

# 6<sup>th</sup> Annual Generics Asia Summit

Partnering & Innovation Strategies for Branded & Super Generics in Pharmerging Markets

31 October – 3 November 2011 | Sheraton Towers, Singapore

## Distinguished Speakers from Innovators & Generics Industries including:

*“Well organized with interesting & timely topics. Speakers very knowledgeable. Excellent networking. A must attend event...” Sanofi Pasteur*



**Rajesh Kumar**  
Generics Director, South East Asia & Indochina, Sanofi-Aventis, Singapore



**Yariv Hefez**  
Director Global Business Development & Alliance Management, Merck Serono, Switzerland



**Dr Mandar Kodgule**  
Associate Vice President & Head, Global IP & Strategic Planning, Wockhardt Ltd, India



**Dr Haitao Sun**  
Director, China and Asia Pacific Patents, Sanofi Aventis, China



**Khalid Mahmood**  
Managing Director & Chief Executive Officer, Getz Pharma (Pvt) Limited, Pakistan



**Dr Jang Kyung-Won**  
Director General ASEAN Harmonization, Korea Health Industry Development Institute, South Korea

## PLUS! Expert Opinions from:

- **Richard DiCicco**, *Chairman, Harvest Moon Pharmaceuticals, USA*
- **Dr Abdullah Baaj**, *Chief Executive Officer, Boston Oncology, Syria*
- **Osamu Sato**, *Chairman & Chief Executive Officer, Pharmex Japan Co., Ltd*
- **Dr Deepak Murpani**, *Vice President, Product Development, Genepharm Group, Greece*
- **Dr Thomas Leonard**, *Vice President & Chief Scientific Officer, Merrion Pharmaceuticals, USA*
- **Daara B Patel**, *Secretary General, India Drug Manufacturers' Association*
- **Dr Azizi Ayob**, *Corporate Technical Advisor, PT Dexa Medica Group, Indonesia*
- **Jamaludin Elis**, *Commercial Director, Pharmaniaga Marketing Sdn Bhd, Malaysia*

## Your “MUST-ATTEND” event with open discussions and real opinions from the industry...

- Uncover the next level and latest global developments in generics and evaluate upcoming opportunities
- Assess and capitalize on pharmerging market growth to maximize your ROI
- ‘NEW!’ Legal Debate featuring in-house counsel from innovator and generic companies
- Leverage key success factors in profitable and sustainable partnerships
- Differentiating generics through different drug delivery systems or greater brand recognition
- Reinforce your positioning and grow your market share through branded generics
- Understand and evaluate strategies in the next phase of generic medicines from ‘Commodity’ to ‘Super-generics’

### Pre-Conference Strategy Briefing 31 October 2011

#### **A** Taking Generics Forward: The Growth of Branded and Supergenerics

Led by:  
**Richard DiCicco**, *Chairman, Harvest Moon Pharmaceuticals*  
**Dr Janet M McNicholas**, *Partner, K&L Gates LLP*

### Post-Conference Workshops | 3 November 2011

#### **B** Requirements and Conduct of Bioavailability and Bioequivalence Studies

Led by: **Dr Sandy Eisen**, *Chief Medical Officer, Frontline Pharma Consulting Ltd, Former Chief Medical Officer, Teva*

#### **C** Utilizing New and Improved Drug Delivery Systems to Differentiate Generics

Led by: **Ajay Rastogi**, *VP, Technology Catalysts International*

[www.generics-asia.com](http://www.generics-asia.com)

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08:30 **Registration & Morning Coffee / Tea**

09:00 **Chairperson's Opening Remarks**  
**Richard DiCicco**, *Chairman, Harvest Moon Pharmaceuticals (USA)*

**GENERICS PLUS: THE NEXT LEVEL BEYOND  
"COMMODITY" GENERICS**

09:10 **A Global Outlook for the Generics Industry: from Commodity to Value Added Generics**

KEYNOTE

- An overview of the investments in global generics and the future development opportunities in generic medicine
- Trends and the future market environment – what are the factors that will hinder or enhance growth and profitability?
- What are the main opportunities and/or threats which are pushing entry into this intensely competitive industry?
- How will the industry change with increased competition faced by new entrants?

**Rajesh Kumar**, *Generics Director, South East Asia & Indochina, Sanofi-Aventis (Singapore)*

09:45 **Assessing Big Pharma Moves into Generics**

- Analyzing why innovators are now showing active interest in the generics market
- Identifying common tactics used by Big Pharma in order to enter into the generics market to keep their market share

**Graham Lewis**, *VP Europe, Global Pharma Strategy, IMS Health (UK)*

10:20 **How have the Competitive Entries of Originators Expedited the Development of Branded, Differentiated or Supergenerics?**

PANEL DISCUSSION

- How are originators performing in the branded generics space?
- Generics are being reformulated and presented in improved delivery systems and packaging, has this had any effect on the market? If so, is this driving further development of differentiated or 'Supergenerics' or is it just hype?
- How are local generics players changing their strategies in response?
- What will be the next big moves by both originators and generics companies to preserve and grow their market share?

Moderator:

**Richard DiCicco**, *Chairman, Harvest Moon Pharmaceuticals (USA)*

Panelists:

**Tadashi Matsumoto**, *President, ReqMed (Japan)*

**Dr Sandy Eisen**, *Chief Medical Officer, Frontline Pharma Consulting Ltd, Former Chief Medical Officer, Teva (UK)*

11:00 **Morning Refreshments**

11:30 **Strategizing Entry into Asia's High Value Economy, Japan**

COUNTRY FOCUS

- The changing dynamics of the Japanese generics industry and its impact
- What are the main barriers of entry and how have partnerships eased this?
- What are the key areas of focus for M&A?

**Osamu Sato**, *Chairman & Chief Executive Officer, Pharmex Japan Co., Ltd*

12:05 **India as Asia's Generics Supplier**

COUNTRY FOCUS

- An overview of the Indian generics industry and the movement from vanilla to value-added generics
- Analyzing India's ability to support Asia in generics supply
- Looking beyond local markets and establishing partnerships with neighbouring companies to penetrate other Asian markets

**Daara B. Patel**, *Secretary General, India Drug Manufacturers' Association*

12:40 **Networking Lunch**

**GLOBAL UPDATES & ASIAN REGULATORY HARMONIZATION**

14:00 **Updates on ASEAN Harmonization and Regulations Governing Market Entry for Generics**

KEYNOTE

- Analyzing ASEAN harmonization and its implementation around Asia
- What is the impact on the existing generic players as well as new entrants in pharmerging markets?
- What are the considerations for strategic entry into Asia's emerging markets?

**Dr Jang Kyung-Won**, *Director General, ASEAN Harmonization, KHIDI (South Korea)*

14:35 **Complying with Increased Local Government Protectionism**

- Protectionism and what it means for entry into local Asian markets
- Assessing the role of healthcare cost reductions and how it translates to increased penetration of generics
- Understanding how the US Patient Protection and Affordable Care Act and its regional equivalents will affect generic drug manufacturers

**Widya Buenastuti**, *Legal Director, Pfizer Indonesia*

15:10 **Drug Delivery and Reformulation: When is a Generic No Longer an Exact Copy?**

- Distinguishing between exact copies and when a generic is "new" or improved
- How and when does drug delivery affect the application of an ANDA?
- To what extent is reformulation permissible before a generic drug requires an NDA?

**Dr Thomas Leonard**, *Vice President & Chief Scientific Officer, Merriem Pharmaceuticals (USA)*

15:45 **Afternoon Refreshments**

**OUT OF THE LAB & INTO THE COURTROOM:  
ORIGINATORS vs. GENERICS**

16:15 **Generics' Response to Big Pharma's Defense Moves**

- An overview & case studies of legal, regulatory and marketing tactics employed by originators
- Employing well strategized legal and marketing moves to keep out the competition
- Generic evergreening – how do generic companies compete in the evergreening race?

**Dr Ron Tomer**, *Vice President, Unipharm (Israel)*

16:50 **Pre-emptive Launching vs the Legal Costs in Aggressively Pursuing Market Share**

- Advantages of being first to market – balancing the benefits with expected legal challenges
- Examining this high risk strategy and assessing the potential payoffs in launching proactively
- How has this been applied successfully and under what conditions can risk be minimized?

**Dr Mandar Kodgule**, *Associate Vice President & Head, Global IP & Strategic Planning, Wockhardt Ltd (India)*

17:25 **Legal Head to Head Debate: Legal Barriers to Market Entry: The Changing Role of Patents – Originators vs Generics**

PANEL DISCUSSION

- Are generics becoming less generic?
- How are originators moving into branded generics?
- Generics getting more patents as they focus on super generics
- Are originators still succeeding with life cycle management or has it become a "never-greening" world of patents?
- Will generics doing more challenging and less designing around patents?
- How are originators doing more narrow patenting to build stronger, more enforceable patent portfolios?
- Determining if regulatory exclusivities or other barriers to market entry are more important than patents?
- Assessing if the hurdles of due diligence and freedom to operate are decreasing

Moderator:

**Dr Janet M McNicholas**, *Partner, K&L Gates LLP (USA)*

Panelists:

**Dr Haitao Sun**, *Director, China and Asia Pacific Patents, Sanofi Aventis (China)*

**Dr Mandar Kodgule**, *Associate Vice President & Head, Global IP & Strategic Planning, Wockhardt Ltd (India)*

18:05 **Chairperson's Remarks and End of Conference Day One**

09:00 **Chairperson's Opening Remarks**  
**Richard DiCicco**, *Chairman, Harvest Moon Pharmaceuticals (USA)*

**STRATEGIC POSITIONING THROUGH PARTNERSHIPS AND ALLIANCES**

09:10 **Partnering with an Innovator: A Generics Point of View**

- Are you giving away your market share?
- How can generics companies take advantage of their partnerships to improve their market share?
- Identifying the common challenges in a partnership
- What are the opportunities and advantages in the international markets through working with an international?
- How to deal with pricing issues between brand and generics

*For speaker updates please refer to [www.generics-asia.com](http://www.generics-asia.com)*

09:45 **Establishing a Lucrative Relationship Between Innovators & Generic Companies – What is the Winning Formula?**

- Identifying key elements in a successful partnership
- Advantageous business models for emerging market-based players and corresponding partner
- Compare the benefits and challenges of different partnership models: in-licensing, joint ventures, strategic alliances, venture capital
- Prediction of future trend of partnership between global and local companies

**Panelists:**  
**Song Jun**, *Business Development Manager, Strategy & Business Development, Pfizer Investment Co. Ltd (China)*  
**Tadashi Matsumoto**, *President, ReqMed (Japan)*  
**Yariv Hefez**, *Director Global Business Development & Alliance Management, Merck Serono (Switzerland)*

10:25 **Morning Refreshments**

10:55 **Flanking Generics: Successful Out-licensing Strategies**

- Identifying licensing and collaboration opportunities in branded generics
- Working with local partners to launch as quickly as possible to establish market presence
- Case studies of successful risk-sharing relationships – lessons learned

**Richard DiCicco**, *Chairman, Harvest Moon Pharmaceuticals (USA)*

**BRANDED GENERICS TO PRESERVE GROW MARKET SHARE**

11:30 **Tapping into the Opportunities and Growth of Branded Generics in Asia**

- The opportunities and challenges of selling branded generics in Asia's developing markets
- Exploring therapeutic areas that are still untapped: Alzheimer's, Pain, Inflammation, Diabetes
- Identifying successful steps to establishing a well recognized branded generic

**Khalid Mahmood**, *Managing Director & Chief Executive Officer, Getz Pharma (Pvt) Limited (Pakistan)*

12:05 **Networking Lunch**

13:30 **How Generic Companies can Play the Branded Game too**

- Building upon local experience to reinforce branding and positioning in domestic markets
- Creating a successful business model for generic companies in pharmerging markets
- Fostering regional partnerships for expansion overseas – challenges and successes

**Dr Abdullah Baaj**, *Chief Executive Officer, Boston Oncology (Syria)*



**DIFFERENTIATED GENERICS, GENERICS PLUS, SUPERGENERICS**

14:05 **A New Frontier: Commercialization of Super Generics**

- What are super generics?
- What are the success stories?
- Strategic considerations for developing a value added generic
- Future potential for supergenerics

**Dr Deepak Murpani**, *Vice President, Product Development, Genepharm Group (Greece)*

14:40 **Are Differentiated Generics the Next Pharma Bubble?**

- Is it all a marketing gimmick and is it what the customer needs?
- Exploring the real opportunities of differentiated generics
- Finding the market gap and filling it with supergenerics

**Moderator:**  
**Ajay Rastogi**, *Vice President, Technology Catalysts International (USA)*

**Panelists:**  
**Khalid Mahmood**, *Managing Director & Chief Executive Officer, Getz Pharma (Pvt) Limited (Pakistan)*  
**Jamaludin Elis**, *Commercial Director, Pharmaniaga Marketing Sdn Bhd (Malaysia)*  
**Dr Sandy Eisen**, *Chief Medical Officer, Frontline Pharma Consulting Ltd, Former Chief Medical Officer, Teva (UK)*  
**Jaswinder Gill**, *Head of Sales and Marketing of International Branded Generics Business, Glenmark Pharmaceuticals (India)*

15:20 **Afternoon Refreshments**

15:50 **Leveraging Drug Delivery Systems as a Competitive Differentiator**

- Understanding the strategic alliance between drugs and devices
- Determining the long term advantages for drug and delivery companies and their customers
- Assessing Asian acceptance of various alternatives in drug delivery

This is an opportunity for expert drug delivery system providers to present an interactive educational tutorial on differentiating generics. If you would like to host a tutorial, please contact Yvonne Leong, at +65 6508 2489, or [Yvonne.leong@ibcasia.com.sg](mailto:Yvonne.leong@ibcasia.com.sg)

**THE END GAME: ESTABLISHING TRUST WITH ASIAN PAYERS & PATIENTS**

16:25 **Winning Confidence and Brand Equity in the Minds of Asian Prescribers and Patients**

- Key influencers and decision makers
- Understanding the Asian perspective and how it differs from the West
- Strategize your marketing strengths to gain the most market share as quickly as possible
- How can patients be sure of the quality of the drugs they obtain and ensure they are genuine?

**Jamaludin Elis**, *Commercial Director, Pharmaniaga Marketing Sdn Bhd (Malaysia)*

17:00 **Closing Visionary Discussion: Will Asian Generics & Pharmerging Markets Eclipse those of the US & EU?**

- What are the definitive success factors?
- How else can Asia compete in the global markets?
- Quality perception of Asian-made generics and what can they do to improve their image?
- Will pharmerging markets continue to outpace mature markets or will affordability affect growth?
- What are the opportunities for biosimilars in Asia?

**Moderator:**  
**Richard DiCicco**, *Chairman, Harvest Moon Pharmaceuticals (USA)*

**Panelists:**  
**Abdullah Baaj**, *Chief Executive Officer, Boston Oncology (Syria)*  
**Daara B. Patel**, *Secretary General, India Drug Manufacturers' Association*  
**Rajesh Kumar**, *Generics Director, South East Asia & Indochina, Sanofi-Aventis (Singapore)*  
**Dr Azizi Ayob**, *Corporate Technical Advisor, PT Dexa Medica Group (Indonesia)*

17:40 **Chairperson's Closing Remarks and End of Conference**

**A** 31 October 2011*This full-day briefing will run from 09:00 – 17:00, with mid-morning and afternoon refreshment breaks and lunch. Registration begins from 8.30am.*

## Taking Generics Forward: The Growth of Branded and Supergenerics

### Workshop Objectives:

This briefing will encourage open participation by all delegates and offer the opportunity to fully explore at an operational level the evolving changes in generics both now and in the future

### Workshop Agenda:

#### Asia's Generics Market

- Challenges and opportunities in the Asian generics market
- Where are therapies going in the Asian small molecule market?
- Growth of Asian pharmerging markets and how has this influenced the strategy for both generics and innovator companies
- Tapping into Asian pharmerging markets – what to watch out for
- What 'evergreening' opportunities exist for originator companies in Asia?
- What intellectual property challenges lie ahead in Asia?
- What is the necessary legal due-diligence needed before entry into Asian pharmerging markets?

- Establishing a trust relationship with local Asian partners and the legal challenges to estimate depth of trust
- What is the potential market growth for branded generics in Asia?
- How to retain brand loyalty in the face of stiff price competition in Asia?

#### 'Supergenerics' in Asia

- Moving on from commodity generics towards supergenerics in Asia
- Expanding your drug repertoire with supergenerics then entering into the Asian pharmerging markets
- Who are the leaders for supergenerics in Asia?
- Exploring the Asian commercialization strategy for supergenerics

#### Briefing Facilitated by:

**Richard DiCicco, Chairman, Harvest Moon Pharmaceuticals (USA)**

Rich co-founded Harvest Moon Pharmaceuticals USA, Inc. in 2007 with a proven pipeline of products developed since 1984. HMP develops

and licenses-out to the trade, worldwide, complex generic drug products, copy bio products and biosimilars. He is a member of the Editorial Board of the Journal of Generic Medicines, a member of the Licensing Executives Society, speaks often and is widely published in generics and biosimilars.

**Dr Janet M McNicholas, Partner, K&L Gates LLP (USA)**

Janet is noted for her achievements in the areas of biotechnology, pharmaceutical and medical products. She headed the biotechnology patent practice at McAndrew, Held and Malloy, headed the Life Sciences Patent Group of Cooley Godward's Palo Alto Office and served as patent counsel for XOMA, a biotechnology company known as a leader in the development of therapeutic antibodies.

Prior to practicing law, Janet conducted research in immunology, molecular biology, biochemistry and genetics at Stanford University and at the California Institute of Technology through a post-doctoral fellowship.

**B** 3 November 2011*This half-day workshop will run from 09:00 – 12:30, with a mid-morning refreshment break. Registration begins 30 minutes before the workshop commences. Lunch will be provided for full day participants attending both the morning and afternoon workshops.*

## Requirements and Conduct of Bioavailability and Bioequivalence Studies

### Objectives:

This workshop will cover the scientific, legal and practical requirements for all aspects of bioequivalence studies including regulatory requirements for comparative bioequivalence studies for generic products

### Who should attend:

- All those working in generics companies who are involved in the planning, specification, conduct and presentation of data from bioequivalence studies, including senior management, and regulatory affairs professionals, writers and scientists.
- Managers and staff of companies, including biosimilars companies, who need to generate and work with bioequivalence data.

### Workshop Agenda:

- General introduction to bioavailability and bioequivalence
- Why is bioequivalence necessary – in what circumstances are BE studies required, and when are they not required?
- Regulatory guidelines for bioequivalence
- Study design and methodology
- Standard bioequivalence criteria
- Bio-waivers and exemptions
- Bio-analytical methods
- Study data analysis and statistics
- Report writing and presentation
- Costings for bioequivalence studies
- How to deal with CROs for bioequivalence
- Bioequivalence for biosimilars and other products than generics

### About Your Workshop Leader:

**Dr Sandy Eisen, Chief Medical Officer, Frontline Pharma Consulting Ltd, Former Chief Medical Officer, Teva (UK)**

A physician for over 30 years, Sandy graduated from Cambridge University and studied clinical medicine at St Bartholomew's Hospital Medical School in London. His postgraduate qualifications include Pharmaceutical Medicine and he has over 20 years' experience in pharmaceutical regulation and pharmaceutical medicine. Sandy has worked in several senior positions in both government and pharma, most recently as Chief Medical Officer for Teva Pharmaceuticals Europe for 5 years. In 2011, he set up his own company, providing independent advice on all aspects of pharmaceutical medicine and clinical research, covering innovative products, biosimilars and generics in all therapeutic areas.

**C** 3 November 2011*This half-day workshop will run from 13:30 – 17:00, with a mid-afternoon refreshment break. Registration begins 30 minutes before the workshop commences.*

## Utilizing New and Improved Drug Delivery Systems to Differentiate Generics

### Objectives:

This workshop aims to equip participants with the necessary commercial and technical knowledge in differentiating their generics with new and cutting edge drug delivery methods, taking their commodity generics further.

### Workshop Agenda:

- An overview of the differentiated generics available in the global markets
- Opportunities and challenges in the differentiated generics market
- Case studies of successful differentiated generics

- What are the latest drug delivery systems available in the market?
- Establishing alliances between drugs and devices

### About Your Workshop Leader:

**Ajay Rastogi, VP, Technology Catalysts International (USA)**

Ajay has a Bachelor of Science degree from the Indian Institute of Technology and an MBA from the Indian Institute of Management. He has over 30 years of experience in industry and consulting, including 25 years at Technology Catalysts.

At Technology Catalysts, Ajay is responsible for Business Development, Strategic and Technology Assessment Studies, and for sourcing hard-to-find information for large corporate clients in drug delivery systems, OTC, and ethical pharmaceuticals. He has managed several strategic planning studies, including technology audits to identify new business and diversification opportunities for large companies and due diligence studies leading to mergers and acquisitions, researched the FDA compliance aspects, current Good Manufacturing Practices, and other regulatory issues pertaining to the pharmaceutical and fine chemical industry.

# 6th Annual Generics Asia Summit

## Partnering & Innovation Strategies for Branded & Super Generics in Pharmerging Markets

*“The combined generics market size is valued at approximately \$77bn in the US, Japan, the five major EU markets (France, Germany, Italy, Spain, and the UK), the BRIC markets (Brazil, Russia, India, and China), and Australia combined. With branded pharma set to lose approximately \$100bn in sales due to the patent cliff, this presents a significant opportunity for generics players during 2011–15” Datamonitor, April 2011*

As recently reported by Barclays Capital, innovator drugs worth nearly US\$25 billion in sales will come off patent in 2011, followed by a significant spike in 2012, when nearly US\$35 billion worth of drugs will lose protection.

During this period till 2015, as blockbusters come off-patent, originators will face intensifying competition from generics and other competitors as they eat into once protected market shares and profits. The days when innovators could dismiss generics have changed. Innovators watching their blockbusters falling off the patent cliff, are increasingly engaged in numerous collaborations and M&As to preserve their hold on the market with greater and more urgent emphasis on branded generics.

IBC's 6th Annual Generics Asia Summit continues to be THE conference that provides a platform for innovators, generics, investors and regulators to discuss business strategies. Be privy to open and in-depth dialogue and insights from the world's leading pharma innovators and the region's major generics and market experts. Discuss, examine and discover how to strategically position your business to maximize your ROI in this highly competitive sector.

Witness the rapid rise and demand from pharmerging markets, whose growth is expected to more than double from 12% of global spend in 2005 to 28% in 2015. These 17 markets, led by China but including fast ageing populations from South East Asia to mature but challenging Japan, presents unequalled 'First to Market' opportunities for branded generics.

Don't miss out on country focused case studies, leading insights into the next phase of generics and high-level 'no-holds barred' panel discussions!

### Here's what past attendees said about Generics Asia:

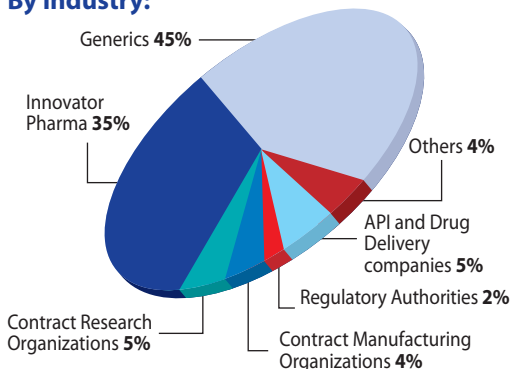
*“Good turnout and interesting discussions!!” Bokhari, Head of Asia, Acino Pharma*

*“It was very informative and useful to grasp the trend of this industry” Masayuki, Assistant Vice President, Sumitomo Mitsui Banking Corporation*

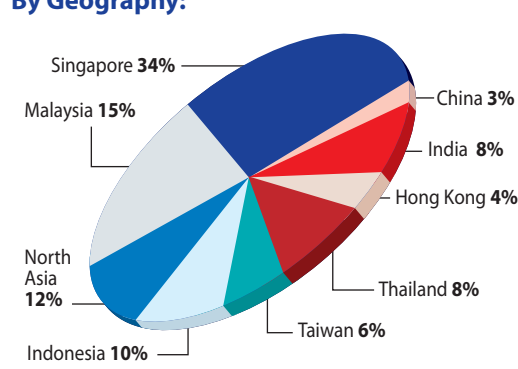
*“not only was the programme and presentations sensational, but the delegates were high level and I made a deal before the first day closed” Technology Catalysts*

## Who Should Attend:

### By Industry:



### By Geography:



### By Job Title:

CEO, CSO, MDs, VPs, Directors & Heads

- Business Development & Strategy
- Research and Development
- Strategic Alliances
- Commercial Development
- Branding
- IP /Counsel Lawyer & Patent Attorney
- Sales & Marketing
- Regulatory Affairs
- Product Development
- Strategy / Corporate Planning & Development
- Licensing
- Procurement / Sourcing
- External Manufacturing
- Collaborative Research
- CMO Account Management
- External Resourcing
- Quality Assurance
- Technology Transfer

## Recent attendees of IBC's Generics and Biosimilars series include:

ASTRAZENECA, GENENTECH INC, BECTON DICKINSON, BOEHRINGER INGELHEIM GMBH, GLAXOSMITHKLINE, HOSPIRA, MERCK & CO, DR REDDY'S LABORATORIES, PFIZER, NIPPON KAYAKU, RANBAXY, CENTRUM CAPITAL, DRUG HOUSES OF AUSTRALIA, JCR PHARMACEUTICALS, BAYER, USV, NORTH CHINA PHARMACEUTICAL GROUP CORPORATION, HANWHA CHEMICAL, MATRIX LABS, PHARMANIAGA, HOVID, UNITED LABORATORIES INC, PT DEXA MEDICA, SANOFI-AVENTIS, WOCKHARDT, ZUellig PHARMA, ACTAVIS, PHARMANIAGA, BAYER, PFIZER, ELI LILLY, TAKEDA, SANDOZ, HISUN PHARMACEUTICAL, AUROBINDO PHARMA, SUNWARD PHARMACEUTICAL, NECTAR LIFESCIENCES, CCM DUOPHARMA, PT DEXA MEDICA, ALLERGAN, FERRING PHARMACEUTICALS, Y S P SOUTHEAST ASIA HOLDINGS BHD, WEST PHARMACEUTICAL, MERCK SHARPE & DOME, ABBOTT LABORATORIES, STADA PHARMACEUTICALS, DAIICHI SANKYO, GENZYME, COBEL DAROU, XIAN-JANSSEN PHARM, SAMSUNG, GETZ PHARMACEUTICAL, ZHEJIANG GOLDPHARMA, JIANGSU CHIA TAI TIANQING PHARMACEUTICAL, LG LIFE SCIENCES

## SPONSORSHIP OPPORTUNITIES

Raise awareness for your services available to Asian pharmaceuticals!

- Do you find difficulty in reaching senior decision makers and successfully stimulating interest for your services?
- Are you trying to raise awareness of the value of your company's expertise and services?
- Or are you finding it difficult to differentiate your company from your competition?

Perhaps what you need is a branding opportunity at this event! Increase your reach through our extensive marketing campaign, targeted at your qualified business audience. For information about placing your brand & profile top-of-mind to key buyers, contact Yvonne Leong, Business Development Manager on Tel: + 65 6508 2489 or Email: [yvonne.leong@ibcasia.com.sg](mailto:yvonne.leong@ibcasia.com.sg)

REGISTER TODAY!

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