

Pharmaceutical
And Biotechnology
Middle East

Book Now And
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Pharma and Biotech Opportunities in Emerging Markets

Develop Strategies And Meet The Challenges Of Entering An Emerging Market

27 – 28 April 2008 • Dubai International Convention & Exhibition Centre, Dubai, UAE



**This conference has been developed for
Pharmaceutical and Biotech professionals to:**

- Develop strategies to enter and successfully compete in emerging markets around the world to become a respected global player
- Understand the different opportunities and challenges of establishing your presence in the markets of the fastest growing countries in the world
- Find out current trends and future prospects from representatives from the fastest growing Pharmaceutical markets to prepare your company for global expansion
- Gain insight into making global partnerships work to meet the goals of all parties involved
- Discover the incentives and opportunities of establishing your company in Dubai and the UAE to weigh the benefits of entering the future global pharmaceutical and biotech hub of the world

Target Audience

This conference will be of interest to all those working in or with an interest in the Pharmaceutical and Biotechnology industry, but especially:

- Presidents, CEOs, VPs, Directors and Senior Managers
- Investment Directors
- Managing Partners
- Business Development/Licensing Managers
- Project Finance Managers
- Senior Counsel
- Heads of Strategic Alliances
- Venture Capitalists

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Pharma and Biotech Opportunities in Emerging Markets

Dear Senior Managers and Investors,

It gives me great pleasure to welcome you to the inaugural **'Pharma and Biotech Opportunities in Emerging Markets Conference'** at the exciting new international event Pharmaceutical and Biotechnology Middle East (PABME). Dubai is quickly becoming the international meeting place for the world's business leaders and is continually expanding into the fastest growing industries. This conference offers a unique forum for you, the leaders in the Pharmaceutical and Biotech fields, to come together to discuss the best strategies to successfully establish your presence in foreign markets.

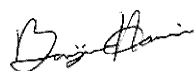
In the current Pharmaceutical and Biotech landscape it is essential to venture into new markets to sustain your company's growth. This process is fraught with problems and pitfalls that this conference will not only address, but give you the tools to identify and solve, before you embark on the process to expand your international prominence.

Those attending this conference will come away with the knowledge to assess the opportunities and challenges of setting up in emerging markets, evaluate whether a partnership is the best way to expand your operations and see how the futures of both your company and the industry are dependent on Pharmaceutical and Biotech globalization.

PABME is being brought to you by the team behind Arab Health. Register today by completing the registration form on the back page and fax it to +971 4 3364021, contact our registration hotline + 971 4 3367334 or visit www.pabme.com

We look forward to welcoming you to this industry first in Dubai.

Kind regards,



Benjamin Harris
Conference Producer

PS. Don't miss out on this exciting opportunity that you can't afford to miss!

Speaker Faculty:

G. Steven Burrill, CEO, Burrill & Co

Kiran Mazumdar-Shaw, CEO, Biocon

Dr. Viloo Morawala Patel, Founder and CEO, Avesthagen

Sally Jeffery, Director Advisory Services, PriceWaterhouseCoopers

Dr. Anis H. Khimani, Life Sciences Divisional Manager,

Gulf Science Co

Dr. Wolfgang Greb, Founder and CEO, Focus Clinical Drug

Development GmbH

Guy Fish, Vice President, Fletcher Spaght Inc./Fletcher Spaght Ventures

Ellick Wong, Professor, National University Singapore

S. M. Chandrashekhar, Medical Director, Avicenna Pharma

Development

Dr. Matthias Baumann, Managing Director, Focus Clinical Drug

Development GmbH

Markus Meyer, CEO, Pharma Development Holdings GmbH,

Professor of Pharmacology, Hannover University School of Medicine

Day 1: Sunday, 27 April 2008

08.00 Registration and Coffee

09.00 **Opening Remarks**

09.10 **Global Pharma Perspective**

- Government Support
- Problems in the West
- Opportunities in Developing Markets
- Drug Development
- Partnership
- R&D and Clinical Development
- Healthcare Systems

09.40 **Key Note: Global Biotech State of the Union**

G. Steven Burrill, CEO, Burrill & Company

10.20 Break

10.40 **Pharmaceutical and Biotechnology Landscape of BRIC Countries**

- Development Trends
- Drivers
- Current Developments
- Future Prospects

11.20 **Strategies for Emerging Bio/Pharm Markets**

- Increased Competition
- Speed-to-Market
- Changing Market Needs
- Product Life Span
- Generalized vs. Personalized Medicine

12.00 **Panel Discussion: Compare and Contrast the Development in Developing Markets**

India UAE
China Brazil
Russia Egypt
Jordan

12.40 Lunch Break

14.00 **Research Governance Models**

- Establishing a Research Ethics Review Committee/ Institutional Review Board
- Research Regulation and Policy
- Research Compliance and Training
- Animal Care and Use

14.40 **Changing Needs of R&D**

- Lower Costs of Outsourcing
- Shared Risks/Returns
- Increasing Exit Values
- Program Management
- Translational Research

15.20 Break

15.40 **Operational Strategies: Investing in People**

- Management
- HR Finding the Best People
- Personnel Qualifications
- Cultural Differences

16.20 **Bio/Pharm Investment Opportunities, Challenges and Trends in India**

- Government Support
- Drug Development
- Leadership
- Partnership
- R&D and Clinical Development

17.00 Close

Day 2: Monday, 28 April 2008

- 10:00 **UAE and Regional Incentives, Legislation and Government Policies**
- What are the Incentives to Establish a Bio/Pharm Company in UAE?
 - Regional Economies
 - Government Authorities and Policies
 - Free Zones/Bio-clusters
- 10.10 **Bio/Pharm partnerships: What Can We Offer?**
- Role of Partnerships in Accessing Emerging Bio/Pharm Markets
 - Opportunities and Pitfalls of International Partnerships
 - Partnerships between Private and Public Sectors
 - Innovative Deal Structures
- 10.50 **Global Pharma Partnerships: What We Expect?**
- What kind of Partnerships are they looking for?
 - Evaluating Strengths and Weaknesses
 - Product Focus Area
 - UAE and GCC
- 11.30 Break
- 11.50 **Making the Partnership Work**
- Legal
 - Sharing Responsibility
 - Patents/IP/TRIPS
 - Cultural Differences
- 12.30 **Challenges and Benefits of Outsourcing in Emerging Markets**
- Decision Factors for choosing a Manufacturing Location
 - Dynamics of Setting up Operations in Emerging Markets
 - Strategic Rationale
 - Choosing a CMO
 - QA/QC
- 13.10 Lunch Break
- 14.30 **Doing Business in China**
- Government Support
 - Drug Development
 - Leadership
 - Partnership
 - R&D and Clinical Development
- 15.10 **Establishing your Presence in the Middle East**
- Government Support
 - Drug Development
 - Leadership
 - Partnership
 - R&D and Clinical Development
- 15.50 Break
- 16.10 **East and West Perspectives of Priority Conflicts**
- Treatment Priorities
 - Manufacturing and Marketing Drivers
 - Capability vs. Market Driven Decision Making
 - Multi-party conflict: Government, Industry and Social Organizations
 - CSR
- 16.50 **Roundtable Discussion**
- 17.30 Close

PABME Biotech Showcase

The Biotech Showcase will be a forum for the latest R&D to be discussed and the potential explored. Bringing together the scientists leading the research and the investors looking for the right place to make their investment. The Showcase will share ideas as well as find research and business partners.

Visit www.pabme.com for more information or call +971 4 3365161

Conference Sponsorship Opportunities

Pharma and Biotech Opportunities in Emerging Markets will be an ideal meeting platform for your company to demonstrate its products and services to a targeted audience and extend your marketing reach within this industry. Apart from the exposure gained during the Conference, you will have access to the PABME's Exhibition. To find out how you can increase your corporate identity, build brand awareness and showcase your leadership profile at this meeting please contact us for a tailored sponsorship package on: Tel : +971 4 3365161, Fax: +971 4 3364021 or e-mail pabme@iirme.com



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Other Conferences taking place during PABME:

Middle East Drug Discovery
27 – 28 April 2008

Clinical Trial Congress Dubai
27 – 28 April 2008

Pharmaceutical Registration Congress
27 – 29 April 2008

Clinical Research Congress
27 – 29 April 2008

Facilities Design, Upgrade and Expansion
28 – 29 April 2008

Antibody Production – Upstream and Downstream Processing
28 – 29 April 2008

Comparability, Immunogenicity and Biosimilars
28 – 29 April 2008

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Yes, please register the following delegate for:

	Dates	Early Bird Discount		Pre-conference		On-site	
		US\$	AED	US\$	AED	US\$	AED
		Before 15 March 2008		Before 24 April 2008		After 24 April 2008	
<input type="checkbox"/> Pharma and Biotech Opportunities in Emerging Markets	27 – 29 April	1,750	6,420	2,000	7,340	2,250	8,250

Book now to save from on-site prices

Discounts are also available for groups of 10 or more. Please contact 971-4-3367334 to find out more.

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Address (if different from label above)

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Employment Sector: Please specify:

Payments Please tick (✓) if you would like to pay by: Visa Mastercard Cash Cheque Bank Transfer Bank Draft

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. **Only those delegates whose fees have been paid in full will be admitted to the event.** You can pay by company cheque in Dirhams or US\$. Please note that all US\$ cheques and bank drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. **All payments should be in favour of IIR Holdings Ltd. (Exhibitions)**

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Cash Payment can be made at the IIR Middle East office – 320 Sultan Business Centre (Next to Lamcy Plaza), Dubai. Tel: 971-4-336 7334, Office hours: Sunday – Thursday, 9:00 – 17:30

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a **50% service charge will be payable.** Registrations **cancelled less than 14 days** before the event will not be refunded. All payment queries must be addressed within

Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Hotel & Accommodation Details

Please contact:

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