

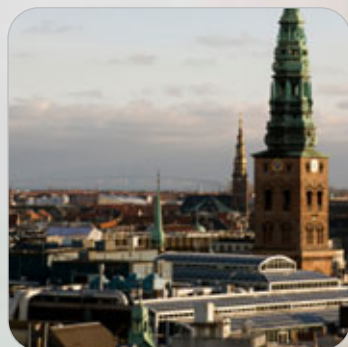
EURO PLG MEETING

PARTNERSHIP AS AN ESSENTIAL STRATEGIC TOOL IN THE PHARMA & BIOTECH INDUSTRIES
25 & 26th SEPT 2008, Scandic Crown Hotel Copenhagen



THURSDAY 25TH SEPTEMBER MAIN PROGRAMME

- 10.00 – 10.30 Registration
- 10.30 – 11.00 **KEY NOTE SPEAKER: “The changing market place”**
To be confirmed
- 11.00 – 11.30 **Partnering as a Cornerstone Strategy:** The Evolution of Nycomed to a Global Company. **Kerstin Valinder, Executive VP Business Development Nycomed**
- 11.30 – 12.00 Coffee
- 12.00 – 12.30 **KEY NOTE SPEAKER:** Successful Biotech
Glyn Edwards, CEO, Antisoma Research Ltd.
Nick Adams, Director Business Development, Antisoma Research Ltd.
- 12.30 – 14.00 Lunch
- 14.00 – 14.30 Presentation
Speaker to be confirmed
- 14.30 – 15.00 Presentation
Speaker to be confirmed
- 15.00 – 15.15 Tea
- 15.15 – 16.00 Workshops: A & B
- 16.00 – 16.45 Workshops: C & D
- 16.45 – 17.30 Workshops: E & F
- 18.30 Drinks Reception
- 19.30 Networking Dinner



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FRIDAY 26TH SEPTEMBER

- 09.00 – 09.30 The changing face of business development
– how to resource for success
Joanne Kelley, VP Strategic Planning and Business Development, Astra Zeneca
- 09.30 – 10.00 Are SME Licensors Better Off with Global or Regional Deals?
Josep Lamarca, MD Senior Director, Corporate Development Licensing Projects, Almirall
- 10.00 – 10.30 Diminishing thresholds – the rise of the niche busters
GSK – speaker to be confirmed
- 10.30 – 11.00 Coffee break
- 11.00 – 11.30 Major Pharms are now discovering Out-Licensing
Dr. Ulrich Koch, Head of Global Licensing, Bayer Schering Pharma
- 11.30 – 12.00 Speaker to be confirmed
- 12.00 – 14.00 Summary Lunch & Close

WORKSHOPS

- Workshop A:** Deal Pricing – the increasing costs of doing deals
Speaker to be confirmed
- Workshop B:** A review of the licensing in – licensing on model
Speaker to be confirmed
- Workshop C:** European Pricing Overview
implications for deal management
Neil Johnson, Director, Global Pricing and Market Access, AstraZeneca
- Workshop D:** Communications – how to get the attention of big pharma
Hans Bostrom – Merck & Co
- Workshop E:** Negotiating reversionary / buy back rights
and termination clauses in deals
Stephen Reese, Partner, Olswang
- Workshop F:** Case study: The GSK – Santaris Deal
Miriam Freiden, Santaris

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REGISTRATION FORM

To register for the European Meeting, please complete this form and return it to:
NGA, Ridgeway House, Reigate Hill, Reigate, Surrey, RH2 9PL, United Kingdom
Tel +44 (0) 1737 242221 Fax +44 (0) 1737 224414 Email acollins@ngaevents.co.uk

Name Dr / Mr / Mrs / Ms

Job Title Company

Address

.....

Telephone Fax

Email

Please specify any special requirements (dietary, wheel chair access, smoking etc)

COST £445 (EARLY BIRD DISCOUNT £395.00 for payment before 30th June 2008)

Please note accommodation must be booked separately using the attached accommodation booking form

Payment Payment can be made by bank transfer, cheque or credit card
 By Cheque, in Euros (make payable to Nigel Greaves Associates)
 Bank Transfer, in Euros
 By Credit Card (Master Card or Visa Only)

Name of Card Holder

Credit Card Number

Expiry Date

Security Code No (back of card) Tick box if VAT receipt required

Signature Date

When your booking has been confirmed you will be given a password which will allow you to access the conference delegate list on the European PLG Website (www.plgeurope.com)

BOOKING TERMS AND CONDITIONS

Fee

The attendance fee includes attendance at all of the sessions noted on the programme.

Please note that for reasons beyond the control of the Organising Committee it may prove necessary to change either the content or timing of the programme.

Meeting Registration – Cancellations

Upon receiving your Meeting Registration Booking Form NGA will issue confirmation details and this booking will then be formally confirmed.

Please note that all cancellations will be subject to a £50.00 administration charge. Delegate substitutions are welcome at any time.

Cancellations received in writing after 1st August 2008 will be

subject to 100% cancellation charge unless the place can be re-sold to another delegate. In the case of a booking being re-sold the £ 50.00 administration charge still applies. All cancellations must be sent in writing directly to NGA.

Meeting Registration – No Shows

If having received a confirmed booking to the meeting individuals who subsequently do not attend without having advised NGA in writing, will be liable for the full meeting charges.

Conference Organisers

NGA, Ridgeway House, Reigate Hill, Reigate, Surrey, RH2 9PL United Kingdom
Tel +44 (0) 1737 242221
Fax +44 (0) 1737 224414
Email acollins@ngaevents.co.uk

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HOTEL BOOKING FORM

Please fax or email this reservation form to: The Scandic Royal Copenhagen Hotel
Fax 0045 3314 3537 Email copenhagen@scandichotels.com

Dr / Mr / Mrs / Ms

First Name Surname

Arrival Date Departure Date

No. of Nights No. of Rooms

Group Rate DKK 1390 Per single room Per night incl VAT and Tax
Double Room as single: DKK 1590 Per night incl VAT and Tax
Rate includes international breakfast buffet, 15% service charge and 25% VAT.
Hotel charges a handling fee of DKK 50 for all bookings

Booking Code PLG/NGA

Ref: NGA240908

PAYMENT METHOD

Credit Card VISA Mastercard AMEX

Card Holder

Card No

Expiry Date

SCC Code (last 3 digits on reverse of card)

In the case of American Express use the 4 digit number shown above the credit card

Signature Date