

Economist Conferences

The  
Economist

# Pharma 2020



February 27th 2008  
The Radisson SAS Portman  
London

Shaping the future of the  
pharmaceutical industry

Lead sponsor:

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## Pharma 2020: Shaping the future of the pharmaceutical industry

Pharma is becoming an increasingly diverse and even chaotic industry, with traditional blockbuster development routes now topping the US \$1bn mark, and biotech, generics and other niche companies grabbing market share from the majors. Meanwhile, governments aim to reduce their spending on drugs and consumers press for more power and personalisation.

How will the industry respond to these pressures? And how can players not only survive the threats, but also secure the opportunities that the years ahead promise? Developments in markets, territories and technologies all promise immense value—if the benefits can be tapped, and applied effectively.

**Pharma 2020:** *Shaping the future of the pharmaceutical industry* is an exclusive one-day conference designed to explore the way ahead for the next decade. Leading innovators from industry, science and academia will gather to explore topics including:

- Will Big Pharma fragment into an extended family of collaborating entities? If so, how will the players align themselves and rebuild their routes to market?
- How will R&D be managed—and its costs controlled?
- What new revenue models will emerge?
- How will new techniques in biotech, computing and advanced chemistry change the drug discovery and development process?

The latest in our established annual series, this forum will give participants the opportunity to debate the issues facing the sector, share insights and network with their peers in a discreet, facilitated environment. It's the most effective—and stimulating—way of making sure you've got the future covered.

Supporting publications:

**World Generic Markets**

**4D Pharma**  
Pipeline • Products • Performance • Potential

**wpm**  
World Pharmaceutical Markets

**SCRIP**  
WORLD PHARMACEUTICAL NEWS

## Share your views with an expert panel of speakers:



*Conference chair:*

**Richard Barker**  
Director-general  
**Association of the British Pharmaceutical Industry**



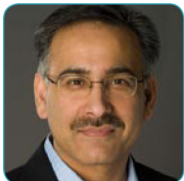
Robert Wessman  
President and Chief  
Executive Officer,  
**Actavis**



Patrick Vallance  
Senior Vice-  
president,  
Drug Discovery,  
**GlaxoSmithKline**



John Patterson  
Executive Director,  
Development,  
and Board Member,  
**AstraZeneca**



Mehmood Khan,  
President, **Takeda**  
**Global Research**  
& **Development**  
Center



Murray Aitken  
Senior Vice-  
president,  
Healthcare Insight,  
**IMS Health**



Robert Ruffolo  
Senior Vice-president  
and President, Wyeth  
Research, **Wyeth**  
**Pharmaceuticals**

### Register today to guarantee your participation:

1. Register online at [www.economistconferences.com](http://www.economistconferences.com)
2. E-mail [rsvplare@economist.com](mailto:rsvplare@economist.com)
3. Fax your completed registration form to: **+44 (0) 20 7576 8472**
4. Telephone Clare Leonard on **+44 (0) 20 7576 8384** to reserve your place

## Programme

Conference Chair: **Richard Barker**, *Director-general,*  
*Association of the British Pharmaceutical Industry*

### 08.30 Registration and refreshments

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### 09.00 Chair's opening remarks

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### 09.10 Executive discussion I: Pharma 2020—is the industry ready?

- What opportunities is the rapidly diversifying business environment creating for the different players?
- Are we reaching the end of the vertically integrated business model for Big Pharma?
- New models for collaboration
- How can biotech make a profit?

*John Patterson, Executive Director, Development, and Board Member, AstraZeneca*

*Robert Wessman, President and Chief Executive Officer, Actavis*

*Robert Ruffolo, Senior Vice-president and President, Wyeth Research, Wyeth Pharmaceuticals*

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### 10.25 Economist Intelligence Unit presentation: The future of prescription drug pricing

- Future P&R reform—can it tighten further?
- Federal price controls for the US?
- Big Pharma responses—the primacy of volume over price

*Henry Dummett, Managing Editor, Healthcare, Economist Intelligence Unit*

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### 10.45 Refreshments

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### 11.15 Executive discussion II: Identifying opportunities in new and emerging markets

- Growth in the emerging markets: prosperity or peril?
- Tapping into intellectual capital—the growth of Asia as a research base rather than a low-cost manufacturing centre

- How will the global market look in the next ten years? Where will new opportunities lie?

*Jesper Høiland, Senior Vice-president, International Operations, **Novo Nordisk***  
*Murray Aitken, Senior Vice-president, Healthcare Insight, **IMS Health***

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### **12.30 Lunch**

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#### **14.00 Executive discussion III: The future of R&D**

- How do you structure your R&D operations? Centres of excellence or therapeutic lines: other ideas and new business models
- What can governments do to encourage and stimulate innovation in R&D?
- Is personalised medicine the future? How can you make it pay?

*Patrick Vallance, Senior Vice-president, Drug Discovery, **GlaxoSmithKline***  
*Trevor Mundel, Global Head of Exploratory Clinical Development, **Novartis***  
*Mehmood Khan, President, **Takeda Global Research & Development Center***

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#### **15.15 Executive discussion IV: Patient as consumer—will this be the future of the industry?**

- The rise of patient-led care: is this the future of the drugs industry?
- The future of personalised medicine
- Will we see dtc advertising come to Europe? What impact might this have?
- What will be the role of the pharmaceutical company in tomorrow's healthcare system?

*Arthur Higgins, Chairman of the Board, **Bayer Healthcare***  
*Rory O'Connor, Vice-president Medical and Regulatory Affairs, **Pfizer Europe***

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### **16.30 Chair's closing remarks**

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### **16.45 Close of conference**

## Why you should attend this event

Targeted at senior executives from Europe's major pharmaceutical industries, this one-day conference will offer a stimulating exchange of viewpoints and strategies among corporate leaders.

## Who should attend?

- CEOs and board-level executives
- Presidents, VPs & SVPs
- Senior managers with specific responsibility for:
  - General management
  - Healthcare systems
  - Sales and marketing
  - Finance
  - Joint ventures and strategic alliances
  - Strategic corporate planning
  - Research and development
  - Government relations and public affairs
  - Drug pricing
  - Legal

Feedback from some of our past delegates:

“Compact, stimulating agenda, informative/provocative”

“High level speakers, good broad topics”

# Registration information

## AT A GLANCE

**Date:** February 27th 2008

**Timing:** 08.30–17.00

**To book:** +44(0)20 7576 8384

**Fax:** +44(0)20 7576 8472

**E-mail:** [rsvpclare@economist.com](mailto:rsvpclare@economist.com)

**Website:** [www.economistconferences.com](http://www.economistconferences.com)

**Venue:** Radisson SAS Portman Hotel, 22 Portman Square,  
London, W1H7BG

**Fee per delegate:** £815 + VAT per person

**Early booking offer:** Register and pay by credit card before December 31st 2007 and receive £100 discount.

**Team offer:** Register two or more delegates simultaneously for only £750 + VAT per person (Special offers cannot be combined).

The fee for this event covers your attendance, full documentation, lunch and refreshments. When you register, you will receive a letter of confirmation, details of the conference, contact information and a map of the location. Please note that payment must be received before the start of the conference. We reserve the right to accept or reject delegates at our discretion.

## TRAVEL AND ACCOMMODATION

Delegates are responsible for the arrangement and payment of their own travel and accommodation. A preferential rate has been negotiated for you at the Radisson SAS Portman Hotel. Please reserve your room directly with the hotel, quoting "Economist Conferences' Pharmaceuticals Conference".

**Telephone:** +44 (0) 20 72086000

## Substitution/cancellation policy

Please remember: If you are unable to attend the conference for any reason, you may make substitutions at no extra charge but we would appreciate prior notice. If you wish to cancel your booking we require at least 21 days' prior written notice. If you cancel at least 21 days prior to the conference an administration fee of 20% will be payable. If full payment has already been made, the balance (less the administration fee) will be refunded. If your cancellation notice is NOT received at least 21 days prior to the day of the conference, you will be liable for payment of the full fee and will not be entitled to any refund.

## FIVE EASY WAYS TO REGISTER

**1 Online** Register online at: [www.economistconferences.com](http://www.economistconferences.com)

**2 E-mail** E-mail your details to: [rsvpclare@economist.com](mailto:rsvpclare@economist.com)

**3 Fax** Complete the details on this form and fax to:  
+44(0)20 7576 8472

**4 Telephone** +44(0)20 7576 8384 and return this form to confirm your registration

**5 Post** Send the completed form with your payment to: Clare Leonard, Economist Conferences, 26 Red Lion Square, London WC1R 4HQ, UK

**Note:** Delegate fee(s) must be paid in full prior to the event.

## SPONSORSHIP OPPORTUNITIES

If you are interested in discussing sponsorship opportunities for this and other events, please contact:

**Kate Walters**

**Telephone:** +44(0)20 7576 8163

**Fax:** +44(0)20 7576 8472

**E-mail:** [conferencesponsorship@economist.com](mailto:conferencesponsorship@economist.com)

## CONFERENCE DOCUMENTATION & EXECUTIVE SUMMARY

If you are unable to attend you may purchase these, which include the full programme, copies of available speaker presentations and speaker biographies. To order copies, please complete and return the attached registration form.

## Data Protection Notice

We would like to keep you informed of Economist Group products and occasionally to allow other reputable companies to contact you. Choices regarding such communications are on the registration form. Economist Conferences and its suppliers process customer data for the purpose of customer analysis and product development. Economist Conferences and The Economist Group operate from offices worldwide. Steps have been taken to ensure that consistently high standards of data protection are used in our regional offices.

# Registration Form

YES! Please register me and/or my colleague(s)

## A. DELEGATE DETAILS

Dr  Mr  Mrs  Ms  Miss

Surname: \_\_\_\_\_

First name: \_\_\_\_\_

Job title: \_\_\_\_\_

Region of responsibility:  UK  EMEA  Global  Other  
(please specify) \_\_\_\_\_

Organisation name: \_\_\_\_\_

Nature of business: \_\_\_\_\_

Address: \_\_\_\_\_

Town/city: Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## SECOND DELEGATE DETAILS

Dr  Mr  Mrs  Ms  Miss

Surname: \_\_\_\_\_

First name: \_\_\_\_\_

Job title: \_\_\_\_\_

E-mail: \_\_\_\_\_

## B. PRICING DETAILS

**Standard conference fee: £815 + VAT per person**

**Early booking offer:** Register and pay by credit card before December 31st 2007 and receive **£100** discount.

**Team offer:** Register two or more delegates simultaneously for only: **£750 VAT**

**Substitution and cancellation policy date:** 21 days before event.  
Special offers cannot be combined.

## C. PAYMENT DETAILS

- I wish to register \_\_\_\_\_ (number) delegates  
 I wish to order \_\_\_\_\_ copies of the conference  
documentation and summary

Total Amount: £ \_\_\_\_\_

## D. PAYMENT METHODS (delegate fee(s) strictly payable in advance)

**CREDIT CARD** (tick as appropriate)

Amex  Visa  Mastercard

Card No.

Expiry Date   /

If the cardholder's name differs from the delegate's,  
please insert the details here:

**CHEQUE** Made payable to 'Economist Conferences'

**BANK TRANSFER** Payable to Barclays Bank Plc, please quote  
ref: EM0502 and send a copy of the instructions together with  
your registration form.

Account Name: Economist Conferences

Account Number: 50019542

Sort Code: 20-67-59.

We require an invoice to raise payment (Only for bookings  
made by January 20th 2007)

## E. CONFERENCES

I do not wish to receive communications from:

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 Economist Conferences via e-mail about new features, events,  
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 Other Economist Group companies  
 External companies  
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information page)  
(b) am/are authorised to sign this document on behalf of  
the above company

Signature: \_\_\_\_\_

Date: \_\_\_\_\_