

Sunday, January 29th, 2012

15:00 Arrival, Registration, Coffee

16:00 Welcome note by current and former Presidents of Swiss PLG

Rachid Benhamza
President, Swiss PLG

Ivan Csendes
Former Presidents, Swiss PLG

Thomas Tòth

**Chair: Dirk Reckert, Program Director
Business Development & Licensing Director, Tillotts Pharma AG**

16:30 The Future of Pharma: Evolutionary Threats and Opportunities **Prof. Brian Smith**
PhD BSc (Hons) DipM,
FCIM, Chartered
Marketer
Pragmedic

17:10 The Mindset Challenge **Pierre-Alain Graf**
CEO
Swissgrid AG

18:00 Speed-Networking

19:00 Dinner and Networking Event - Venue is outside of Hotel Waldhaus -
*Meeting in the Lobby of the Hotel for a short walk to the venue, please
dress warmly!*

Monday, January 30th, 2012

**Chair: Jean-Marc Séquier, Global BD&L
Head of Partnering / Out-Licensing, Novartis Pharma**

9:00 Pricing and Reimbursement in a Changing Healthcare Environment **Christopher Pauli**
Senior Director
Simon-Kucher &
Partners

9:40 Pharmaceutical Pricing and Reimbursement from a Payers Perspective **Martina Weiss-Radtke,**
Mitglied des Kaders,
LKP
Helsana

10:20 Group Photo & Coffee Break

**Chair: Jonathan Freeman
Head of Licensing, Global Business Development Merck Serono S.A.**

11:00 Go East!! - Still valid? – The Pharmerging Markets **Ragip Ziyal**
Senior Director
Strategic Partnering
Nycomed - Takeda

11:40 Progressions – Building Pharma 3.0 **Patrick Flochel**
Partner - EMEIA Life
Sciences Leader
Ernst & Young

12:30 Lunch and individual networking

Chair: Ivan Csendes

Business Development Consultant

16:30	Why Goliath is interested in David? - Changes in the Orphan drug markets.	Chris Adams Former CBO FoldRx Pharmaceuticals
17:10	Taking care of divorce, when getting married – Termination clauses for the future	Constanze Ulmer-Eilfort, Partner Baker & McKenzie
17:50	Talking Tables <u>Topic 1: Trends in Emerging Markets</u> <i>Ragip Ziyal, Senior Director Strategic Partnering, Nycomed; a Takeda Company</i> <u>Topic 2: Termination clauses</u> <i>Constanze Ulmer-Eilfort, Partner, Baker & McKenzie</i> <u>Topic 3: Pricing & Reimbursement</u> <i>Christopher Pauli, Senior Director, Simon-Kucher&Partners</i> <u>Topic 4: How can CI help to be prepared for the changes in the Pharma Industry?</u> <i>Daniel R. Pascheles, VP, Head Global Competitive Intelligence, Merck & Co Inc.</i>	

19:15 Outdoor Apero - Please dress warmly! -

20:00 Gala Dinner and Swiss-PLG 10th Anniversary celebration

Tuesday, January 31st, 2012

8:30	General Assembly of the Swiss-PLG	Swiss PLG members
	Chair: Christoph Daniel Maier, Rechtsanwalt Lic. Jur. LL.M, Fromer - Advokatur und Notariat	
9:30	Successful "Companion"ships between Pharma and Diagnostics	Sushma Selvarajan Head of Business Development & Strategy Roche Molecular Systems
10:10	Coffee Break	
10:50	Evolva – Adapting to change in and outside of Pharma	Neil Goldsmith CEO Evolva SA
11:30	Alcon - ESBATech: a franchise acquisition	Dominik Escher, Managing Director, VP R&D ESBATech (Alcon Biomedical Research Unit LLC)
12:10	Conference Closing Remarks	
12:30	Lunch and individual networking	
14:00	Departure	