Open Innovation in the Life Science Sector

Engendering cultural change and business model redesign to optimise open information flows for reduced development cost and risk

Barcelona, Spain
18th–20th April 2012

Increasing productivity of products and improving innovation to build a sustainable pipeline

In the Chair:
Andrew Parsons
Vice President, Pre-Clinical Development, External Drug Discovery
GlaxoSmithKline

Marcus evans Expert Speaker Panel:

Dr. Ulrich Betz
Director, Department Head Center of Innovation
Merck Serono

Graham Cross
Director, Collaborative Alliances and Supplier Innovation
Unilever

Dr. Steve Street
Vice President, Pfizer WW Research & Development
Pfizer

Robert Stoll
Commissioner of Patents

Andrew Parsons
Vice President, Pre-Clinical Development, External Drug Discovery
GlaxoSmithKline

Eric Snoecx
Director, Open Innovation and Networking, Janssen Campus Office
Janssen

Dr. Fred van Ommen
Senior Vice President Innovation, Strategy Officer Corporate Technologies
Philips Corporate Technologies

Dr. Helmut Haning
Senior Vice President, Global Innovation Sourcing
Bayer Schering Pharma

Dr. Mohammed Charki
Open Innovation Strategy, Scouting and Partnerships
Sanofi

Sylvie Bove
Innovation Officer
Lund University

Jorge Beleta
Director, Discovery Strategy
Almirall

Dr. Martin Bonde
Chief Executive Officer
EpiTherapeutics

Colin Callow
Head, NHS National Innovation Centre
NHS Institute for Innovation and Improvement

Dr. Allison Jeynes-Ellis
Medical & Innovation Director
ABPI

Dr. Marcel Schreuder Goedheijt
Director DSM Innovative Synthesis
DSM

Lise Abildgaard Ryberg
Vice President of Corporate Patents and Trademarks
Lundbeck

Attending This Premier marcus evans Conference Will Enable You to:
- Evaluate and improve your ability to redesign your business model for innovation; with agility and responsiveness to change
- Understand the best practices of crowd sourcing
- Gain insight into how to manage intellectual property efficiently to reduce risk
- Examine how to build trust in external relationships
- Learn how to develop cultural change and build relationships to access innovation and expert talent
- Identify whether open innovation is applicable to smaller companies and how to apply the best practices of management
- Assess new approaches to foster innovation and entrepreneurial thinking in pharma research and development

Hear Cutting Edge Industry Case Studies From:
- GlaxoSmithKline’s review on building a co-creation culture in external R&D
- Pfizer’s approach to collaborative innovation models
- Bayer Schering Pharma’s experience on effectively tackling the R&D productivity challenge
- Janssen on building a robust infrastructure of collaborations
- Merck Serono’s new approaches to foster innovation and entrepreneurial thinking in pharma
- Almirall on adopting innovation in mid-size pharma

Media Partner:

marcus evans conferences life sciences series
Conference Day 1
18th April 2012

08:30 Registration and Coffee
09:00 Opening Address from the Chair
Andrew Parsons
Vice President, Pre-Clinical Development, External Drug Discovery
GlaxoSmithKline

THE OPEN INNOVATION ENVIRONMENT AND EMERGING TRENDS

09:10 Opening Address:
Opening the doors to “open innovation”
• What we define as open innovation
• What should the industry collaborate on?
• Is innovation the answer to the industries collapse?
• The benefits of open models and strategic networking
• What are the innovative opportunities to drive open relationships?
• An outlook on the future and emerging trends
Mohammed Charki
Open Innovation Strategy, Scouting and Partnerships
Sanofi-Aventis

09:50 A look into the future: How will early innovation be managed?
• Where are the gaps in the market?
• What will be done in the future?
• How will the industry contribute to innovation?
• An outlook on the future and emerging trends
Speaker to be announced shortly
10:30 Morning Coffee and Networking Break

11:00 DSM as a supporter of Open Innovation
Session to be announced shortly
Dr. Marcel Schreuder Goedheijt
Director DSM Innovative Synthesis
DSM

FOSTERING RELATIONSHIPS TO ACCESS INNOVATION AND TALENT

11:30 Case Study:
New approaches to foster innovation and entrepreneurial thinking in pharma
• Using self-assembling teams to maximise output generated from a global idea competition innospire
• Where generations meet: The Merck Serono Innovation Cup
• Open source – crowd sourcing: Supporting the drug discovery engine
Dr. Ulrich Betz
Director,
Department Head Center of Innovation
Merck Serono

12:00 Case Study:
Innovation to drive deal with pharma
• Why does small biotech need alliances?
• What does pharma need from small biotech, if anything?
• How can pharma access innovation in small biotech?
• Joining forces: Epitherapeutics’ deal with Abbott
Dr. Martin Bonde
Chief Executive Officer
EpiTherapeutics

12:50 Luncheon
13:50 Coffee and Networking

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JohnHs@marcusevansse.com

14:20 Innovation in academia – a marriage with big pharma: “Happily ever after”?
• What academia seeks in industrial relationships
• Some issues to resolve for a lasting relationship
• A model for innovation in academia: Case study from Lund University
Sylvie Bove
Innovation Officer
Lund University

15:00 Key Note Case Study:
Collaborative innovation models in Pfizer – Successes, learnings and opportunities
• Principles of innovation
• Internal programmes
• Centres for Therapeutic Innovation (R&D)
• Payer partnerships (R&D and commercial)
Dr. Steve Street
Vice President, Pfizer WW Research & Development
Pfizer

15:40 Interactive Panel Discussion:
Making innovative alliances work
Key industry representatives discuss key trends in innovative alliances and how to best form partnerships and collaborations to access innovation
• The evolving alliance landscape
• Managing alliances effectively and at reduced cost
• The perfect partner
Panelists:
Mohammed Charki
Open Innovation Strategy, Scouting and Partnerships
Sanofi-Aventis
Jorge Beleta
Director, Discovery Strategy
Almirall
Dr. Martin Bonde
Chief Executive Officer
EpiTherapeutics

16:20 Afternoon Tea and Networking Break

16:50 Case Study:
Building a robust infrastructure of collaborations is a strategic choice
• Set up a cluster based eco system
• Some best practices for building networks and clusters
• Multiple partnerships: Benefits and challenges
• Building trust in relationships
• What do companies need to change internally to be successful in building partnerships?
Eric Snoeckx
Director, Open Innovation and Networking,
Janssen Campus Office
Janssen

17:30 Crowd sourcing: An open innovation approach to promote collaborations
• How to use crowd sourcing
• More concrete values and creating standards
• How is it progressing and benefiting other companies?
• Crowd sourcing initiatives to source future innovation
• Operational implantation for successful crowd sourcing
• Going beyond the portal: Finding the right expertise
Speaker to be announced shortly

18:00 Closing Comments from the Chair and Close of Day 1

Business Development Opportunities:
Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:
Anastasios Cafaltis, Sponsorship Director, marcus evans Germany
Tel: +49 (0)30 890 61 269, A.Cafaltis@marcusevansde.com
Conference Day 2

19th April 2012

08:30 Registration and Coffee

09:00 Opening Address from the Chair
Andrew Parsons
Vice President, Pre-Clinical Development, External Drug Discovery
GlaxoSmithKline

NEW APPROACHES TO ADOPT CULTURAL CHANGE IN PHARMA

09:10 Case Study:
Building a co-creation culture in external R&D: Experience from the ceedd in GSK
Andrew Parsons
Vice President, Pre-Clinical Drug Development, External Drug Discovery
GlaxoSmithKline

09:50 Strategic IP management in open innovation
- What type of platform is the best practice?
- The development of patent applications
- What grants are available?
- Asset management and creating value
- Overcoming IP challenges for smooth transition to commercialisation
Robert Stoll
Commissioner of Patents

10:30 Morning Coffee and Networking Break

11:00 IP mingling and funding for win-win situations
- Handling IP in an open innovation environment
- Relational risk and content: The business models that work
- Benefits, advantages and opportunities: A practical view
Speaker to be announced shortly

11:40 Case Study:
How do participating stakeholders get the best out of pre-competitive collaborations
- Maximising shareholder value
- Pre-negotiation strategies in collaborations
- Restructuring for competitiveness
- Increasing pre-competitive collaborations for driving innovation and increasing productivity
Lise Abildgaard Ryberg
Vice President of Corporate Patents and Trademarks
Lundbeck

INTERGRATING INNOVATION INTO IMPROVED BUSINESS MODELS

12:20 Case Study:
Effectively tackling R&D productivity challenge: Integration of external research
- Open innovation models
- Improving innovation for sustainability
- Industry-academia partnerships
- Effectively managing the integration of external research
- Abandoned R&D assets: Value or burden?
Dr. Helmut Haning
Senior Vice President, Head Global Innovation Sourcing
Bayer Schering Pharma

13:00 Luncheon

14:00 Coffee and Networking

14:30 Cross Industry Case Study:
Successful business models accelerating innovation
- The pathology of innovation
- Business models fuelling innovation and growth
- Applying business models within your company and in open innovation
- Understanding value and co-creation models
Dr. Fred van Ommen
Senior Vice President, Innovation
Strategy Officer Corporate Technologies
Philips Corporate Technologies

15:10 Interactive Panel Discussion:
How to tackle open innovation bottlenecks
Key industry representatives address the main challenges in open innovation collaborations and how to overcome these bottlenecks.
- Implications of open innovation
- Access to funding
- Overcoming regulatory hurdles
Panelists to be announced shortly

15:40 Afternoon Tea and Networking Break

TECHNOLOGY DEVELOPMENT IN AN INNOVATION ENVIRONMENT

16:20 Case Study:
Identifying, assessing and developing technology, product and service innovations within the NHS
- Linking innovators with appropriate national policy and programme leaders
- Brokering technology innovation into the NHS
- Identifying and addressing areas of unmet clinical need
- Improving technology pull within the NHS
- Facilitating pilot "proof of concept" projects
- Assisting innovators to navigate the innovation landscape
- Fostering connectivity and communication between Government, NHS organisations, industry and academia
Colin Callow
Head, NHS National Innovation Centre
NHS Institute for Innovation and Improvement

17:00 Adopting innovation in mid-size pharma
- Can open innovation models be applied to smaller companies to stabilise product pipelines?
- Managing open innovation in smaller companies
- Why open innovation models in large pharma differs to small pharma
- The future of collaborations between larger and smaller firms
Jorge Beleta
Director, Discovery Strategy
Almirall

17:40 Closing Comments from the Chair and Close of Day 2

Media Partner:

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DEVELOPING BUSINESS MODELS AND GENERATING VALUE ACROSS STAKEHOLDERS

This workshop will enable participants learn more about the right tools to implement an effective business model to access innovation and overcome the productivity crisis.

08:30  Registration and Afternoon Coffee
09:00  Workshop Leader’s Opening Remarks

Topics Covered Include:
- Integrating open innovation into business models
- Modeling a business model to your company
- What implications do we need to be aware of?
- Learning from success stories and avoiding the same mistakes

Attendees will be able to enjoy afternoon tea and networking opportunities midway through the workshop at 11:15

12:30  Workshop Leader’s Closing Remarks

Workshop leader to be announced shortly

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Post-Conference Workshop

20th April 2012

Post-Conference Workshop

DEVELOPING BUSINESS MODELS AND GENERATING VALUE ACROSS STAKEHOLDERS

This workshop will enable participants learn more about the right tools to implement an effective business model to access innovation and overcome the productivity crisis.

08:30  Registration and Afternoon Coffee
09:00  Workshop Leader’s Opening Remarks

Topics Covered Include:
- Integrating open innovation into business models
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- Learning from success stories and avoiding the same mistakes

Attendees will be able to enjoy afternoon tea and networking opportunities midway through the workshop at 11:15

12:30  Workshop Leader’s Closing Remarks

Workshop leader to be announced shortly

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conference

Producers of high quality business to business conferences designed to address the strategic information needs of senior executives. Speakers are practitioners from international blue-chip organisations and financial institutions, as well as business schools, academic bodies and government ministries. More than 1,000 conferences take place each year, attracting over 100,000 delegates and 16,000 speakers.

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marcus evans congresses bring together the leading vendors and decision makers from a wide range of services and industries. Each event provides an opportunity for key suppliers to exhibit and demonstrate their products to the region’s key professionals. In addition to the exhibition format the event’s educational conference is attended only by delegates who are pre-qualified, in most cases to a minimum spend of US$5 million and many with budgets in excess of $50 million.
2nd Annual
Open Innovation in the Life Science Sector

Registration Details
CONFERENCE: OPEN INNOVATION IN THE LIFE SCIENCE SECTOR
DATES: 18TH-20TH APRIL 2012
VENUE: BARCELONA, SPAIN

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1. Fees are inclusive of program materials and refreshments.
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4. Copyright etc: All intellectual property rights in all materials produced or distributed by marcus evans in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
5. Data Protection: Client confirms that it has requested and consented to marcus evans retaining client information on marcus evans group companies database to be used by marcus evans group companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform marcus evans local office or email glasveg@marcusevansuk.com for training and security purposes telephone calls may be recorded.
6. Important note: While every reasonable effort will be made to adhere to the advertised package, marcus evans reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that marcus evans permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another marcus evans event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However, marcus evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client’s office is located.
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