

**26-27 September 2011**

# Innovation Days

a Pharma & Biotech Event **2011**



**Cité Internationale Universitaire**

**27 Boulevard Jourdan**

**75014 Paris**



***Preliminary Program***



<b>Monday 26 September 2011 :</b>	
<b>Plenary Conference</b>	
9h30 – 9h45	<b>Opening</b>
9h45 – 10h30	<p style="text-align: center;"><b>Re-Inventing Life Science: Trends 2011-2012 in the biopharmaceutical sector</b></p> <p>The world pharmaceutical market should reach \$ 880 billion in 2011 and grow between 5 and 7%.</p> <p>Moreover, the industry will have to accelerate its consolidation phase to compensate for the loss of exclusivity of drugs generating billions of dollars over these two years and the monopoly should also promote diversification among the first groups worldwide.</p> <p>This conference will present and analyze the dynamics of growth and strategic direction chosen by the laboratories in response to this environment.</p>
10h30 - 10h45	Break
10h45 – 11h30	<p style="text-align: center;"><b>Research &amp; Development: Strategies for Innovation and Excellence !</b></p> <p>Pharmaceutical companies are adopting new strategies to acquire competitive advantages through product and innovative technologies research.</p> <p>This conference will clarify the ways established by laboratories to optimize their product portfolio:</p> <ul style="list-style-type: none"> <li>▶ Search for new products externally: Selection criteria and laboratory methods of partnership with biotechnology companies?</li> <li>▶ Consolidation of the existing pipeline: development of new indications? Optimizing the mode of administration or dosage form?</li> </ul> <p>The speakers will also discuss the impact of these guidelines on the organization of laboratories.</p>
11h30-12h30	<b>Presentation of Biotech projects (4 biotechs)</b>
12h30-13h30	Lunch

14h00-	<b>Life Science Partnership opening:</b> optimized partnership / selective meetings
14h00-15h00	<b>Presentation of Biotech projects</b> (4 biotech)
<b>Workshops</b>	
15h00- 16h00	<p style="text-align: center;"><b>Looking ahead: Personalized Medicine</b></p> <p>In clinical practice, the term personalized medicine using new molecular methods to ensure better management of the illness suffered by a patient or a predisposition to the disease. It seeks to achieve optimal medical outcomes by helping physicians and patients to choose among the various treatment options which are likely to give the best results according to genetic and environmental profiles of the patient.</p> <p>This workshop will review the impact of this trend on health care, from diagnosis (emergence of biomarkers) to patient selection and development of new drugs.</p>
16h00- 16h30	Break
16h30- 17h30	<p style="text-align: center;"><b>E-Healthcare: Perspectives &amp; new technologies for innovation</b></p> <p>The innovation process in health technologies is complex and proceeds along changes of health care systems (increased health care costs, aging population, access to care, ....)</p> <p>Medical, regulatory and economic values of health technology innovations (In Vitro Diagnostic, medical devices, health information technology) are key dimensions of companies competitiveness. The fact that the issue of "health economics" (actual value) is a poorly controlled problem deter from launching innovations in health care markets.</p> <p>This workshop aims for a balanced participation of all stakeholders: research communities, companies, and representatives of health care systems will discuss the ethical and economic model for optimal framework of these new health technologies.</p>
17h30	<b>Cocktail</b>

## Tuesday 27 September 2011 :

### Plenary speakers

9h30 – 10h30

#### **Financing mature companies**

Today, the biotechnology industry matures and has survived two years of crisis. The funds invested in biotechnology are declining but the investment in R & D is still strong. After the first couple of fundraisers, business end of the cycle are struggling to find new sources of funding and local consortia are rare: 75% of partnerships with French biotechnology companies are generated outside France.

This session will open the debate on corporate financing for mature companies: the status of Young Innovative companies, financial support from the Government “Major Loan”, collaborations with local groups ...

If breakthrough innovation and territorial development require support to small and medium enterprises, why let these companies beset by foreign investment?

10h30-10h45

Break

10h45-11h45

#### **Roundtable:**

#### **Incentives to promote innovation: Government and EU subsidies**

The European Commission aims at reforming research systems and promoting external cooperation for the development of an open market for innovation.


Having previously discussed the problems of financing start-ups, participants will discuss the various measures from the European Union and will present the initiatives taken by member states at the local level, such as creating Technology Research Institutes.

11h45 – 12h30

#### **Presentation of Biotech projects (3 *biotechs*)**

12h30 – 13h30

Lunch

13h30- 14h30	<b>Presentation of the finalists of the Innovation Award Universal Biotech 2011</b>
14h30-15h30	<p style="text-align: center;"><b>Innovation Award Ceremony</b></p> <p style="text-align: right;"></p> <p style="text-align: center;"><i>(Madame la Ministre Valérie Pécresse will be attending the ceremony)</i></p>
15h30 – 16h15	<p><b>Workshop:</b></p> <p style="text-align: center;"><b>Technology transfer and evaluation of Intellectual Property in Life Sciences</b></p> <p>Management of intellectual property include the simple transfer of research results into the public domain, licensing, partnerships with the private sector, specific vectors for development of technology and new ideas such as open structures that clusters of innovations and patents.</p> <ul style="list-style-type: none"> <li>▶ How to get the most out of these opportunities ?</li> <li>▶ How to structure appropriate innovation cycles?</li> <li>▶ How to manage intellectual property to obtain optimal and sustainable benefits?</li> </ul> <p>This workshop will provide advice from experts on the challenges of managing intellectual property as an essential tool of competitiveness between the different actors of consortia.</p>
16h15-16h30	Break
16h30-17h30	<p><b>Workshop:</b></p> <p style="text-align: center;"><b>Organization of Clusters in Europe: Cooperation or Competition?</b></p> <p>The European commission has recently given its support to the creation of a European collaborative platform dedicated to clusters: European Cluster Collaboration Platform. Designed on 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 on the key events in their area.</p> <ul style="list-style-type: none"> <li>▶ Will this initiative succeed to promote the development of a collaborative logic?</li> </ul> <p>Through experience from speakers and participants, this workshop will discuss the incentives and obstacles to the creation of a European research sector.</p>
17h30-	<p><b>Life Science Partnership closing &amp; Cocktail</b></p> <p>Closing remarks - Synthesis of conferences</p>

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