

September 26-27, 2011

Innovation Days

a Pharma & Biotech Event **2011**



Cité Internationale Universitaire

27 Boulevard Jourdan

75014 Paris



Innovation Days 2011 Highlights:

- A networking community with over 600 attendees
- 2000 one-to-one meetings & 600 licensing opportunities
- Multiple Conferences and workshops
- 20 + Biotech companies presentations

9:00 Registration and Exhibition open	
Continental Breakfast	
9:20 - 9:30	Welcome and opening remarks RAFI MARDACHTI, DIRECTOR, UNIVERSAL MEDICA GROUP
9:30 - 10:15	<p>Plenary session</p> <p style="text-align: center;">New trends in the biopharmaceutical sector: the place of « open innovation »</p> <p>Biopharmaceutical sector is evolving to answer to the growing need of moving towards the market quickly and with lower transactions costs. This trend leads to new partnerships' configurations offered by the "Open Innovation" approach.</p> <p>To officially launch the second edition of this event, prestigious speakers from pharmaceutical industry will share their views and will discuss the concerns for making this new business model a success.</p> <p style="text-align: right;"><i>Panelists: To be confirmed</i></p>
10:15 - 10:45	Networking break
10:45 - 11:30	<p>Plenary session</p> <p style="text-align: center;">R&D: strategies for innovation and excellence</p> <p>The consequence of this new "Open Innovation" approach renews every stage of the R&D process to commercialization value chain and involves creative way of partnering. What is the current position of some of the major pharma : scouting and external innovation or search for new applications of existing pipeline?</p> <p>Panelists will explore how the decisions need to be reflected in the company's development and the attendees could take an active part through discussing original ideas.</p> <p style="text-align: right;"><i>Panelists: LUC AGUILAR, DIRECTOR PIERRE FABRE INNOVATION</i> <i>CHARLES BRIGDEN, LICENSING DIRECTOR, EXTERNAL R&D, AMGEN</i> <i>JEAN DEREGNAUCOURT, INSTITUT PASTEUR</i> <i>MANFRED HORST, DIRECTOR BUSINESS DEVELOPMENT & LICENSING, MSD</i></p>
11:45 - 12:45	Presenting session: Biotech companies
Lunch	
2:00 - 3:00	Presenting session: Biotech companies

<p>3:30 - 4:30</p>	<p>Workshop</p> <p style="text-align: center;">Looking ahead: personalized medicine</p> <p>In clinical practice, the term <i>personalized medicine</i> is defined as using new methods of molecular analysis for the purpose of ensuring better management of an illness or a predisposition to disease. It seeks to achieve optimal medical outcomes by helping physicians and patients to choose the treatment option most likely to give the best results based on to genetic and environmental profiles of the patient.</p> <p>Major pharma are realizing that the shift towards personalized medicine will happen: in fact, recent deals reflect the rising emphasis of companion biomarkers and diagnosis in drug development. But some questions are still unanswered. Are there viable business models for companion diagnosis? Which other healthcare players will be involved? What about the payers?</p> <p>This panel will discuss how personalized medicine is leading the way into a new era in Life Sciences.</p> <p style="text-align: right;">Panelists: <i>CLAUDE HURIET - PRESIDENT INSTITUT CURIE, MEMBER OF THE ADMINISTRATION COUNCIL OF THE AGENCY OF BIOMEDICINE PATRIK KOLAR – HEAD OF UNIT, PERSONALISED MEDICINE, DIRECTORATE-GENERAL FOR RESEARCH, EUROPEAN COMMISSION LOIC MAUREL, EXONHIT THERAPEUTICS MANUEL GEA, BIO-MODELING SYSTEMS</i></p>
<p>4:30 – 5:00</p>	<p>Networking break</p>
<p>5:00 – 6:00</p>	<p>Workshop</p> <p style="text-align: center;">Perspective on E-Healthcare & new technologies for innovation</p> <p>Due to changes in the health care systems (increased health care costs, aging population, access to care, etc...), the innovation of new technologies is a complex process.</p> <p>Medical, regulatory and economic values of health technology innovations (In Vitro Diagnostics, medical devices, health information technology) are key dimensions of company competitiveness. The issue of "health economics" is a poorly understood problem that disrupts the launch of innovation in the health care sector.</p> <p>This workshop aims for a balanced participation of all stakeholders: research communities, the industry, and representatives of health care systems who will discuss the ethical issues and the optimal economic model for these new health technologies' framework.</p> <p style="text-align: right;">Panelists: <i>GERAUD D'ARGENLIEU, SANTEOS DENISE SILBER, HEALTH 2.0 JONATHAN LINKOUS, AMERICAN TELEMEDICINE ASSOCIATION</i></p>
<p>6:00</p>	<p>Exhibit Hall Hospitality Reception</p>

<p>9:30 - 10:30</p>	<p>Plenary session</p> <p style="text-align: center;">Maturing Companies: access to finance</p> <p>The biotechnology industry having survived a crisis of two years is now flourishing. Even though the funds invested in biotechnology are declining, the investments in R & D remain strong. After several initial fundraisers, certain businesses struggle to find new sources of funding and local consortia are rare: 75% of partnerships with French biotechnology companies are generated outside France.</p> <p>This session will open up the debate on the financing of maturing companies: the status of Young Innovative companies, the financial support from the Government “Major Loan” and the collaborations with local groups etc...</p> <p>If breakthrough innovation and territorial development require the support of small and medium companies, why let these latter surrender to foreign investors?</p> <p style="text-align: right;">Panelists : <i>JEAN-PIERRE LOZA, A ROUND CONSEIL</i> <i>PIERRE-NOEL LIRSAC, GROUPE LFB</i> <i>PHILIPPE POULETTY, TRUFFLE CAPITAL</i></p>
<p>10:30 – 11:00</p>	<p>Networking break</p>
<p>11:00 - 12:00</p>	<p>Plenary session</p> <p style="text-align: center;">Incentives to promote innovation: government and EU subsidies</p> <p>The European Commission aims at reforming research systems and promoting external cooperation for the development of an open market for innovation. What are the new options for biotech start-ups to finance their projects? Both the private and the public sectors offer opportunities which are useful to consider.</p> <p>Panelists will discuss the various measures established by the European Union and present the initiatives taken by member states at the local level, such as the creation of Technology Research Institutes.</p> <p style="text-align: right;">Panelists: <i>STEPHANE DENEPOUX, INNOVATIVE MEDICINES INITIATIVE SUPPORT GROUP</i> <i>STEPHANE HOGAN, EUROPEAN COMMISSION</i> <i>DANIEL VASMANT, OFFICE OF INDUSTRY, HEALTH, CHEMISTRY AND NEW MATERIALS AT DGCIS</i></p>
<p>12:15 - 12:45</p>	<p>Presenting session: Biotech companies</p>
<p>Lunch</p>	

2:00 - 3:00	Presenting session: Universal Biotech 2011 Innovation grant finalists
3:00 - 3:30	<p style="text-align: center;">Innovation grant ceremony</p> 
3:45 - 4:30	<p>Workshop</p> <p style="text-align: center;">Capitalizing on Intellectual Property in Life Sciences</p> <p>There are various options of managing intellectual property including the transfer of research results into the public domain, patent licensing, partnerships with the private sector, specific vectors for the development of technology and new ideas such as open structures that regroup innovations and patents. How to get the most out of these opportunities ? How to structure appropriate innovation cycles? How to manage intellectual property to obtain optimal and sustainable benefits?</p> <p>This workshop will provide expert advice on the challenges of managing intellectual property as an essential tool of competitiveness between the different actors of consortia.</p> <p style="text-align: right;">Panelists:</p> <p style="text-align: center;"><i>ANNE DESAIX, ERNEST GUTMANN – YVES PLASSERAUD S.A.S</i> <i>NICOLAS TORNO, EUROPEAN PATENT ATTORNEY - HEAD OF PATENTS AND INVENTIONS, INSTITUT PASTEUR</i> <i>CARINA SCHMIDT, ATHERA BIOTECHNOLOGIES</i></p>
4:30 - 5:00	Networking break
5:00 - 6:00	<p>Workshop</p> <p style="text-align: center;">Organization of European clusters: collaboration or competition?</p> <p>The European Commission has recently supported the creation of a collaborative platform dedicated to clusters: <i>European Cluster Collaboration Platform</i>. Designed using the same principles as the virtual social networks, this platform aims to provide cluster managers with a virtual meeting place to create partnerships, develop new projects and obtain information about key events in their area of expertise. Will this initiative succeed in promoting the development of a collaborative logic?</p> <p>The speakers and attendees will discuss the incentives and obstacles of the creation of a European research sector. Experience sharing and best practices identification will be the keywords of this session.</p> <p style="text-align: right;">Panelists:</p> <p style="text-align: center;"><i>DR. FABRIZIO CONICELLA, BIOPMED INNOVATION CLUSTER</i> <i>DR. REINHARD BÜSCHER - HEAD OF UNIT, SUPPORT FOR INDUSTRIAL. INNOVATION EUROPEAN COMMISSION</i> <i>DR. HORST DOMDEY, MUNICH BIOTECH CLUSTER DEVELOPMENT AGENCY</i> <i>DR CLAIRE SKENTELBERY - DIRECTOR OF OPERATIONS, EUROPE UNLIMITED & NETWORK MANAGER, COUNCIL OF EUROPEAN BIOREGIONS (CEBR)</i></p>
6:00	Closing Reception

Universal Medica Group

106 Bureaux de la Colline
92213 St Cloud Cedex
France

Tel : +33 (0) 1 41 12 27 77

Fax: +33 (0) 1 41 12 27 83

contact@universalmedica.com

