



M-EDD International Congress Middle-East Drug Discovery

Where innovations in discovery meet business

Conference: Sunday 27–Monday 28 April 2008 • **Exhibition:** Sunday 27–Tuesday 29 April 2008

Venue: Dubai International Convention and Exhibition Centre, Dubai, UAE

Expert speakers include:

- **Dr Abdulqadr Alkhatat**, Executive Director, **Dubai Biotechnology & Research Park, Dubai, UAE**
- **Dr Jonathon Mason**, Divisional Director, Early Lead Generation and Computational Chemistry, **Lundbeck A/S, Denmark**
- **Dr Richard Davenport**, Group Leader (Medicinal Chemistry), **UCB, UK**
- **Professor Patrick A. Baeuerle**, SVP R&D and CSO, **Micromet, Inc., Germany**
- **Dr Dhananjay Patankar**, CTO, **Intas Biopharmaceuticals, India**
- **Dr Bharatt M Chowrira**, Vice President, **Sirna Therapeutics** and Executive Director, Worldwide Licensing & External Research, **Merck and Co., Inc., USA**
- **Prof. Dr. Jacob de Vlieg**, VP Molecular Design & Informatics, CIO Research and Development, **NV Organon, a part of Schering Plough Corporation, The Netherlands**
- **Dr Louis-Christian Clauss**, Global Director Regulatory Affairs New Product Development, BioScience, **Baxter World Trade, France**
- **Dr Duncan McHale**, Senior Director Translational and Molecular Medicine, **Pfizer Inc., UK**
- **Dr Harald Kropshofer**, Head & Global Coordinator Immunosafety of Biotherapeutics, **Hoffmann-La Roche, Switzerland**

Key benefits of attending:

- **The first event of its kind** in the region, network with a wide range of attendees across pharma/biotech industries
- **Gain** insight into key areas of drug discovery from senior-level speakers, including screening, lead discovery, bioinformatics, drug design and biomarkers
- **Benefit** from data-driven case-studies focussing on protein and antibody therapeutics
- **Discover** the opportunities that lie ahead in the Middle-East and Asia for business and innovation
- **Discuss** the future of drug discovery, the application of new technologies and the value of cross-border alliances

Plus, don't miss

Evening Seminar, Monday 28 April 2008

Maintaining critical partnerships in outsourcing discovery chemistry

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M-EDD International Congress | Middle-East Drug

M-EDD International Congress Middle-East Drug Discovery

Where innovations in discovery meet business

Sunday 27 – Monday 28 April 2008

Dubai International Convention and Exhibition Centre, Dubai, UAE

Dear Colleague,

The M-EDD International Congress forms one of several conferences that make up the PABME exhibition and congress, the region's first show dedicated to pharmaceuticals and biotechnology in the Middle-East.

With discovery innovations as a main theme, this senior-level 2-day drug discovery congress provides a focussed overview from target to early product development. The business focus session will bring together main themes in East-West partnerships, making this conference the ideal meeting-place to discuss the key areas of drug discovery from a global perspective.

Pharma, biotech and academic speakers from across Europe, the Middle-East and Asia will be brought together at this easily accessible meeting. Networking is paramount, with the attached PABME exhibition you can meet a wide variety of attendees across the entire Pharma/Biotech industry.

Discover the latest trends in protein and antibody drug discovery with the dedicated session on day one. In the current R&D climate, next-generation protein and antibody therapeutics are amongst the most successful and lucrative, both to outside investors for a fast rate-of-return, and to large pharma for alliances and mergers. Hear the trends in industry state-of-the-art and gain insight into the opportunities that are available in the local region. With the ongoing development of DuBiotech™, now is the time to capitalise on lucrative industry trends.

I look forward to welcoming you to this industry-first in Dubai!

Best wishes



Dan Richards
Conference Producer
Informa Life Sciences

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Conference Day One: Sunday 27 April 2008

08:00 **Registration**

08:50 **Opening remarks from Chairperson**

09:00 **Keynote Address: Towards pharmaceutical innovation in the Middle-East**
Dr Abdulqadr Alkhatay, Executive Director, **DuBiotech™ Dubai Biotechnology & Research Park, Dubai, UAE**

Target validation to lead optimisation

09:40 **Drug Discovery: A finite problem**
Dr Richard Davenport, Group Leader (Medicinal Chemistry), **UCB, UK**

10:10 **Case-Study: Drug discovery frontiers for Alzheimer's treatment: Beta-secretase inhibitors**
Professor Taleb H. Altel, Associate Professor of Organic Medicinal Chemistry, **College of Pharmacy, UOS, UAE**

10:40 **Morning refreshments**

11:10 **Case-Study: New approaches in lead discovery – Camels and antibodies, a proven opportunity in the Middle-East**
The blood of camels contains unique antibodies that are composed of heavy chains only. After immunization of a camel, these antibodies can be taken as a lead to generate small, very robust antigen binding fragments in a single domain format. These so-called Nanobodies combine the advantages of classical antibodies and the benefits of smaller target recognizing drugs, and have many applications as diagnostic or therapeutic tool or for research purposes.
Prof. Dr. S. Muyldermans, VIB, Vrije Universiteit Brussel, Brussels, **Belgium**

11:40 **Innovations in high-throughput screening**
...or the What, Why and How of Screening. Since the late 80's we have transformed biological screening with the use of industrial methods to get higher throughput and decreased reaction volume. Recently the same ideas and technologies have been applied to previously difficult areas to transform them into high throughput screens. In this talk, the recent advances and how they have transformed our ideas of what constitutes a high throughput screen will be covered.
Dr Rob Howes, Head of Screening, **Vernalis (R&D)**, Cambridge, **UK**

12:10 **Panel Discussion**

- What is the future of drug discovery?
- How will new technologies improve processes?
- What scientific opportunities lie ahead for drug discovery in the Middle-East?

This panel session will be made up of speakers from the day

12:40 **Lunch and PABME Exhibition**

14:00 **Spotlight Session**
These sessions are hosted by leading companies who operate in this field. They offer an opportunity to learn about the latest developments in the industry. For more information about hosting these sessions, please contact: Kirianne Marshall, kirianne.marshall@informa.com, Tel: +44 (0) 20 7017 7129

14:30 **The role of informatics and genomics to drive innovation in pharma**
Bioinformatics and genomics are well-established scientific disciplines in pharmaceutical research. The availability of complete genome sequences and vast amounts of structural information on targets and target-ligand complexes have stimulated many efforts to rationalize the drug design process. It is believed that 'omics' and informatics may create many opportunities to speed up the multidisciplinary drug discovery process, and provide novel approaches to the design of drugs otherwise not possible. However, low productivity and high late stage attrition continue to challenge the pharmaceutical industry. Integrated R&D research approaches and genomics-based methods are needed to address the attrition problem and to increase productivity. The role of translational sciences and advances in bioinformatics, cheminformatics & genomics technologies in drug discovery and development will be discussed. This includes:

- IT to bridge Research and Development in Pharma
- Informatics to increase output of higher quality hits, leads and development candidates
- Incorporate translational research to reduce late stage attrition

Prof. Dr. Jacob de Vlieg, VP Molecular Design & Informatics, CIO Research and Development, **NV Organon, a part of Schering Plough Corporation, The Netherlands**

15:00 **The value of structure-based drug design and multi-target analysis**
Dr Jonathon Mason, Divisional Director, Early Lead Generation and Computational Chemistry, **Lundbeck A/S, Denmark**

15:30 **Afternoon refreshments**

Protein and antibody-based therapeutics

16:00 **Characterisation of complex protein mixtures**
Protein quantification and separation before 2D electrophoresis using label-free intrinsic imaging. One of the most commonly used protein separation techniques in proteomics is two dimensional gel electrophoresis (2DE). Although 2DE is cheap to set up and gives a visual profile of complex protein mixtures, it has many drawbacks. It is not quantitative, it can be laborious, it cannot separate the complete protein set and the reproducibility is low. All these factors result in increased sample replicates needed in the discovery of biologically relevant protein changes. To avoid running low quality samples on 2D gels and wasting valuable materials and time, samples are first analysed and quality checked using deltaDOT's Peregrine system. Protein detection is based on Label Free Intrinsic Imaging (LFI™) developed by deltaDOT.
Dr Judith Nagy, Institute of Biomedical Engineering, **Imperial College London, UK**

16:30 **Case-Study: BiTE: The next generation of anti-cancer antibodies**
BiTE antibodies are designed to redirect a patient's T cells for highly specific and serial elimination of cancer cells. Clinical proof of concept is provided with CD19-specific BiTE antibody MT103/MEDI-538 inducing complete and partial responses in late-stage lymphoma patients. A series of new BiTE antibodies are at different stages of development. Many of them target antigens that are expressed on cancer stem cells. The built-in 'seek and destroy' mechanism of T cells make BiTE antibodies particularly suitable to eliminate what are believed to be the seeds of bulk cancer cells and metastases.
Professor Patrick A. Baeuerle, SVP R&D and CSO, **Micromet, Inc., Germany**

17:00 **Case-Study: Development of a fully human antibody for clinical applications**
Vascular endothelial growth factor (VEGF) and its receptors (VEGFR) have been implicated in promoting solid tumor growth and metastasis via stimulating tumor-associated angiogenesis. Models of murine tumor angiogenesis and receptor-specific antibodies are required to evaluate roles of VEGF receptors in mouse xenograft models of human cancer. Human VEGFR-2 (also known as kinase insert domain-containing receptor [KDR]) and murine VEGFR-2 (or Fetal liver kinase [Flk]-1) share 85% amino acid sequence identity in their extracellular domain. However, sequence homology of the VEGF-binding domain of KDR and Flk1 is less than 75%. Until now, none of available KDR neutralizing antibodies demonstrate species cross-reactivity. Here we describe the first development of fully human antibodies that cross-react with mouse, rat and human VEGFR-2. High-affinity, species cross-reactive, ScFv antibodies specific for KDR/Flk-1 were selected from a fully-human naive antibody phage display library we constructed. The selected and converted fully-human IgG antibodies were found to bind to purified KDR with sub-nanomolar affinity. Their binding epitope was found in the IgG-like domain 3 of the extracellular

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domain of VEGFR-2, which is responsible for neutralizing the effect of KDR function. I will discuss recent *in vivo* data and part of the preclinical data of the anti-KDR antibody
Jin-San Yoo PhD, Adjunct Full Professor, The Therapeutic Antibody Center, Korea Research Institute of Bioscience and Biotechnology, Daejeon, **Republic of Korea**

17:30 **Closing remarks from the Chairperson**

17:40 **End of Conference Day One**

Conference Day Two: Monday 28 April 2008

East-meets-West business focus

08:30 **Morning refreshments**

08:50 **Opening remarks from the Chairperson**

09:00 **Embracing cross-border alliances to expand and advance drug discovery activities**
 Merck is redefining product discovery and development with a focus on novel science. This presentation will describe some of the approaches that Merck is taking, including increasing cross border alliances and collaborations with companies that focus on high quality, novel research. Merck has been very active in establishing alliances with companies and academic institutions worldwide for products in development as well as research technologies. The presentation will also discuss ways for companies to successfully navigate through the deal-making process at Merck.
Dr Bharatt M Chowrira, Vice President, Sirna Therapeutics and Executive Director, Worldwide Licensing & External Research, **Merck and Co., Inc., USA**

09:30 **Case-Study: Smart alliances**

At Nicholas Piramal the motto "building partnerships that prosper" is part of the culture of the company. Last year partnerships in the area of drug discovery in metabolic diseases and oncology have been announced with Eli Lilly and Merck (USA) respectively. These are unique collaborations where both partners share risk and reward. The idea is to save costs and time but maintain world class quality standards. The company also serves 7 out of the top 10 pharma companies in the area of contract manufacturing in its CRAMS division which has USFDA approved facilities in North America and Europe. New technologies using chiral and other chemistry have been patented to save costs on the manufacturing side as well. The company is a leader in the domestic Indian market and licenses products for the Indian market. Alliances are the cornerstone of Nicholas Piramal's strategy to reduce the burden of disease.
Dr Swati A. Piramal, Director – Strategic Alliances & Communications, **Nicholas Piramal India Limited, India**

10:00 **A successful example of how to mine traditional chinese medicine (TCM) for new drug opportunities**

Phynova has effectively established itself as a pharmaceutical "bridge" between East and West. By the time this conference convenes, Phynova will have three drugs in the clinic and will have increased the size of its pharmaceutical R&D footprints in both China and in the west. The company is in active discussions with a range of big pharma companies seeking access to novel drug candidates. The Phynova story makes a fascinating and relevant example of bringing together the best of the different but complimentary medical cultures from East and West.
Dr Tony Mills, Director of Business Development, **Phynova Group plc, UK**

10:30 **Morning refreshments**

11:00 **Case-study: From bench to market – value proposition in India**
Dr Dhananjay Patankar, CTO, **Intas Biopharmaceuticals, India**

11:30 **Trends in discovery stage deal-making in biopharmaceuticals**

The past decade has seen an increased acquisition interest in drug discovery platforms, especially those of biotechnology. Large pharma has been betting on the future value of these platforms and spent a great deal in a number of early stage deals. What are the deal drivers and the terms achieved by successful discovery companies? What kind of alliances are the most attractive and what deal strategies will enhance the chances of deal closure? This presentation will provide answers to these essential questions for innovators and acquirers.
Dr Tibor Papp, Head of Consultancy, **PharmaVentures Ltd.**

12:00 **East-meets-West Business Focus Q&A**
Made up from today's speakers

12:20 **Lunch and PABME Exhibition**

Discovery to development

14:00 **Overcoming barriers to immunogenicity of biotherapeutic drugs**
 Biotherapeutic drugs give rise to unwanted immune responses against the drug, including anti-drug antibodies (ADA). ADA may lead to rapid clearance, neutralization of the drug or diverse adverse events in clinical testing. Apart from monitoring and characterizing ADA in

clinical trials, there is a need for novel pre-clinical tools to identify and eliminate those features of biotherapeutics that lead to adverse immune responses – a phenomenon which is also true for human or humanized therapeutic antibodies. In this context, details on the following aspects will be discussed:

- The value of *in silico* algorithms to identify immunogenicity hot spots
 - Human cell-based *in vitro* approaches to minimize the risk of lead candidates
 - Contribution of transgenic mouse models based on tolerance against human proteins
 - Integration of pre-clinical tools in the risk factor-based-approach of regulatory agencies
- PD Dr. Harald Kropshofer**, Global Coordinator Immunotoxicology, **F. Hoffmann La Roche Ltd., Switzerland**

14:30 **Spotlight Session**

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15:00 **Afternoon refreshments**

15:20 **Case-Study: Application of biomarkers and personalised medicine to drug development**

The last 10 years has seen a marked reduction in productivity in the Pharmaceutical Industry combined with rising costs. The use of biomarkers and personalised medicine approaches have both been proposed as solutions to this decline in the health of the Industry but to date have yet to deliver. As our ability to generate large scale biological data has increased so has the opportunities for both biomarker identification and their application in both drug development and to personalised medicine. This talk will highlight the general problem and then use Pfizer examples to highlight the application of biomarkers and personalised medicine to drug development. The talk will discuss the challenges and opportunities of "changing the development paradigm" and the need to ensure that the regulatory and healthcare environments be supportive of innovation including the use of biomarkers and personalised medicines.
Dr Duncan McHale, Senior Director Translational and Molecular Medicine, **Pfizer Inc., UK**

15:50 **Methodological, ethical and legal issues in Brain/Tissue/Bio (BTB) Banking**

Brain/Tissue/Bio Banks (-Banks) are a rich source of adequately collected and preserved specimens of the human body in health and disease. We are still in the process of standardizing/harmonizing the methodological /legal/ethical guidelines to be used in the procurement and dissemination of human specimens. The golden standard guidelines comprise the following categories:

- | | | |
|-----------------------|----------------------|-------------------------|
| 1: Tissue procurement | 2: Tissue management | 3: Tissue dissemination |
| 4: Confidentiality | 5: Safety procedures | 6: Genetic testing |
| 7: "Financial gain" | | |

Dr Rivka Ravid, Netherlands Institute for Neurosciences, **Royal Dutch Academy of Sciences**

16:20 **Scientific and technical assessment in the process of due diligence for pharmaceutical deals; progress and hurdles**

Dr Louis-Christian Clauss, Global Director Regulatory Affairs New Product Development, BioScience, **Baxter World Trade, France**

16:50 **Closing remarks from the Chairperson**

17:00 **End of Conference**

Maintaining critical partnerships in outsourcing discovery chemistry

Evening Seminar and Discussion: Monday 28 April 2008

Registration: 17:30 | Start: 17:45 | End: 20:00

Refreshments and documentation included

Outsourcing discovery chemistry is becoming increasingly popular as R&D spending decreases and Western pharma and biotech look towards the East. But there are several hurdles to overcome before the perfect partnership can be obtained, from choosing the correct company through to ensuring protection of IP.

This evening seminar will cover various issues and allow you to discuss how to strive to outsource in the most efficient way.

Key topics for discussion include:

- How to get in contact with companies in India/China
- Time efficiency and discussing protocols
- Cost containment and managing time/cost efficiency
- Quality of data
- IP protection
- How to manage your outsourcing partner – can they behave like an extension of your company?

PABME Exhibition: Sunday 27–Tuesday 29 April 2008




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The Pharmaceutical and Biotechnology Middle-East (PABME) Exhibition is an exciting new networking platform for the international pharmaceutical and biotechnology industries. Designed to be an international destination where business cultures and ideas can meet, PABME is the region's only event that is being formatted as a major exhibition with a multi-disciplinary conference running alongside to cater for global markets. The entire show will attract at least 1600 participants from all parts of the world including Europe, South Asia, Americas and the Middle East.

For further information specific to PABME and to find out more about exhibiting at this event please visit www.pabme.com

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