

# 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

Half-Day Interactive Post-Conference Workshop:

Developing business models and generating value across stakeholders

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:



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 Snoeckx**

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**

**18th April 2012**

## Booking Line

John Hausman

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[JohnHs@marcusevansse.com](mailto:JohnHs@marcusevansse.com)

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 pharma 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**

12:10 **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

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

### Complimentary Accommodation Booking Service:



For specially negotiated and discounted hotel bedroom rates please contact our official Travel and Accommodation provider – Karen Symonds at **myTravel Manager** on [karens@my-travelmanager.com](mailto:karens@my-travelmanager.com)

### 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**  
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**19th April 2012**

## Booking Line

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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**

- 6 years experience of external drug discovery – What worked and what did not
- Finding solutions that support change
- Incentives and rewards that can generate and block change
- How to focus on what is important

**Andrew Parsons**

Vice President, Pre-Clinical Drug Development,  
External Drug Discovery  
**GlaxoSmithKline**

### MANAGING INTELLECTUAL PROPERTY IN PRODUCT DEVELOPMENT

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**

### CAN WE APPLY OPEN INNOVATION TO SMALLER COMPANIES

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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20th April 2012

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*

## marcus evans

### **marcus evans** conferences

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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# Open Innovation in the Life Science Sector

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LS123

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## Fees

### Standard Industry:

- ☐ CONFERENCE: @ €2999 (SEK 26991) + VAT  
☐ CONFERENCE + WORKSHOP: @ €3899 (SEK 35091) + VAT

### Small/Medium sized Biotech / SME:

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### PAYMENT IS REQUIRED WITHIN 5 WORKING DAYS.

VAT will be charged at the local rate of 18%. The prices are inclusive of programme materials, luncheon, and refreshments. Credit cards will be charged in SEK.

## Registration Details

CONFERENCE: OPEN INNOVATION IN THE LIFE SCIENCE SECTOR

DATES: 18TH–20TH APRIL 2012

VENUE: BARCELONA, SPAIN

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3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
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8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.