

# ***RE-SHAPING THE PHARMACEUTICAL INDUSTRY***

**- New Business Models -**

**THURSDAY 5 NOVEMBER 2009  
BASEL  
10 AM – 5 PM**

**The Swiss-India Business Forum (SIBF) has the pleasure to invite you to a one-day conference focusing on the transformations in the Biotechnology and Pharmaceutical sectors.**

**India is ranked as the world's 4th largest pharmaceutical market in terms of volume and the 13th largest in terms of value. Switzerland is the home of two of the world's top ten pharmaceutical companies and therefore is regarded as the pharma capital of the world. As a result there are immense untapped resources to explore for fruitful collaborations.**

**This event will focus on the benefits and risks of emerging business models in the industry, both from a Swiss and an Indian perspective. The topics of discussion will include:**

- Challenges of new advanced therapies.**
- Success stories in trans-national businesses.**
- Clinical trials in India.**
- Location Switzerland for R & D.**
- Update on regulatory challenges of generics.**

**The Swiss-India Business Forum looks forward to your active participation in this conference.**



## RE-SHAPING THE PHARMACEUTICAL INDUSTRY

*-New Business Models-*

### PROGRAM\*

| Time                     | Topic   | Speaker   |
|--------------------------|---|---|
| <b>MORNING SESSION</b>   |   |   |
| 10:00 – 10:05            | Welcome Address   | <b>Renuka Cavadini</b><br><i>President of the Swiss-India Business Forum (SIBF)</i>                       |
| 10:05 – 10:15            | Basel Area  | <b>Franz Saladin,</b><br><i>CEO, Basel Area</i>   |
| 10:20 – 10:40            | Advanced Therapies – Swiss Perspective                                    | <b>Andrea Pfeifer</b><br><i>CEO, AC Immune SA</i>   |
| 10:45 – 11:05            | Advanced Therapies – Indian Perspective                                   | <b>Viloo Morawala Patell</b><br><i>CMD, Avesthagen</i>  |
| 11:05 - 11:20            | <b>Coffee &amp; Tea Break</b>   |   |
| 11:25 - 11:45            | Challenges of the Economic Downturn on Biotech Companies                  | <b>Martin Austin</b><br><i>Managing Director, TransformRx GmbH</i>  |
| 11:50 – 12:10            | Regulatory Challenges of Exporting Generic Drugs to Europe                | <b>Emmanuelle Voisin</b><br><i>Principal, Voisin Consulting</i>   |
| 12:10 - 12:30            | <b>Q &amp; A</b>  |   |
| 12:30 - 13:45            | <b>Lunch break</b>  |   |
| <b>AFTERNOON SESSION</b> |   |   |
| 13:50 – 14:10            | Advantages of R & D in Switzerland  | <b>Michael Buschle</b><br><i>President, Biologics, Glenmark Pharmaceuticals SA</i>                        |
| 14:15 – 14:35            | Dr. Reddy's Collaborative Business Models                                 | <b>Marcel Velterop</b><br><i>VP, Head Global Sales and Business Development, Dr. Reddy's Laboratories</i> |
| 14:35 – 14:45            | <b>Q &amp; A</b>  |   |
| 14:45 - 14:55            | <b>Coffee &amp; tea break</b>   |   |
| 15:00 – 15:20            | Status Update on H1N1 Pandemic Flu  | World Health Organization Speaker (to be confirmed)   |
| 15:25 - 15:45            | Conducting Clinical Trials in India – A case study                        | <b>Antal K. Hajos</b><br><i>Managing Director &amp; CEO Europe, Ecron Acunova GmbH, The Expert CRO</i>    |
| 15:50 – 16:10            | Doing business with Indian Pharma Industry - Legal & Regulatory Framework | <b>Milind Antani</b><br><i>Nishith Desai Associates</i>   |
| 16:10 – 16:45            | <b>Panel Discussion</b>   |   |
| 16:50 – 17:00            | Closing Remarks   | <b>Gautam Maitra</b><br><i>Secretary of the Swiss-India Business Forum (SIBF)</i>                         |

\* Program is subject to changes.



## **REGISTRATION FORM**

| COMPANY   |  |
|---|--|
| <b>Member of the Swiss-India Business Forum</b> | <input type="checkbox"/> Yes<br><input type="checkbox"/> No                    |
| <b>Title (Mr./ Mrs./ Ms.)</b>                   |  |
| <b>First name(s)</b>                            |  |
| <b>Family name</b>                              |  |
| <b>Address</b>                                  |  |
| <b>ZIP Code</b>                                 |  |
| <b>Locality</b>                                 |  |
| <b>Country</b>                                  |  |
| <b>Phone</b>                                    |  |
| <b>Fax</b>                                      |  |
| <b>e-mail address</b>                           |  |
| <b>Meal Preference</b>                          | <input type="checkbox"/> Vegetarian<br><input type="checkbox"/> Non-vegetarian |

### **REGISTRATION FEE**

CHF 250 for SIBF members

CHF 300 for non-members

Please make your payment as per the following details:

Swiss-India Business Forum  
**Account** : 240-779959.00E  
**IBAN** : CH 100024024077995900 E  
**SWIFT** : UBSWCHZH80A

UBS SA  
8, rue du Rhône  
Case postale 2600  
1211 Genève 2 UBS S

## REGISTRATION

**Registration deadline: 30 October 2009.**

To register, please fill out the registration form and send by email to [paula@sibf.ch](mailto:paula@sibf.ch) or by fax to +41 22 839 8151 and make your payment as per the instructions on the registration form.

For any questions Paula: Tel: +4176 349 28 12 or email [paula@sibf.ch](mailto:paula@sibf.ch)

## LOCATION

**Venue :** Radisson SAS  
Steinentorstrasse 25  
4001 Basel

