • New innovative collaboration models in drug discovery such as Grants4targets
 • Key success factors for collaborations
Dr. Monika Lessl, Director, Alliance Management Global Drug Discovery, Bayer Schering Pharma AG, Germany

09:50 **Public private partnerships – A working model for open innovation**

Case Study
 • An overview of collaborative models
 • The pre-competitive boundary
 • Protein family based chemical biology
 • Tools for target validation
Johan Weigelt, Associate Director, Structural Genomics Consortium

10:30 Refreshment break & networking

11:00 **The challenge of pre-competitive consortia**
 • How to decide what IP to commit to such an opportunity
 • How to manage a consortia effectively, operationally and strategically
 • What is the real value of such an approach?
Dr. Iain Comley, Associate Director, Science & Technology Alliances, AstraZeneca Ltd., UK

11:40 **Targeted small molecule lead discovery, optimisation and development in a semi-virtual R&D environment**

Case Study
 • Creating and developing a unique scientific angle, building the right internal team of experimentalists, identifying CROs with specific strengths in the lead discovery, development and optimisation process
 • Establishing the right balance between internally-conducted versus externally-sourced chemistry and in vitro and in vivo biology, pharmacology and toxicology
 • Identifying key academic collaborators on translational research
 • Case histories outlining the discovery and development of novel PI3K-p110beta/delta dual inhibitors for the treatment of immune-inflammatory diseases, and on HDAC6-selective inhibitors for the treatment of inflammation, cancer and neurodegeneration
Dr. Stephen Shuttleworth, CEO, Karus Therapeutics Ltd., UK

12:20 Networking Luncheon

13:50 **Academic alliances – Exploring the frontiers of science**

Case Study
 • Pros & cons of partnering with academic research organisations
 • Differences in comparison with CRO partnerships
 • Differences in comparison with internal research
 • Success factors for long term collaborations and examples of successful alliances
Dr. Markus Boehringer, Head of External Innovation & Alliances Metabolic Diseases, F. Hoffmann-La Roche Ltd., Switzerland

14:30 **Drug Discovery Sourcing at Grünenthal GmbH**

Case Study
 • Midsize pharma outsourcing experience
 • Current trends in Drug Discovery
 • How to combine internal / external capacities and strengths
Dr. Stefan Oberbörsch, Global Drug Discovery, Head Combinatorial Chemistry, Grünenthal GmbH

From tactical to strategic discovery partnerships

15:10 **Understanding the value of both tactical & strategic partnerships**

Case Study
 • Identifying your company's needs
 • Defining the benefits and risks of tactical partnerships
 • Defining the benefits and risks of strategic partnerships
 • Deciding what makes sense for your company at a particular point of time
 • Avoiding pitfalls
Frederik Deroose, Director, Head External Collaborations and Outsourcing Services, Johnson & Johnson Pharmaceutical Research & Development, Belgium

15:50 Refreshment break & networking

16:20 **Boosting Drug Discovery & Development through collaborations: Risk/Success sharing by externalisation strategies**

The importance of integration in the selection of high quality clinical candidate
 • Candidate selection as key decision point to boost drug discovery productivity
 • Lead optimization changing paradigms: from "one size fits all" to "fit for purpose"
 • Conceptualized screening cascade and translational approaches
Dr. Simone Braggio, Head of Drug Metabolism & Pharmacokinetics, Aptuit Srl., Italy

17:00 Panel Discussion:
Outsourcing, collaborative partnerships and risk sharing: Defining the best business model for your company

Selected speakers of the day and
Denis Croisat, Director CMC outsourcing, Sanofi-Aventis S.A., France

Successful planning & managing strategies

17:30 **Lead discovery partnerships: Selecting the right partner and lessons learnt**

Case Study
 • Selection criteria: Characteristic of a good partner
 • Is there a best fit?
 • Setting up and managing the process
 • Establishing measures of success
Richard Morphy, Section Head, Medicinal Chemistry Dept., MSD Newhouse, UK

18:10 End of day one and closing remarks from the chairman



The Dorint Hotel Sanssouci Berlin-Potsdam invites you to an evening reception. This is an excellent opportunity for you to meet the other attendees and make new business contacts.

DISCOVERY PARTNERSHIPS

CONGRESS DAY TWO | Wednesday, 26th January 2011

08:30 Registration & coffee

08:55 Chairman's welcome & opening address
Frederik Deroose, Director, Head External Collaborations and Outsourcing Services,
Johnson & Johnson Pharmaceutical Research & Development, Belgium

09:00 **Outsourcing and partnering in drug discovery: Lessons learnt at Sanofi-Aventis**

Case Study

- Identifying discovery outsourcing tasks
 - Finding the right strategy and the right partner
 - Creating the partnership
 - Models for increasing effectiveness
- Hubert Haag, Sourcing & External Opportunities Lead Identification,
Sanofi-Aventis Deutschland GmbH, Germany

09:40 **Developing successful partnerships – The perspective of a pharmaceutical discovery company**

Case Study

- The natural products lead-discovery approach @ Hypha Discovery
 - Hypha's active oncology and anti-infective discovery programmes
 - Collaborations with pharmaceutical companies
 - Lessons learnt
- Liam Evans, Ph.D., CEO,
Hypha Discovery Ltd., UK

10:20 Refreshment break & networking

10:50 **Poland – attractive European pre-clinical outsourcing destination for all pharmaceutical and biotech companies**

- Presentation of Polish biotech and life science market development in last 3-5 years
 - Attractiveness of investing in R&D in Poland – market overview
 - Selvita as the best example of dynamic, expansive and most reliable research company for the partnership with global pharma and biotech industry
 - Our quality, IP, legal and communication standards according to EU rules and regulations
- Piotr Prelich, VP Sales & Marketing
Selvita S.A., Poland

Promising licensing strategies

11:30 **Licensing strategies at a big pharma company**

Case Study

- The changing landscape of innovation
 - Partnerships in the pharma industry
 - Licensing structures and processes at Merck & Co.
 - How to approach and how to discuss with a potential pharma partner
 - How to reach successful deal closure
- Manfred Horst, MD, PhD, MBA, Director Licensing & External Research Europe,
MSD France, France

12:10 Networking Luncheon

13:40 **Tailored partnering approaches to deliver Merck Serono's strategy**

Case Study

- As a mid-sized pharmaceutical company Merck Serono's strategy is focussed on specialist markets and a few therapeutic areas
 - A variety of different partnerships help Merck Serono to deliver this strategy
 - Beyond in-licensing, Merck Serono is actively pursuing a variety of innovatively structured partnerships and investing into early stage efforts through its venture fund
- Dr. Birgit Reitmaier, MBA, Associate Director,
Merck KGaA, Germany

Special focus: Clinical outsourcing

14:20 **Outsourcing in clinical research – Efficient collaboration with CROs**

Case Study

- Defining efficient outsourcing strategies
 - Identifying the right partner – Selection criteria
 - Negotiation process
 - Managing the partnership
 - Lessons learnt: What experiences might be useful to know for drug discovery
- Dr. Michael Gläser,
Biotest AG, Germany

15:00 Refreshment break & networking

15:30 **Boosting Drug Discovery & Development through collaborations: Risk/Success sharing by externalisation strategies**

- Beyond the classical drug development process: Partnering both preclinical and clinical work in a continuum environment
 - Early clinical development to assess compound characteristics to allow data-driven investment decisions
- Dr. Paolo Bettica, Head Clinical Sciences,
Aptuit Srl., Italy

Reviewing the risks of outsourcing

16:10 **Minimising IP-related risks when outsourcing**

Experts View

- Identifying IP risks
 - Avoiding leak of research, data and knowledge
 - Discussing IP clauses in outsourcing contracts
- Hiroshi Sheraton, Partner,
McDermott Will & Emery UK LLP, UK

16:50 End of day two and closing remarks from the chairman

“Very good topic covered high quality presentations and top speakers, and to mention the great networking possibility!”

Michael Bossert, Business Development Consultant, ENAMINE

DISCOVERY PARTNERSHIPS

INTERACTIVE WORKSHOP DAY | Thursday, 27th January 2011

Workshop A
09:00 – 12:00

Minimising IP-related risks

Partnering & outsourcing creates **IP-related risks**. This is a very sensitive challenge in particular for an industry for which IP is a most important factor. The workshop will give a detailed overview on the **importance of IP** and discuss strategies to **minimise IP-related risks**. In particular it will cover:

- Defining & assessing IP-related risks in partnering/outsourcing
- Minimising IP-related risks
- Contract issues

Hiroshi Sheraton, Partner, **McDermott Will & Emery UK LLP, UK**

Workshop B
14:00 – 17:00

Efficient licensing strategies

Since competition in the pharmaceutical market is growing, efficient business development strategies are becoming more and more important. **Licensed products** are expected to generate an increased proportion of revenue, therefore licensing is growing in its importance for the overall business development.

The workshop will give a detailed insight into the **structure** and **procedure** of the **licensing organisation** at a big pharma company, discuss **efficient licensing strategies** and show how to avoid costly pitfalls.

- The importance of licensing now and in future
- Assessing the advantages of licensing
- Licensing procedures
- Strategies for successful licensing

Manfred Horst, MD, PhD, MBA, Director Licensing & External Research Europe, **MSD France, France**

Fullday Workshop
09:00 – 16:00

How to partner on eye level and add value

The workshop will address **all aspects of partnerships** between different players of the **discovery** and **development arena**. It will cover the following topics in detail:

- Choosing the right partner (match making)
- Creating a win-win situation
- Evaluation practices at project inception
- Accounting project value taken into account attrition rates
- Calculating milestones, based on fixed, or FTE-based project cost
- Establishing partnering committees, such as Joint Steering Committees, and Joint Intellectual Property Committees
- Communication during project set-up and partnered R&D
- Managing misperceptions and differences in opinion in research directions
- Exit strategies: Departing from a partnership without burning bridges

Henrik A. E. Konarkowski, MBA, Vice President Strategic Alliances, **ChemDiv, Inc.**

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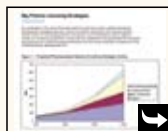
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Big Pharma Licensing Strategies

As competition in the pharmaceutical market continues to grow, effective business development strategies become critical to maintain momentum and improve global market share for the leading pharma companies. As the illustrative chart in Figure 1 shows, an increasing proportion of revenues are expected to be generated from licensed products and as a result licensing will become an ever more important component of the overall business development mix ...