

Wednesday 9 February 2005			
	Auditorium Stream 1 R&D	Presentation Room II Stream 2 Marketing & Branding	Presentation Room III Stream 3 Manufacturing, Packaging & Logistics
07:30-08:15	Event Registration – <b>marcus evans</b> Registration Desk		
08:15-08:30	<b>marcus evans</b> Opening Address <b>Christian Sorensen</b> , Congress Director, Europe <b>marcus evans</b> Welcome Address <b>Dr Lumir H. Krocek</b> , Executive Director, <b>CAFF (Czech Republic) Generic Association</b>		
08:30-09:15	Opening Keynote Presentation <b>INTERNATIONAL REGULATIONS AND NATIONAL RULES: HOW DO THEY WORK TOGETHER?</b> <ul style="list-style-type: none"> <li>• Revisions of the European legislative: Impact on the package leaflet in the international and national context</li> <li>• Levels of changes for publicly available information on authorised products?</li> <li>• Changing the business process of all Competent Authorities</li> <li>• Addressing the activities needed to cover the requirements on a European and national level: Germany as a case study</li> </ul> <b>Dr Klaus Menges</b> , Director, Clinical Pharmacology II, <b>FEDERAL INSTITUTE FOR DRUGS &amp; MEDICAL DEVICES (BfArM)</b>		
09:15-10:00	Keynote Presentation Stream 1 <b>THE EU DIRECTIVE: IMPLICATIONS FOR CLINICAL RESEARCH, MARKET EFFICIENCY &amp; THE QUEST FOR INNOVATION?</b> <ul style="list-style-type: none"> <li>• The implementation of The EU Directive</li> <li>• Ethics, economics and global trends</li> <li>• The new clinical research environment</li> <li>• Implications for research innovation</li> </ul> <b>Dr Keith Bragman</b> , Consulting Physician, Former Director & Head of Global Development, <b>UCB SA</b>	Keynote Presentation Stream 2 <b>MARKETING COMMUNICATIONS FOR PHARMA PRODUCTS:</b> <ul style="list-style-type: none"> <li>• Optimising the effects of synergy</li> <li>• Integrating different marketing strategies</li> <li>• Communicative strategies for pharma</li> <li>• Sales force effectiveness</li> </ul> <b>Professor Christo Kaftandjiev</b> , Professor, <b>SOFIA UNIVERSITY</b> , Bulgaria	Keynote Presentation Stream 3 <b>OUTSHINING THE REST AT BOEHRINGER-INGELHEIM, UK</b> <ul style="list-style-type: none"> <li>• Our business</li> <li>• Transformation at Bracknell</li> <li>• Blow fill seal specialist technology</li> <li>• Positioning ourselves</li> </ul> <b>Mark Foss</b> , Head of Engineering, <b>BOEHRINGER-INGELHEIM, UK</b>
10:00-10:30	<b>Coffee Break</b> <b>Exhibitor Meetings &amp; Appointments</b>		
10:30-11:15	Case Study Presentation <b>ADMET FIRST IN THE SELECTION OF CANDIDATES TO DEVELOPMENT</b> <ul style="list-style-type: none"> <li>• New approaches for candidate selection</li> <li>• "Classical" vs non-classical pharma</li> <li>• REACH and its impact on safety assessment</li> <li>• In Vitro Testing Industrial Platform</li> </ul> <b>Dr Joan-Albert Vericat</b> , Pre-clinical Development Director, <b>NEUROPHARMA SA</b>	Case Study Presentation <b>BRINGING ORPHAN PRODUCTS TO MARKET</b> <ul style="list-style-type: none"> <li>• Definitions of orphan &amp; ultra orphan diseases</li> <li>• Why most orphan diseases lack treatment</li> <li>• The orphan product business model</li> <li>• Reviewing the challenges</li> <li>• Critical success factors for the launch</li> </ul> <b>Leanna M. Caron</b> , Head, European Marketing & Business Unit, <b>GENZYME</b>	Case Study Presentation <b>TPM IN A PHARMA PRODUCTION PLANT</b> <ul style="list-style-type: none"> <li>• Implementing TPM</li> <li>• Overcoming organisational obstacles</li> <li>• Change management</li> <li>• Dealing with cultural change</li> </ul> <b>Dr Wim Mens</b> , Vice President Production, <b>NV ORGANON</b>

<p>11:15-12:00</p>	<p>Case Study Presentation  <b>THE NEW ROLE OF PHARMOCOVIGILANCE IN THE PHARMA INDUSTRY</b></p> <ul style="list-style-type: none"> <li>• Safety representative's roles and responsibilities</li> <li>• The impact of Eudravigilance</li> <li>• Organising a pharmacovigilance department in your country</li> </ul> <p><b>Dr Dimos Florakis</b>, Medical Manager, <b>ABBOTT LABORATORIES HELLAS SA</b></p>	<p>Case Study Presentation  <b>UNDERSTANDING THE CEE MARKET: GLOBAL VERSUS LOCAL MARKETING STRATEGIES</b></p> <ul style="list-style-type: none"> <li>• Addressing regional differences:</li> <li>• What do CEE markets really look like?</li> <li>• Identifying trends for future development</li> <li>• Implementing step measures</li> </ul> <p><b>Dr Jasmina Koeva</b>, Head of Marketing, <b>ACTAVIS</b></p>	<p>Case Study Presentation  <b>MANAGING COMPLIANCE IN PHARMACEUTICAL PRODUCTION</b></p> <ul style="list-style-type: none"> <li>• Measuring operational compliance</li> <li>• Developing compliance assessment</li> <li>• Internal benchmarks in production</li> <li>• Defining site specific compliance paths</li> </ul> <p><b>Dr Wolfgang Steven</b>, Head of Department Integrated Quality Management, <b>SCHERING AG</b></p>
<p>12:00-13:00</p>	<p><b>Lunch</b>  <b>Exhibitor Meetings &amp; Appointments</b></p>		
<p>13:00-13:45</p>	<p>Case Study Presentation  <b>IMPROVING CLINICAL TRIAL PERFORMANCE AT COUNTRY LEVEL</b></p> <ul style="list-style-type: none"> <li>• The Success of a clinical trial?</li> <li>• The origin of failures or unsuccessful trials?</li> <li>• Decisions on clinical trials in your country?</li> <li>• What are the lessons for the future?</li> </ul> <p><b>Dr John Shillingford</b>, Managing Director, <b>IMFORM GmbH</b></p>	<p>Case Study Presentation  <b>DTC IN THE HEALTH CARE SECTOR: A THREAT OR A HELPFUL TOOL?</b></p> <ul style="list-style-type: none"> <li>• Direct To Consumer advertising</li> <li>• Fostering awareness of illness, or harmful in aggressive promotion of misleading claims?</li> <li>• Serving the patient community</li> </ul> <p><b>Marta Wielondek</b>, Senior Project Manager, Sales &amp; Marketing Effectiveness, <b>NOVO NORDISK REGION EUROPE A/S</b></p>	<p>Case Study Presentation  <b>FINDING A SOLUTION THAT BALANCES BUSINESS NEEDS, REGULATORY CRITERIA AND THE SOPHISTICATED REQUIREMENTS OF GRAPHIC ARTS</b></p> <ul style="list-style-type: none"> <li>• Harmonising artwork management processes</li> <li>• Introducing a new artwork management system across global business</li> <li>• The rationale for change</li> <li>• Issues in introducing the new global labelling system "Gazelle"</li> </ul> <p><b>Steven Burgess</b>, International Project Leader, <b>ASTRAZENECA</b></p>
<p>13:45-14:30</p>	<p>Roundtable Panel Discussion  <b>JOIN KEITH, JOAN-ALBERT, DIMOS AND JOHN, OUR DAY 1 SPEAKERS, TO DISCUSS THE MAIN THEMES OF TODAY'S PRESENTATIONS AND THE FUTURE OF R&amp;D.</b></p>	<p>Case Study  <b>OVERCOMING REGULATORY CHALLENGES IN THE POST-ACCESSION PHARMACEUTICAL MARKET</b></p> <p>Patent protection law &amp; Future Medicines Legislation          Increasing product launches          Managing opportunities and threats in the new EU          The expected contribution of CEE pharma to the EU</p> <p><b>Radunka Cvejic</b>, Governmental Affairs Director, <b>ASTRAZENECA Poland</b></p>	<p>Case Study Presentation  <b>RE-ENGINEERING STRATEGIES IN THE SUPPLY CHAIN TO COPE WITH FUTURE TRENDS &amp; CHALLENGES</b></p> <ul style="list-style-type: none"> <li>• Re-visiting supply chain strategies</li> <li>• Streamlining our organisation</li> <li>• Considerations in the transition phase</li> <li>• Strategic responses &amp; future action</li> </ul> <p><b>Peter Holm Tygesen</b>, Vice President, Pharmaceutical Production SOE, <b>H. LUNDBECK A/S</b></p>
<p>14:30-15:00</p>	<p><b>Coffee Break</b>  <b>Exhibitor Meetings &amp; Appointments</b></p>		
<p>15:00-15:45</p>	<p>Keynote Presentation  <b>PARALLEL TRADE – DISPELLING THE MYTHS</b></p> <ul style="list-style-type: none"> <li>• Separating fact from fiction</li> <li>• Common myths about the parallel trade industry</li> <li>• Price harmonisation and the value of parallel trade in the EU</li> <li>• Now and Beyond: The scale of parallel trade in Europe</li> </ul> <p><b>Tomasz Dzitko</b>, President &amp; CEO, <b>DELPHARMA</b>, Poland &amp; CEE Member, <b>EUROPEAN ASSOCIATION OF EURO-PHARMACEUTICAL COMPANIES (EAEPIC)</b></p>		

15:45-16:30	<p>Keynote Presentation</p> <p><b>PROTECTING THE INTEGRITY OF MEDICINES TO COUNTER THE GROWING THREAT OF COUNTERFEIT MEDICINES IN THE LEGITIMATE SUPPLY CHAIN</b></p> <ul style="list-style-type: none"> <li>• New and enhanced regulations &amp; oversight by regulatory authorities</li> <li>• Enhanced business practices by all participants in the supply chain</li> <li>• The use of new technologies</li> <li>• Heightened diligence &amp; increased accountability by ALL in the distribution channel</li> </ul> <p><b>Julian Mount</b>, European Director of Trade, <b>PFIZER INC.</b></p>
16:30-18:00	Cocktail Reception – Gallery B - Upstairs

Thursday 10 February 2005			
	Auditorium Stream 1 R&D	Presentation Room II Stream 2 Marketing & Branding	Presentation Room III Stream 3 Manufacturing, Packaging & Logistics
08:30-09:15	<p>Keynote Presentation</p> <p><b>IP RIGHTS – POST EU ACCESSION</b></p> <ul style="list-style-type: none"> <li>• Definition of IP rights</li> <li>• Harmonisation of IP rights with EU regulations &amp; Directives</li> <li>• Extension of patent monopoly in the pharmaceutical industry</li> </ul> <p><b>Dr Attila Mandi</b>, Head Industrial Property Rights Department, <b>EGIS Pharmaceuticals Ltd.</b></p>		
09:15-10:00	<p>Keynote Presentation Stream 1</p> <p><b>BIOTECHNOLOGY IN THE CEE REGION: SPOTLIGHT ON HUNGARY</b></p> <ul style="list-style-type: none"> <li>• Hungarian biotech companies</li> <li>• Scientific &amp; business environment</li> <li>• Traditions in pharmaceutical sector</li> <li>• Subsidies on patenting</li> </ul> <p><b>Erno Duda</b>, President, <b>HUNGARIAN BIOTECHNOLOGY ASSOCIATION</b> &amp; President &amp; CEO, <b>SOLVO BIOTECHNOLOGY</b></p>	<p>Keynote Presentation Stream 2</p> <p><b>SALES FORCE EFFECTIVENESS TO SELL YOUR PRODUCT</b></p> <ul style="list-style-type: none"> <li>• Re-branding of Novartis generics to Sandoz</li> <li>• Positioning of the corporate brand Sandoz</li> <li>• Key elements of the Sandoz brand</li> <li>• Future outlooks</li> </ul> <p><b>Dr Arnim Jost</b>, Head Global Marketing &amp; Sales Services, <b>SANDOZ GMBH</b>, Austria</p>	<p>Keynote Presentation Stream 3</p> <p><b>PHARMACEUTICAL PACKAGING - LESSONS AND FUTURE TRENDS</b></p> <ul style="list-style-type: none"> <li>• Learning from history</li> <li>• The future environment</li> <li>• Implications for packaging</li> </ul> <p><b>Dr Laura Cohen</b>, International Packaging Project Manager UK Operations, <b>ASTRAZENECA</b> &amp; Chairman, <b>UK INSTITUTE OF PACKAGING PHARMACEUTICAL FORUM</b></p>
10:00-10:30	<p><b>Coffee Break</b></p> <p><b>Exhibitor Meetings &amp; Appointments</b></p>		
10:30-11:15	<p>Case Study Presentation</p> <p><b>EXPERIENCES OF SMALL BIOTECH COMPANIES WITH BIG PHARMA IN BUSINESS DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>• Identifying target companies</li> <li>• Development of customised strategies</li> <li>• Marketing strategies in drug development</li> <li>• Agreements &amp; timelines for partnering</li> </ul> <p><b>Dr Gerhard Wolff</b>, Director Preclinical and Clinical Development, <b>REVOTAR BIOPHARMACEUTICALS</b></p>	<p>Case Study Presentation</p> <p><b>SALES FORCE EFFECTIVENESS AT GRUNENTHAL</b></p> <p><b>Gerard Akkerhuis</b>, Head of Area Management Europe, <b>GRUNENTHAL</b></p>	<p>Case Study Presentation</p> <p><b>PERFORM &amp; IMPROVE IN ORDER TO COMPLY &amp; SAVE</b></p> <ul style="list-style-type: none"> <li>• Meeting industry requests in transport</li> <li>• Distribution in the business chain</li> <li>• Balancing multiple parameters</li> <li>• Release your creativity</li> </ul> <p><b>Zeljka Bilos Kovacic</b>, Distribution Manager, <b>PLIVA CROATIA LTD</b></p>

11:15-12:00	<p>Case Study Presentation  <b>CORPORATE LICENSING STRATEGY - PAST AND FUTURE</b></p> <ul style="list-style-type: none"> <li>• Product in-licensing &amp; launches</li> <li>• Reconstruction of new product franchises</li> <li>• Quality &amp; training of medical representatives</li> <li>• Territory alliances</li> </ul> <p><b>Takefumi Miyamoto</b>, Head of London Office Corporate Licensing, <b>TANABE SEIYAKU CO. LTD.</b></p>	<p>Case Study Presentation  <b>LOCALISATION VERSUS GLOBALISATION: CREATING A BRAND PERSONALITY</b></p> <ul style="list-style-type: none"> <li>• Research and strong strategic planning</li> <li>• A clear vision of the personality of the brand</li> <li>• Local habits, psychology and motivation</li> <li>• Tradeoffs</li> </ul> <p><b>Dr Elena Magura</b>, Product Manager for Ukraine &amp; Moldova, <b>POLPHARMA S.A.</b></p>	<p>Case Study Presentation  <b>MAJOR QUALITY ISSUES 2005; FROM MANUFACTURER TO SUPPLIER</b></p> <ul style="list-style-type: none"> <li>• Quality Assurance for Pharma Suppliers</li> <li>• A New Quality: ISO 15378</li> <li>• Integrating and complimenting GMP requirements into ISO 9001 &amp; ISO 9001:2000</li> </ul> <p><b>Dr Philippe Sempé</b>, retired Senior Manager of Supplier Assurance/Worldwide QA, <b>AVENTIS</b></p>
12:00-13:00	<p><b>Lunch</b>  <b>Exhibitor Meetings &amp; Appointments</b></p>		
13:00-13:45	<p>Keynote Presentation  <b>THERAPEUTIC INFORMATION DIRECT TO THE CITIZEN: A NEW WAY OF LOOKING AT THE PROBLEM?</b></p> <ul style="list-style-type: none"> <li>• Advertising Vs. Information</li> <li>• Drugs Sales Online</li> <li>• Comparative Advertising</li> <li>• Therapeutic Information &amp; Responsibility</li> </ul> <p><b>Nuria Amarilla</b>, CEO, <b>EUROPEAN PHARMACEUTICAL LAW GROUP</b></p>		
13:45-14:30	<p>Closing Keynote Presentation  <b>THE CHANGING ROLE OF QUALITY MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Common misunderstandings in QM: Doing things right vs doing the right things</li> <li>• Learning from common audit findings to improve processes and systems in future clinical trials</li> <li>• Aligning QM to the drug development stage: how much of what and when?</li> <li>• Identifying the added value of QM and developing QM into a strategic position</li> </ul> <p><b>Rita Hattemer-Apostel</b>, CEO, <b>VERDANDI AG</b>, Editor-in-Chief, <b>THE QUALITY ASSURANCE JOURNAL</b>, President, <b>SPAQA (Swiss Professional Association of Quality Assurance)</b></p>		
14:30-14:45	<p>Closing Address  <b>Dr Lumir H. Krocek</b>, Executive Director, <b>CAFF (Czech Republic) Generic Association</b></p>		