

The PLCF & PLG UK are pleased to announce details of the first joint meeting between the two groups.

Date **Thursday 10<sup>th</sup> & Friday 11<sup>th</sup> May 2012**  
Location **Paris, France**

## DEVELOPING ALLIANCES

### Cercle de l'Union Interalliée, Paris

#### Thursday 10<sup>th</sup> May

18.30 Registration & Drinks Reception

19.30 Dinner

#### Friday 11<sup>th</sup> May

09.00 – 09.30 **Licensing v M&A: Changing dynamics of the role of Licensing Managers**  
Are the boundaries being blurred between corporate licensing and M&A?  
**Tanja Weber**, VP Oncology, Strategy and BD – Corporate Licenses, Sanofi

09.30 – 10.00 **Large Pharma v Small Biotech**  
Differences in strategy; how can small biotech/pharma ensure they maximise their attractiveness to big Pharma? Cultural challenges and dynamics in deal-making  
**Manfred Horst**, Director, Licensing & External Research Europe, MSD France

10.00 – 10.30 **Case Study Presentation**  
**How to be successful as a mid-cap company through BD&L**  
How do small/medium companies differentiate themselves in deals with biotech companies vs big Pharma?  
**Pierre Boulud**, EVP Corporate Strategy, BD and Market Acces, Ipsen

10.30 – 11.00 Coffee break

11.00 – 11.30 **The View of SMEs - Strengths and Opportunities in the World of Licensing**  
**Alexander Burstein**, Director Business Development, Sanova

#### Key Success Factors for Market Access

11.30 – 12.00 **PLG Membership Market Access Survey Results**  
Easton Associates

12.00 – 12.30 **France and UK: Pricing and Reimbursement**  
**Claudine Sapede**, Director Economic Affairs and BD, F. Hoffmann-La Roche  
UK speaker (to be advised)

12.30 – 13.00 Panel Discussion

13.00 Lunch & Close

Further information, including suitable hotels, is available on both groups' websites, [www.plcf.org](http://www.plcf.org) and [www.plg-uk.com](http://www.plg-uk.com).