

Generics 2006

Barcelona, Spain

12th & 13th January 2006

About this conference:

As an **increasingly lucrative** area of the pharmaceutical industry, **Generics 2006** is indispensable for those looking to **maximise the generics opportunity**. Building upon the success of last year's event, **Generics 2006** presents an ideal forum for the leading generics players from Europe, the US and beyond, **to share ideas and develop strategies** to ensure **profitability for the future**.

By attending this high level conference you will benefit from:

RANBAXY – One of the fastest-growing pharmaceutical companies providing quality Generic pharmaceuticals – **Outlining their experience on how to succeed in foreign markets**

IVAX EUROPE – The UK industry leader in first-to-market Generics – **Establishing how to benefit from the new data exclusivity for Generics**

SANDOZ – World leader in Generic pharmaceuticals – **Examining the criteria for portfolio selection to ensure success**

VEROPHARM – One of Russia's leading producers of Generic pharmaceutical products – **Assessing when to establish corporate brands and individual brands in Generics**

ZENTIVA – Leading the Generic market for the Czech Republic and Slovakia – **Insight into mastering the CEE market**

Silver Sponsor:

ims | INTELLIGENCE.
APPLIED.

Media Partners:

GENERICS
bulletin
www.generics-bulletin.com

World Generic Markets
Essential Business Intelligence on the worldwide generic drugs sector



Eupharlaw
European Pharmaceutical Law Group

**Generic
Companies
Analysis**

**DRIVING
DOWN
PRICES** ↓ ↑ **DRIVING
UP
QUALITY**

A \$40 billion industry today, which is double that of 1998 and blockbuster patents set to expire to the value of \$80 billion by 2008, the generics market is one of the fastest growing, profit driven areas of the pharmaceutical industry.

marcusevans

Expert Speaker Panel:

Joan Escofet
General Manager
Ranbaxy

Dr. Kurt Müller
Head Strategic Planning &
Management Controlling
Siegfried

Dr. Rainer Maue
Director, Business Development,
International Business and
Technical Operations
Genericon Pharma

Maria Kenez
Director of International Regulatory Affairs
EGIS Pharmaceuticals

Herman Inozemtsev
Deputy GM, Marketing Director,
MBA MCom, AIM, CIM
Veropharm

Alexandra Gruber
Head of Business Development
Sandoz

Guy Clark
(Company Details – TBC)

Peter Neuwirth
Vice President Business Development
Zentiva

Dr. Christian Weber
Vice President Group Strategic Development
Europe, Middle East & Africa
Mayne Pharma

Dr. Wilfried Rattke
Head of Portfolio Development
AWD.pharma

Majda Kusar
Business Development Director
Lek Pharmaceuticals

Ewan Livesey
European VP for Legal Affairs
IVAX Europe

Simon Cohen
Partner, IP Department
Taylor Wessing

Peter Ballard
Managing Director
Genus Pharma

Navin Thadani
Strategic Planning Manager
Dr Reddy's

Dr. Attila Mándi
Head of IP
EGIS Pharmaceuticals

Miguel Barbero
Director
AESSE
(Further information to follow)

Day 1

12th January 2006

Booking Line

tel.: +421 257 88 5000

fax: +421 257 88 5555

www.melifesciences.com

08:30 Registration and Coffee

09:00 Opening Remarks from the Chair

09:10 **Current Status Update: How Has the Generic Market Changed**

- Market overview
- Major challenges which have emerged in 2005
- Latest trends in the generics market

Majda Kusar

Business Development Director

Lek Pharmaceuticals

EUROPEAN GENERIC MARKETS: PRICING AND REIMBURSEMENT CHANGES, LEGAL ISSUES AND INTRODUCTION OF THE NEW DIRECTIVE

09:50 **Challenges and Opportunities in the Spanish Generic Market**

- New medicines bill
- Increase of generic penetration and approval of new generics
- Registration process
- Future trends and opportunities in Spain

Joan Escofet

General Manager

Ranbaxy

10:30 Morning Coffee and Networking

10:50 **Category M in the UK**

- Category M in the UK – how the system operates
- How this links the reimbursement price directly to manufacturers selling prices
- What happens if you compete too heavily on price
- Opportunities for generic marketers in the future

Peter Ballard

Managing Director

Genus Pharma

11:30 **New Data Exclusivity for Generics**

- IP protection trends
- 8+2+1 implications
- Data exclusivity and patent rights

Ewan Livesey

European VP for Legal Affairs

IVAX Europe

12:10 **Extension of Patent Monopoly – Relationship Between Patents and Data Exclusivity**

- Sharpening conflict between originator and generic companies
- Legal possibilities of extending patent monopoly
- Various types of patents suitable for extending patent monopoly
- Relationship between patents and data exclusivity
- Case study for the extension of patent monopoly

Dr. Attila Mándi

Head of IP

EGIS Pharmaceuticals

12:50 Luncheon

13:50 Coffee and Networking

LIFECYCLE OF GENERICS: OBSTACLES WITHIN THE PIPELINE AND IDENTIFYING THE SOLUTIONS

14:10 **Portfolio Selection of a Dossier Seller to Serve Generic Marketers**

- Product selection criteria's today – experience
- Product selection criteria tomorrow – changes and challenges
- What are the metrics
- Risk management
- Differentiation despite an identical product list
- Timing for product selection and development start
- Serving different customer segments (in house developers, licensees)

Dr. Kurt Müller

Head Strategic Planning & Management Controlling

Siegfried Ltd

14:50 **Case Study:**

Tactics Regarding Portfolio Selection – Global Generic Company Experience

- Criteria for selection
- Portfolio extension challenges
- Challenges

Alexandra Gruber

Head of Business Development

Sandoz

15:30 Afternoon Tea and Networking

15:50 **Case Study:**

Tactics Regarding Portfolio Selection – Small/Middle Size Company Experience

- How to go about selecting products: criteria for selection
- Registering products across Europe or national ways
- Generics in the framework of OTC and proprietary products

Wilfried Rattke

Head of Portfolio Development

AWD.pharma

16:30 **PANEL DISCUSSION:**

Potential Influence of Indian Generics on European Market

- Presence
- Trends and challenges
- Impact on the success of the European market

Ewan Livesey

European VP for Legal Affairs

IVAX Europe

Joan Escofet

General Manager

Ranbaxy

Alexandra Gruber

Head of Business Development

Sandoz

Navin Thadani

Strategic Planning Manager

Dr Reddy's

17:10 Closing Remarks from the Chair and Close of Day One

13th January 2006**Booking Line**

tel.: +421 257 88 5000

fax: +421 257 88 5555

www.melifesciences.com

08:30 Re-registration and Coffee

09:00 Opening Remarks from the Chair

**DEVELOPING, REGISTERING AND LAUNCHING
A PRODUCT AFTER THE PATENT EXPIRATION**09:10 **Improving the Pipeline of Generic Companies**

- Life cycle of generics
- Taking decision: which product to include in the portfolio?
- To launch or not to launch?

Navin Thadani

Strategic Planning Manager

Dr Reddy's09:50 **Own Generic Product Development, Portfolio Selection
versus Outlicensing and Co-development**

- Time to market issue
- Critical issue of timing
- Portfolio selection
- Co-development strategies
- Own manufacturing versus Contract Manufacturing

Dr. Rainer Maue

Director, Business Development, International Business and Technical Operations

Genericon Pharma

10:30 Morning Coffee and Networking

10:50 **Strategies Behind Successful Launch**

- Market conditions
- Introducing a new product
- Factors affecting product launch
- Regulatory approval issues

Simon Cohen

Partner, IP Department

Taylor Wessing**WORLD MARKETS, GLOBAL PLAYERS AND ENTRY
STRATEGIES – STRUCTURING FOR SUCCESS**11:30 **Role of Corporate Brand and Individual Brands
in Generics**

- Real brands vs. branded generics
- Segments and their sensitivity to brands: government, hospitals, Rx, OTC
- When to brand products (generics) and when a company (corporate brand)

Herman Inozemtsev

Deputy GM, Marketing Director, MBA MCom, AIM, CIM

Veropharm

12:10 Luncheon

13:10 Coffee and Networking

I would like to thank everyone who has assisted with the research and organisation of the event, particularly the speakers for their support and commitment.

Phillippa Colbourne, Conference Producer,**marcus evans Prague**

Tel: +420 255 707 204

Email: PhillippaC@marcusevanscz.com

13:30 **Challenges in Generics Markets in CEE – Organic Growth
and Acquisitions**

- Modernisation of product portfolio
- Backwards integration with API development
- Investment in marketing and move from local to regional company
- Acquisition of major companies in selected markets and synergies

Peter Neuwirth

Vice President Business Development

Zentiva14:10 **Building Critical Mass: Mayne Pharma's growth strategy
in EMEA**

- Recent acquisitions
- M&A Process
- Strategic rationale for external growth
- Gaps remaining to be filled

Dr. Christian Weber

Vice President Group Strategic Development Europe, Middle East & Africa

Mayne Pharma

14:50 Afternoon Tea & Networking

15:10 **Future Perspectives for Branded Versus Unbranded Generics**

- Size and development of existing market segments
- Potential impact of regulatory changes
- Prognosis for major generics markets

John MacCarthy

Vice President New Business Ventures

IMS Health15:50 **PANEL DISCUSSION:****Looking to the future: What are the Trends in the European
Generics Market**

- Future trends and developments
- Market dynamics

Peter Neuwirth

Vice President Business Development

Zentiva**Dr. Christian Weber**

Vice President Group Strategic Development Europe, Middle East & Africa

Mayne Pharma**Dr. Rainer Maue**

Director, Business Development, International Business and Technical Operations

Genericon Pharma

16:30 Closing Remarks from the Chair & Close of Conference

Business Development Opportunities

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

Gareth Banks, in our sponsorship division onTel: **+44 (0) 20 7467 2210**

Email: GarethB@marcusevansuk.com

GENERICS 2006

Please write in **BLOCK CAPITALS**

LS023

marcus evans: marcus evans (Slovakia) Ltd

PLEASE COMPLETE THIS FORM AND FAX BACK TO

Fax: +421 257 88 5555

Name: _____

Position: _____

E-mail: _____

Name: _____

Position: _____

E-mail: _____

Organisation: _____

Address: _____

City: _____ Postcode: _____

Phone: _____ Fax: _____

Date: _____

Signature: _____

This booking is invalid without a signature

Register Now

Your contact at **marcus evans:** **Shi Robson**

ShiR@marcusevanssk.com

tel.: +421 257 88 5000

fax: +421 257 88 5555

Fees

2 DAY CONFERENCE + ON-LINE DOCUMENTATION @ £1729.80 + VAT

Please ask if conference documentation only is required

Payment is required within 5 working days.

The credit card payment amount will be deducted in GBP. A service charge has been included and is inclusive of programme materials, luncheon and refreshments. VAT will be charged at the country rate (17.5%) where the conference will be held.

Registration Details

CONFERENCE: GENERICS 2006

DATES: 12TH & 13TH JANUARY 2006

VENUE: BARCELONA

COMPLIMENTARY ACCOMMODATION BOOKING SERVICE

Should you require accommodation whilst attending this **marcus evans** conference, please contact the hotel directly. By quoting this **marcus evans** conference, you will benefit from a substantial discount.

Freephone within the UK: 0870 191 4717, Tel outside the UK: +44 (0) 161 968 9310

Fax: +44 (0) 161 968 9310

marcusevanshotels@first-option.co.uk, www.first-option.co.uk/marcusevans

Note: Do not fax this form to the hotel

Payment Method

Please charge my:



Card Billing Address:.....

.....

City:.....Postcode:.....

Card Holder's Name:.....

Signature:.....

Card Number:

Expiry Date:.....CVC/CVV:.....

CONFIRMATION DETAILS – After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans, Tel: **+421 257 88 5000**.**

Terms & Conditions

1. Fees are inclusive of programme materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice.
PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above) Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients.
4. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
5. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
6. Client information is kept on **marcus evans** group companies database and used by **marcus evans** group companies to assist in providing selected products and services which may be of interest to the Client and which will be communicated by letter, phone, fax,(inc. automatic dialling) email or other electronic means. If you do not want **marcus evans** to do this please tick this box []. For training and security purposes telephone calls may be recorded.
7. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
8. Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.