

3rd Berlin Conference on IP Life Sciences: Effective Life Cycle Management

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Programme

09:00	Welcome Address	Marc Geleyn, Ambassador of the Kingdom of Belgium
	Welcome Address	Dr. Hans-Rainer Jaenichen, Vossius & Partner
	Keynote	Portfolio Management - The Art of Making the Right Choices
	Strategy	New Patents with Old Chemical Entities
		Roger Holdsworth, Director R&D Portfolio Management, UCB Pharma
		Dr. Chris Tanner, Chief Financial Officer, Cosmo Pharmaceuticals S.p.A.

	Strategy	Customer Value Integration: Maximizing Profit and Leverage Innovation	Brigitte Reutter-Härle, Director Corporate Marketing, Vetter Pharma Intl.
10:30 Coffee Break			
11:00	Intellectual Property	Patent Term Extension in Europe	Dr. Christian Kilger, Patent Attorney, Vossius & Partner
	Intellectual Property	The Goings in Big Pharma	Dr. Christof Bull, Director, Senior Patent Counsel, UCB Pharma
	Intellectual Property	Life Cycle Management in Diagnostics	Dr. Jürgen Schneider, Global Senior Director IP & Litigation, Qiagen
12:30 Lunch			
13:30	Optimisation	Me-betters – HESylation: Optimisation of Protein Drugs	Dr. Peter Vorstheim, Senior Vice President, Fresenius Kabi
	Pharma	Multiple Sclerosis – The Rebif Life Cycle Story	Dr. Reinoud Dribergen, Global Product Team Leader Rebif, Merck-Serono
	Advanced Therapies	The ChondroCelect Experience	Gil Beyen, CEO, TiGenix N.V.
15:00 Coffee Break			
15:30	Politics	Reimbursement - The Payors View	PD Dr. med. Matthias Perleth, Gemeinsamer Bundesausschuss
	Strategy	Market Modelling and Decision Making	Dr. Michael Motz, Director Global Business Development, Roche Pharma Partnering
	Discussion/Wrap-up	Avoiding the Patent Cliff – Lessons Learned	Dr. Claire Skentelbery, Secretary General, European Biotechnology Foundation
17:00 Networking Cocktail reception			