

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**

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GENERICS
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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.

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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
AESEG
(Further information to follow)

Day 1

12th January 2006

Booking Line

tel.: +421 257 88 5000

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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

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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

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Registration Details

CONFERENCE: GENERICS 2006

DATES: 12TH & 13TH JANUARY 2006

VENUE: BARCELONA

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