

FT GLOBAL PHARMACEUTICALS AND BIOTECHNOLOGY CONFERENCE

3-4 December 2013 | InterContinental Park Lane

LONDON



SPEAKERS INCLUDE:



Pascal Soriot
Chief Executive Officer
AstraZeneca



Marijn Dekkers
Chairman of the
Board of Directors
Bayer



Jörg Reinhardt
Chairman
Novartis



Daniel O'Day
Chief Operating
Officer,
Pharmaceuticals
Roche

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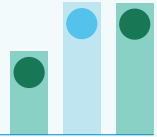
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FT GLOBAL PHARMACEUTICALS AND BIOTECHNOLOGY CONFERENCE:

NEW BUSINESSES, NEW MARKETS



It has been another challenging year for the global life science industry. The ongoing economic crisis in Europe as well as pricing pressures from successive governments have hit profitability hard, whilst the industry's reputation has attained new lows on the back of a perceived lack of transparency in clinical trial reporting. Yet opportunities for the industry abound – in the fast emerging markets beyond the BRICs, including Africa, in capitalising on the potential of personalised medicine, and in harnessing 'the power of networks' to transform R & D. How will the industry rise to the challenge?

The FT Global Pharmaceutical and Biotechnology Conference provides a unique platform to present new perspectives, 'feel the pulse' of the industry, and network with peers across the sector.

CHAired BY

- **Reynold W. (Pete) Mooney**, Global Leader, Life Sciences and Health Care, *Deloitte*
- **Andrew Jack**, Pharmaceutical Correspondent, *Financial Times*

ADDITIONAL SPEAKERS & CONTRIBUTORS INCLUDE:

- **Paul Stoffels**, Chief Scientific Officer, Worldwide Chairman, Pharmaceuticals, *Johnson & Johnson*
- **Miklós Szócska**, Minister of State for Health, Hungary
- **Richard Bergström**, Director, *General European Association of Pharmaceutical Industries and Associations (EFPIA)*
- **Ayman Sahli**, Chief Executive Officer, *Julphar – Gulf Pharmaceutical Industries*
- **Nikos Dedes**, Chair, *Positive Voice, Greece* & Member of the EMA Management Board
- **Rogier Snijderwind**, Adviser, Responsible Investment, *PGGM Investment*
- **Edward Abrahams**, President, *Personalized Medicine Coalition*
- **Daniel Vasella**, Former Chairman and CEO of *Novartis*, Board Member of *PepsiCo* and *American Express*, and current C-suite coach
- **David Stuckler**, Senior Research Leader, *Oxford University*, Author *The Body Economic: Why Austerity Kills*
- **Kofi Amegashie**, Managing Executive, Africa, *Adcock Ingram Healthcare*

WHO SHOULD ATTEND:

The FT Pharmaceutical and Biotechnology Conference attracts senior level executives and corporate decision-makers from around the world including Chairmen, CEOs, CFOs, Presidents and Managing Directors from: Pharmaceutical and biotechnology companies; medical device, medical technology, instrumentation and diagnostics companies; health insurers, government and private health service providers; regulatory agencies and health technology assessment bodies; investment banks, private equity, venture capital, pension and IP funds; patient representative organisations, health NGOs and social media consultancies.

CONFERENCE AGENDA

3 DECEMBER 2013

09:00 Opening Remarks from the Chair

Andrew Jack, Pharmaceutical Correspondent, *Financial Times*

09:05 FT View from the Top-Opening Keynote Interview

Pascal Soriot, Chief Executive Officer, *AstraZeneca*
in conversation with Andrew Jack

09.30 Panel: Buffering the Pharma Brand: Restoring Reputation, Rebuilding Trust
SESSION KEYNOTE:

Marijn Dekkers, Chairman of the Board of Management, *Bayar*

PANELISTS:

Roger Snijedewind, Adviser, Responsible Investment, *PGGM Investment*

Nikos Dedes, Chair, *Positive Voice, Greece & Member of the EMA Management Board*

With recent surveys revealing pharmaceutical companies now ranking in trust perceptions below producers of spirits and tobacco, and physicians basing prescribing decisions as much on brands as on products, the need for pharmaceutical companies to understand and address the factors contributing to poor reputation has never been greater. How can pharma companies restore reputation and increase trust? What role can transparency play? How can social media be harnessed to improve reputation amongst partners and patients? What is the patient's view of value in pharma?

10:30 Networking Coffee Break

10.55 The New Pharma Workforce –The Skills to Lead?

SESSION KEYNOTE:

Said Darwazah, Chief Executive, *Hikma Pharmaceuticals*

PANELISTS:

Dietmar Eidens, Executive Vice President, *Human Resources, Merck Serono*

Professor Paul Workman, Deputy Chief Executive,
The Institute of Cancer Research (ICR)

The changing landscape of the industry - the increasing focus on globalisation, on outcomes, on external collaborations, and on building patient centred services and business - will require a significant shift in the skills base and leadership qualities required by life science companies if they are to meet the new challenges they face head on. Are universities preparing people with the right skills and talent for the tasks ahead? How effectively are life science companies recognising the value of diversity and harnessing the talent across their global enterprise? Does the industry have the leadership skills it needs to take the industry forward?

11.55 **Keynote Address**

12:20 **Lunch**

13.40 **Keynote Address**

Joerg Reinhardt, Chairman, *Novartis*

14:05 **Can the Industry Successfully Capitalise on the Potential of Personalised Medicine?**

SESSION KEYNOTE:

Daniel O'Day, Chief Operating Officer, *Pharmaceuticals, Roche*

PANELISTS:

Edward Abrahams, President, *Personalized Medicine Coalition*

Stephen Eck, Vice President, Global Head of Medical Oncology, *Astellas Pharma Global Development*

Luke Johnson, Chairman, *Risk Capital Partners*,
Incoming Chairman, *The Institute of Cancer Research (ICR)*

A decade or so since the completion of the human genome project there has been tremendous scientific progress in genomics. Despite the high expectations, however, it is now considered less likely that genomics will have a major clinical effect on the prognosis of common complex diseases, and despite the identification of numerous gene-drug associations, few have been incorporated into clinical practice. What are the challenges and barriers and how can they be addressed to ensure that the potential of personalised medicine becomes a reality in improving the health outcomes of patients, and a commercial success for life science companies? Do the economics of personalised medicine stack up?

15.05 **Keynote Interview: Accelerating Innovation and Collaboration Across Clinical R&D and Healthcare**

Neil de Crescenzo, Senior Vice President and General Manager, *Oracle Health Sciences*,
in conversation with Andrew Jack

15.30 **Networking Coffee Break**

15.50 **The Power of Networks, Partnerships and Alliances - Strategies for Effective R&D Collaboration**

Jean-Paul Kress, President and Chief Executive Officer, *Sanofi Pasteur MSD*

Professor Sir John Tooke, Vice Provost (Health), Head of UCL School of Life & Medical Sciences and Head of UCL Medical School, *UCL*

Timothy Wright, Global Head, Development, *Novartis Pharmaceuticals*

Denis Lacombe, Director, *European Organisation for Research and Treatment of Cancer (EORTC)*

In their bid to improve the productivity as well as share the costs and risks of R&D, life science companies are turning to an ever larger and more varied number of collaborations - with academics, not-for-profits, with CROs, and tapping the 'wisdom of the crowd' through crowdsourcing. To be successful, different kinds of collaborations will be needed at different stage if the R&D lifecycle. How are networks evolving? What are the emerging models for collaboration and to which parts of the lifecycle do they apply? How do you build systems and incentive structures to collaborate effectively?

16.40 **The Transformative Role of Real World Data**

MODERATOR:

Mike Standing, COO, *Monitor Deloitte Europe*

PANELISTS:

Lee Newcomber, Senior Vice President, *UnitedHealthcare*

Christopher Corsico, Corporate Senior Vice President, Medicine, Quality, Regulatory, Pharmacovigilance and Epidemiology, *Boehringer Ingelheim*

Greg Rossi, Vice President, Payer and Real World Evidence, *AstraZeneca*

Vast amounts of anonymised healthcare data records are now available either in public systems or in private networks enabling detailed tracking of how patients are treated in the real world. This creates significant opportunities for life science companies for more focused R&D, patient targeting and pricing for outcomes. For hospital systems, this creates an opportunity to build new partnerships with life science counterparts to ensure that medical interventions are targeted effectively and can be priced according to outcomes. It enables both life science companies and providers to understand how their actions jointly influence patient outcomes, enabling new forms of collaboration. The question is – who is ready for this change in using data to fundamentally change how pharma and the healthcare system interacts? How fast will this change happen? What concerns exist? Does the healthcare system trust pharma and vice versa?.

17:30 **Closing Remarks from the Chair**

4 DECEMBER 2013

09:00 **Opening Remarks from the Chair**

Reynold W. (Pete) Mooney, Global Leader, *Life Sciences and Health Care, Deloitte*


09.05 **Keynote Address**

Rt Hon David Willetts MP, Minister for Universities & Science Department for *Business, Innovation and Skills*

09.30 **Panel: Europe in Crisis-Managing for Uncertainty**

Richard Bergström, Director General, *European Association of Pharmaceutical Industries and Associations (EFPIA)*

Roberto Gradnik, Chief Executive Officer, *Stallergenes*, President, *European Biopharmaceutical Enterprises (EBE)*



David Stuckler, Senior Research Fellow, *Oxford University*, Author, *The Body Economic: Why Austerity Kills*

Miklós Szócska, Minister of State for Health, Hungary

The ongoing economic crisis and related austerity measures in Europe have been profoundly troubling for the life science industry. As price discounts become the norm across Europe, life science companies warn that reference pricing, parallel trading and their resultant revenue loss could undermine their ability to carry out R&D and threaten Europe's future as a leading centre for innovation. Pharma companies face moral hazard in the current crisis, as failure to supply drugs could risk public opprobrium and threaten their ability to supply the faltering markets as the economy recovers. What is the outlook for Europe's economies - is there a glimmer of light amidst the gloom? How can life science companies recalibrate their strategies to deal with the current crisis? What are the implications for Europe as a market and as a centre for innovation?

10:30 Networking Coffee Break

10:55 Unlocking Africa's Potential

SESSION KEYNOTE:

Paul Stoffels, Worldwide Chairman, *Pharmaceuticals, Johnson & Johnson*

PANELISTS:

John Howe III, President and CEO, *Project Hope*

Ayman Sahli, Chief Executive Officer, *Julphar - Gulf Pharmaceutical Industries*

Feng Zhao, Health Division Manager, *African Development Bank*

Kofi Amegashie, Managing Executive, Africa, *Adcock Ingram Healthcare*

With strong macroeconomic fundamentals, a shifting disease profile, and improved healthcare spending, Africa is increasingly seen as the frontrunner for life science opportunities in emerging markets. Spending on pharma products across the continent is set to rise from a current 18bn to 30bn by 2016 and 45bn by 2020 in line with economic growth rates of 10.6% in a large majority of African markets. What are the innovative approaches and strategies life science and healthcare companies are adopting to overcome hurdles and to build successful and sustainable businesses and increase patient access in Africa?

11:55 Concluding Keynote Interview:

Daniel Vasella, Former Chairman and CEO of *Novartis*, Board Member of *PepsiCo* and *American Express*, and current C-suite coach

12:20 Closing Remarks from the Chair

12:25 Lunch



TESTIMONIALS

“Very good to quickly feel the pulse of the topics exercising the minds of the industry”

“Good speakers, great discussion.”

“Two days where key speakers outline the position for pharmaceutical organisations in this marketplace. A great event to glean insight and understanding of their challenges/opportunities”

2012 FT Global Pharmaceuticals and Biotechnology Conference attendees.

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