

Pharma OutSource

Establishing efficient long-term strategic partnerships that deliver cost effective drug discovery and manufacturing

CRO Partnerships

Access to Breakthrough Strategies

26 May 2010

- **Big Pharma insights** on the leading CROs performance
- **The latest strategies** for creating strategic research partnerships
- **Critically comparing** emerging market outsourcing hubs

Exclusive sessions from:

Director

Collaboration Management Europe

GSK

Tactical Outsourcing Manager

Global Process R&D

AstraZeneca

Sourcing Team Leader

Pharma Sciences

Pfizer R&D

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CMO Partnerships

Cost Effective, Reliable Production

27 May 2010

- **Critically evaluating** the past performance of the leading CMOs
- **Successfully creating** mutually beneficial LCC partnerships
- **The latest thinking on** maintaining production standards and timelines

Exclusive sessions from:

Director

Global Contract Manufacturing

Bayer HealthCare

Senior VP

Contract Manufacturing

Resistentia Pharma

Senior Director

External Manufacturing

Janssen Cilag

Media Partners:



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Pharma



To register: www.pharma-outsourcing.org

Early-bird discount ends
19 March 2010
Book now to save
up to €150

PharmaOutSource will exclusively showcase the leading Pharma companies who are creating cost effective CRO & CMO outsourcing synergies that seamlessly integrate with their internal supply chains! Exclusively hear from the leading global collaboration experts from: **AstraZeneca, GlaxoSmithKline, Bayer HealthCare, Bayer Schering Pharma, Baxter Healthcare, Pfizer** and **Novartis** to maximise the potential savings of outsourcing while minimising the mountain of risks!

CRO Partnerships

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THREE key reasons you can't miss this CRO conference:

- Benchmark with the best Pharma collaborators in the world – **AstraZeneca, GSK** and **Novartis**
- Networking galore – benefit from 3 pre-arranged **1-to-1 networking meetings**
- Honest and open discussions – 3 roundtables giving you **the real story on the top CROs**

Chair: **Jim Miller, President, PharmSource**

09:00 CRO Megatrends 2010 -2011: The globalisation of drug development

- Understanding the drivers and analysing the strategic use of CROs to compensate for reduced R&D spend
- Critically reviewing the key players in the industry and their performance over the past 12 months
- Exploring the impact of restructuring, consolidation and mergers on the demand for external research services
- Reviewing the emerging market CROs and the role of smaller specialist research organisations
- Why are US and European CROs still so successful in a price sensitive market?

Jo Pisani

Partner, Pharma Outsourcing
PriceWaterhouseCoopers

09:40 Big Pharma insights – what do Pharma companies expect from their contract research partners?

- Does the CRO support the clients structure, growth strategies and direction?
- Are Pharma companies looking for specialist research services or high value global CROs with larger talent pools?
- Successfully forming mutually beneficial collaborations with Big Pharma that establish long-term trust

Stuart Hadley

Tactical Outsourcing Manager
Global Process R&D, **AstraZeneca**

10:20 Where are the future markets, demand and opportunities for CROs?

- Evaluating the increasing provision of highly-specialist services and other CRO adaptations
- Reviewing the research and discovery needs of Big Pharma over the next 5 years
- Considering the need for deeper partnerships and the application of alliance management practices
- Exploring patent expiration and the growing need for access to breakthrough strategies

Mark Wilson

Director, Collaboration Management,
Europe, Pharmaceutical Development
GlaxoSmithKline

11:00 Refreshments & Networking

11:30 **ROUNDTABLES** The globalisation of the Pharma research industry – emerging market CRO outsourcing hubs

Choose from one of the following 3 sessions:

A Identification and engagement of CROs in Eastern European

B Identification and engagement of CROs in South America

C Identification and engagement of CROs in Asia

Hosts include:

Stuart Hadley

Tactical Outsourcing Manager
Global Process R&D, **AstraZeneca**

Denis Morgenthaler

Procurement Director

Bayer Schering Pharma

Thomas Niemeyer, Sourcing Team Leader

Pfizer Research & Development

Yvonne Ulrich, Head of Sourcing Alliances & Active Benchmarking, **Novartis**

12:30 **Networking Lunch**

13:30 **Effective identification strategies that identify the most suitable strategic partner**

- Is there a "Best fit"? Successfully match partners for sustainable success
- How? "Screening, Evaluating, Selecting" - taking a quantitative and qualitative approach
- Effectively benchmarking the leading competitors and creating a usable shortlist for final selection
- Analysing the benefits and future opportunities of each

Yvonne Ulrich, Head of Sourcing Alliances & Active Benchmarking, **Novartis**

14:10 **Establishing the perfect multi-alliance environment when using more than one contract research organisation**

- Creating a synergy between your external partners to deliver seamless innovation
- Implementing systems that allow for the smooth transition of technology and discover between CROs
- Successfully delivering results when dealing with multiple research providers

Thomas Niemeyer, Sourcing Team Leader,
Therapeutics Pharmaceutical Sciences
Pfizer Research & Development

14:50 **Refreshments & Networking**

15:00 **1-TO-1 NETWORKING MEETINGS**
Build your next manufacturing partnerships

Three weeks before PharmaOutSource you will be given exclusive access to the conference delegate registration list and will then be able to pre-arrange three short 20 minute meetings with your top three potential partners. This is your chance to form your future manufacturing partnerships, make sure you register early to get your first choices.

Appointment 1 15:00-15:20

Appointment 2 15:20-15:40

Appointment 3 15:40-16:00

16:00 **Analysing, understanding and combating the risks of outsourcing drug discovery**

- Reviewing the risks - financial, compliance, strategic and operational
- Achieving long-term strategic buy in that establishes a strong and loyal partnership
- Establishing clear boundaries and strategic objectives of what is expected and by when
- Introducing KPIs and metrics that improve performance and increase operational efficiency

16:40 **Contract research partnerships – access to breakthrough strategies closing Q&A**

- How can you secure your IP and protect against the leak of research, data and knowledge?
- Overcoming communication problems and cultural differences when outsourcing to emerging markets
- How can you achieve better forecasting and increase accuracy when outsourcing drug discovery?
- Establishing a steering committee and benchmarking goals that work
- Full Service CRO vs. Functional Service Providers

A selection of speakers from the conference including: AstraZeneca, GlaxoSmithKline & Pfizer

17:20 **Chairman's Closing Remarks**

17:30 **End of Day One & Drinks Reception**

Promote your business at PharmaOutSource

Focused and high-level, **PharmaOutSource 2010** will be an excellent platform to initiate new business relationships with companies looking to outsource research and manufacturing functions. With tailored networking, sponsors can achieve the face-to-face contact and new business leads that trade shows cannot deliver!

Contact **Richard Fahy** on **+44 (0)20 7560 3936** or e-mail **richard.fahy@ubm.com** for more details about sponsoring or exhibiting.

CMO Partnerships

Cost Effective, Reliable Production

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2010

THREE key reasons you can't miss this CMO conference:

- Practical case studies on CMO selection and SRM – **Bayer HealthCare, Resistentia and Baxter**
- The CMO's perspective – **what do they really want from their Pharma partners?**
- Interactive solution-focused debates – **ask the manufacturing questions you want answered**

Chair: **Jim Miller, President, PharmSource**

09:00 The CMO Megatrends 2010-2011 – the globalisation of the manufacturing value chain

- Evaluating the strength, competitiveness and infrastructure of the leading CMOs
- Reviewing the future demand for global Pharma manufacturing over the next 12 months
- Exploring CMO market growth and the emerging market companies offering manufacturing services
- Analysing the emergence of the Big Pharma CMOs – competitors becoming partners, can it work?

Dr. Enrico Polastro, VP, Senior Industry Specialist, **Arthur D. Little**

09:40 Big Pharma insights – successfully determining the best manufacturing solution: make or buy?

- Analysing the opportunities and risks of outsourcing manufacturing
- Adequate financial evaluation of sourcing opportunities
- Exploring Bayer HealthCare's approach to sourcing decisions (MoB)
- Managing risks associated with outsourcing
- Working with strategically/critically important suppliers/CMOs

Dr. Katharina Kassühlke, Director Global Sourcing & Contract Manufacturing **Bayer HealthCare**

10:20 CMO vs. in-house production – when should you outsource your manufacturing needs?

- Reviewing the decision making process to outsource your manufacturing needs – is it all to do with reducing costs?
- What can't/shouldn't you outsource? Are there any holy grails that must be kept in-house?
- When is the optimum time in a product lifecycle to use a CMO's services?

Jan-Gunnar Gustafsson, Senior VP Process Development and Manufacturing **Resistentia Pharmaceuticals**

11:00 Refreshments & Networking

11:30 Roundtables – the globalisation of Pharma manufacturing – emerging market CMO outsourcing hubs

Choose from one of the following 3 sessions:

A Reviewing the latest risk mitigation strategies that protect against IP breaches when outsourcing

B Successfully identifying, vetting and partnering with CMOs in China – past partner experiences and insights

C Successfully identifying, vetting and partnering with CMOs in India – past partner experiences and insights

Hosts include:

Dr. Enrico Polastro, Vice President Senior Industry Specialist, **Arthur D. Little**
Jan-Gunnar Gustafsson, Senior VP, Process Development and Manufacturing **Resistentia Pharmaceuticals**
Dr. Katharina Kassühlke, Director Global Sourcing & Contract Manufacturing **Bayer HealthCare**
Jo Pisani, Partner, Pharma Outsourcing **PriceWaterhouseCoopers**
Joaquín Santos Benito, Senior Director External Manufacturing, **Janssen Cilag**

12:30 Networking Lunch

13:30 Transitioning from tactical to strategic CMO partnerships – creating a win-win alliance

- Effectively creating strategic and mutually beneficial relationships that integrate with your long-term plans
- How can CMOs play a more strategic role in your overall business strategy?
- Aligning your manufacturing strategy with that of your CMO and insuring mutually beneficial partnerships
- Successfully integrating new partners into your internal manufacturing network

Jim Miller, President, **PharmSource**

14:10 Maintaining standards, delivery timelines and performance when outsourcing manufacturing

- Reviewing best practice examples of SRM being deployed by Big Pharma to manage external manufacturing processes
- Evaluating the need for structured CMO management feedback through dedicated steering committees
- Using SRM to leverage lower production costs whilst maintaining delivery timelines

Frank Kogelberg, Manager Contract Manufacturing, **Baxter Healthcare**

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15:00 1-TO-1 NETWORKING MEETINGS Build your next manufacturing partnerships

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16:00 The CMO's perspective – analysing the requirements for successfully partnering with Big Pharma

- Successfully creating balanced partnerships that are beneficial to both parties
- Understanding the need to fully understand the CMO's strategy and business model
- What are the underlying pressures building up for the CMOs? How can you become a customer of choice?

Ian Muir, Vice President, Modified Release Technologies, **Catalent**

16:40 Contract manufacturing partnerships – cost effective, reliable production closing Q&A

- Exploring the revival of just-in-time manufacturing - a risky strategy but with huge cost saving potential
- Screening emerging market suppliers to eliminate unsuitable partners
- Exploring the opportunities and challenges of using CMOs for biological medication

A selection of speakers from the conference including: **Bayer, PriceWaterhouseCoopers & Baxter Healthcare**

17:20 Chairman's Closing Remarks

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This programme may change due to unforeseen circumstances. UBMI BV reserves the right to alter the venue and/or speakers.

To register:

www.pharma-outsourcing.org



WAYS TO REGISTER

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DAY TWO ONLY - Contract Manufacturing Partnerships

Please register delegate(s) @ €699 + 19% tax = €831.81

Please register delegate(s) @ €799 + 19% tax = €950.81

JOINT BOOKING DISCOUNT

Attend both days and receive up to a €400 discount! You can choose to attend both days or simply book your place on the CRO or CMO partnership strategies days.

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