

BioPharma

LatAm CONVENTION 2012

Latin America's
largest
pharma industry
convention

17-18th April 2012
Sheraton World
Trade Center,
Sao Paulo, Brazil

featuring

**WORLD
PharmaTRIALS**
LatAm 2012

World
Generics Congress
LatAm 2012

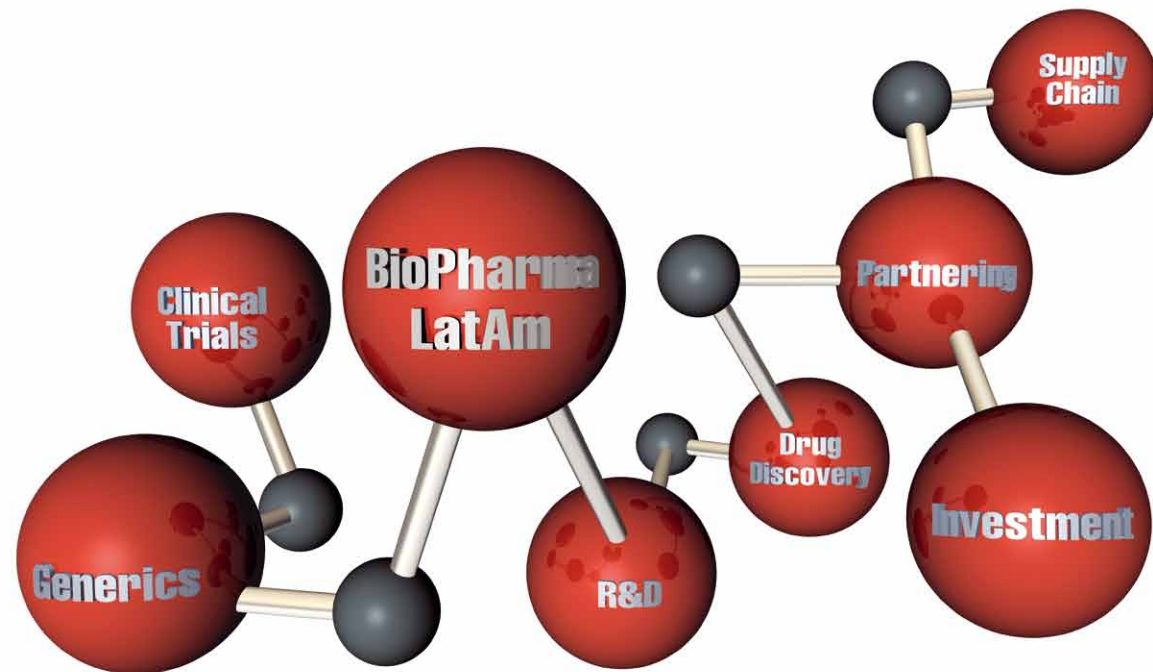
**Drug
Discovery**
WORLD LatAm 2012

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10 reasons to attend



Latin America is the new hotspot for the multinational pharma industry. With innovative scientific discovery, a thriving generic drugs market and dynamic clinical trial landscape, markets such as Brazil, Mexico and Argentina are offering huge new opportunities for growth. Drug companies and their vendors are coming to BioPharma LatAm 2012 to access the market and secure new business throughout the region.

- 1 Understand critical success factors for market access in Brazil, Mexico, Venezuela and more
- 2 Learn how to overcome logistical challenges to access the LatAm pharma market
- 3 Get a region-wide understanding of the IP and regulatory landscapes for generic and new drugs
- 4 Identify key stakeholders for regional partnerships
- 5 Find out how to conduct global-standard clinical trials in Latin America
- 6 Maximize your patient recruitment strategies for LatAm clinical trials
- 7 Effectively divide your resources in Latin America to capitalize on both the generics and innovative drug discovery markets
- 8 Identify new technologies coming out of the region
- 9 Be the first to partner with local scientists driving new drug development
- 10 Improve your local marketing knowledge to boost generic drug sales throughout LatAm



Check out our blog on your phone

Scan this QR pattern with the camera on your smartphone to view the BioPharma LatAm Convention blog.

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speakers 2012

"The speed networking was fabulous! This created the atmosphere to engage [with stakeholders] throughout the conference... a wonderful opportunity to learn from industry leaders with ample time to network."

Gail Adinamis | CEO | Globalcare Clinical Trials

Multinational pharmas



Derek Kost
Executive Director, Finance
Pfizer



Fabio Mataveli
Medical Director LatAm
Johnson and Johnson



Rodrigo Crispim
Director, Regional Clinical Operations Brazil
Bristol-Myers Squibb



Edson Arakaki
Medical Director
Bayer



Maryet Perez
Medical Director
AstraZeneca Venezuela



Mauricio Silva de Lima
Medical Director
Roche



Pedro Garbes
Regional Director, Clinical Development
Sanofi-Pasteur



Marcio Silva
Branded Generics Regulatory Head
GSK



Cecilia Gabarain
Director, Area Clinical Quality Lead
Pfizer



Diego Santoro
Regional Portfolio Head Latam
Sandoz

Regional pharmas



Vinzenz Plorer
Vice President Operations
EMS



Adriana Serrão
Institutional Affairs Director
Eurofarma



Samuel Silva
Director of Research and Innovation
Cristalia Prod. Quim. Farm. Ltda



Maria Claudia Pontes
Head, Latin America
Medley

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event at a glance

Day One Tuesday, April 17th		Day Two Wednesday, April 18th	
BioPharma - Shared Plenary		Pharma Trials	
ECONOMIC GROWTH FOR PHARMACEUTICALS IN LATIN AMERICA		CONDUCTING GLOBAL-STANDARD CLINICAL TRIALS	
9:00	Latin America by the numbers: analyzing regional financial performance and future growth potential	9:00	Overcoming fragmented regulatory framework in Latin America
MARKET ACCESS: BRAZIL		Generics Congress	
9:25	Capitalizing on Latin America's monumental pharmaceutical growth	OPPORTUNITIES FOR GENERIC DRUGS IN LATIN AMERICA	
9:40	Partnering with ANVISA to decrease regulatory holdups in Brazil	9:00	Can it last? Projecting the next five years of growth in LatAm generics
9:50	Mapping Brazil's biotech landscape: Who, what, and where?	9:20	The great debate: does generic drug development hold significant opportunity for multinational pharmas over original drug discovery?
10:15	Speed networking	Networking coffee break	
10:40	Networking coffee break	REGIONAL PATIENT RECRUITMENT	
MARKET ACCESS: LATAM		REGULATION & BIOEQUIVALENCE STANDARDS	
10:40	Streamlining the regulatory process with Mexico's COFEPRIS	10:30	Benefits and challenges of recruiting study patients across Latin America
11:00	Accessing Mexico: strategies for LatAm's second largest pharma market	10:30	Regulatory differences between novel and generic drug registration
11:15	Venezuela case study: evaluating political climate and its affect on the pharmaceutical industry	10:50	Regulatory advantages of working with high-priority generics
11:40	Networking lunch	11:20	Panel session: decreasing approval times to expedite new products
11:40	Overcoming logistical access challenges	Networking lunch	
11:55	Panel session: dividing resources to capitalize on both generic drugs and novel technologies	REGIONAL OUTSOURCING	
12:00	IP rights in LatAm: understanding the legal realities for innovative and generic pharmaceuticals companies	1:30	The new role of the sponsor in LatAm clinical trials
12:05	Panel session: strategic considerations for LatAm pharma partnerships	2:00	Compliance issues: navigating the regional and cultural differences in the LatAm market
12:30	Networking coffee break	2:30	Negotiating between trial sponsors and study sites
IDENTIFYING KEY STAKEHOLDERS FOR REGIONAL PARTNERSHIPS		CURRENT DEVELOPMENT LANDSCAPE	
4:00	Public-Private partnerships with LatAm governments	1:30	Creating a LatAm-focused development strategy for multi-national pharmas
4:20	Case study: allying with local biotechs for local LatAm distribution	2:00	Identifying high-profit areas when developing new generic products
4:40	Case study: licensing with local pharma companies to expand customer base in Latin America	2:30	Defining "close enough": proving biosimilars are safely interchangeable with name-brand products
4:50	Case study: working with academics to effectively source and develop emerging technology	Networking coffee break	
5:20	Partnering with the right CROs to navigate local challenges in clinical trials: national vs. multinational	MARKETING STRATEGIES	
5:40	Close of day one followed by networking drinks reception	3:30	Branded vs. unbranded generics: customer preference and brand loyalty
		4:00	Marketing directly to pharmacies to increase generics consumption
		4:20	Panel session: overcoming marketing restrictions in the Brazilian generic market
		4:30	Close of conference
		5:10	Close of conference
		DRUG DISCOVERY	
		SUPPORTING ORIGINAL DRUG DISCOVERY	
		9:00	Innovations in biotech partnerships: from academics to IPOs
		9:20	Providing venture capital for healthcare biotechs in Latin America
		Networking coffee break	
		DRUG DEVELOPMENT LANDSCAPE	
		10:30	Local support for drug development: Brazil's pre-clinical drug institute
		11:00	Plant derived alkaloid (-)-cassine induces anti-inflammatory and anti-hyperalgesic effects in both acute and chronic inflammatory and neuropathic pain models
		11:20	Development of in-vitro tissue-engineered cartilage
		12:00	Medicinal Chemistry for Drug Discovery: Challenges and Opportunities
		Networking lunch	
		1:30	Ethical issues related to the access to orphan drugs in Brazil: the case of mucopolysaccharidosis type I
		2:00	Cadaveric bone marrow mesenchymal stem cells for the treatment of large burns: first worldwide clinical trial
		2:30	Laboratory routes to generic drugs: the use of homogeneous and heterogeneous catalysis
		3:00	Molecular assay optimized by Taguchi experimental design method for venous thromboembolism investigation
		Networking coffee break	
		PRODUCTS IN THE MARKET	
		4:00	Case study: Successful drug development in Latin America: from inception to market
		4:30	Opportunities for orphan drug development in Latin America
		5:00	Close of conference

"Best conference in this area! Good speakers and grouping of topics - (enjoyed) networking opportunities."

Durhane Wong-Rieger | President | Canadian Organization for Rare Disorders

speakers 2012

Regional associations



Luis Augusto Russo
Director
Brazilian Society of Investigators and Research Centers



Odnir Finotti
President
ProGenericos



Antonio Britto
Executive Director
Interfarma



Rogelio Ambrosi
President
CANIFARMA



Eduardo Giacomazzi
Senior Advisor
BrBiotec



Juan Manuel Pinto-Ribeiro Correa
São Paulo Advisor
ProMéxico

International biotechs



Fernando Kreutz
Founder and President
FK-Biotec



Maria Belen Pont
Regulatory Country Manager
Bristol-Myers Squibb



Sergio Slawka
Medical Director
BioGen Idec



Jader Baima
Medical Director
Genzyme



Meng Weineng
Senior Manager, International Business Department
Sinovac

Academia



Paulo Roberto de Carvalho
Technology Transfer Manager
Universidade Estadual Paulista



Messias Borges Silva
Quality Engineering Coordinator
Universidade de São Paulo



João B Calixto
Departamento de Farmacologia
Universidade Federal de Santa Catarina



Dr. Raquel Boy
Professor of Pediatrics
State University of Rio de Janeiro



Carlos Correia
Chemical Institute
Campinas State University

Investors and government



Pedro Palmeira
Executive Director
BNDES-AI/DEFARMA



Dirceu Barbano
Director-Chairman
ANVISA



Gabriela Cezar
Managing Director, Latin America
Burrill & Company



Mikel Arriola
Federal Commissioner
COFEPRIS

8:00 Registration and coffee

8:50 Chairperson's opening remarks

ECONOMIC GROWTH FOR PHARMACEUTICALS IN LATIN AMERICA

9:00 Regional financial performance and future growth potential



Derek Kost, Executive Director, Finance, Pfizer

MARKET ACCESS: BRAZIL

9:25 Capitalizing on Latin America's monumental pharmaceutical growth



Pedro Palmeira, Executive Director, BNDES-AI/DEFARMA

9:50 Partnering with ANVISA to decrease regulatory holdups in Brazil



Dirceu Brás Aparecido Barbano, Director-Chairman, ANVISA

10:15 Mapping Brazil's biotech landscape: Who, what, and where?



Eduardo Giacomazzi, Senior Advisor, BrBiotec

10:40 Speed networking

11:10 Networking coffee break

MARKET ACCESS: LATAM

11:40 Streamlining the regulatory process with Mexico's COFEPRIS



Mikel Arriola, Federal Commissioner, COFEPRIS

12:05 Accessing Mexico: strategies for LatAm's second largest pharma market



Rogelio Ambrosi, President, CANIFARMA

12:30 Venezuela case study: political climate and its affect on the pharma industry



Maryet Perez, Medical Director, AstraZeneca Venezuela

12:55 Networking lunch

OVERCOMING LOGISTICAL ACCESS CHALLENGES

1:55 Panel: dividing resources to capitalize on both generic drugs and novel technologies

Pedro Palmeira, Executive Director, BNDES-AI/DEFARMA
Derek Kost, Executive Director, Finance, Pfizer
Dirceu Brás Aparecido Barbano, Director-Chairman, ANVISA
Fabio Mataveli, Medical Director LatAm, Johnson and Johnson

2:30 IP rights in LatAm: understanding the legal realities for pharma companies



Mauricio Joffily P.C. Pinheiro, Associate Legal Director, AstraZeneca

2:55 Panel: strategic considerations for LatAm pharma partnerships

Fabio Mataveli, Medical Director LatAm, Johnson and Johnson
Felipe Pinho, Medical and Scientific Director, EMS
Rodrigo Crispim, Director, Regional Clinical Operations Brazil, Bristol-Myers Squibb
Meng Weineng, Senior Manager, International Business Department, Sinovac

3:30 Networking coffee break

IDENTIFYING KEY STAKEHOLDERS FOR REGIONAL PARTNERSHIPS

4:00 Public-Private partnerships with LatAm governments



Antonio Britto, Executive Director, Interfarma

4:20 Case study: allying with local biotechs for local LatAm distribution



Meng Weineng, Senior Manager, International Business Department, Sinovac

4:40 Case study: licensing with local pharma to expand Latin customer base



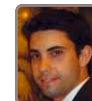
Vinzenz Plorer, Vice President Operations, EMS S.A.

5:00 Case study: working with academics to source and develop emerging technology



Paulo Roberto de Carvalho, Technology Transfer Manager, Universidade Estadual Paulista

5:20 Partnering with the right CROs to navigate local challenges in clinical trials



Rodrigo Crispim, Director, Regional Clinical Operations Brazil, Bristol-Myers Squibb

5:40 Close of day one followed by networking drinks

CONDUCTING GLOBAL-STANDARD CLINICAL TRIALS

9:00 Overcoming fragmented regulatory framework in Latin America



Edson Arakaki, Medical Director, Bayer

9:25 Ensuring site quality for FDA/EMA and local inspections



Cecilia Gabarain, Director, Area Clinical Quality Lead, Pfizer

9:50 Panel: strategies to faster regulatory approval

Luis Augusto Russo, Director, Brazilian Society of Investigators and Research Centers
Edson Arakaki, Medical Director, Bayer
Cecilia Gabarain, Director, Area Clinical Quality Lead, Pfizer

10:20 Networking coffee break

REGIONAL PATIENT RECRUITMENT

10:50 Benefits and challenges of recruiting study patients across Latin America



Eduardo Motti, Regional Head Clinical Operations, Pfizer Brazil

11:15 Positioning clinical sites to maximize recruitment success



Luis Augusto Russo, Director, Brazilian Society of Investigators and Research Centers

11:40 Ensuring patient safety in the face of new clinical trial legislation



Andre Norio Yamada, Medical Affairs Director, Baxter

12:05 Case study: patient recruitment and trial challenges for orphan drug trials



Jader Baima, Medical Director, Genzyme

12:30 Networking lunch

REGIONAL OUTSOURCING

1:30 The new role of the sponsor in LatAm clinical trials



Fabio Mataveli, Medical Director LatAm, Johnson and Johnson

2:00 Compliance issues: navigating the regional and cultural differences in the LatAm market



Sergio Slawka, Medical Director, BioGen Idec

2:30 Negotiating between trial sponsors and study sites



Adriano Lago, Director, Hospital de Câncer de Barretos

3:00 Networking coffee break

IMPROVING CLINICAL DEVELOPMENT

3:30 Case study: Effectiveness vs. efficacy: the value of large, pragmatic, randomized controlled trials



Mauricio Silva de Lima, Medical Director, Roche

4:00 Panel: Creating better clinical trials in Latin America

Pedro Garbes, Regional Director, Clinical Development, Sanofi-Pasteur
Mauricio Silva de Lima, Medical Director, Roche
Sergio Slawka, Medical Director, BioGen Idec
Luis Augusto Russo, Director, Brazilian Society of Investigators and Research Centers

4:45 Close of conference

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OPPORTUNITIES FOR GENERIC DRUGS IN LATIN AMERICA

9:00 **Can it last? Projecting the next five years of growth in LatAm generics**



Odnir Finotti, President, ProGenericos

9:30 **The great debate: does generic drug development hold significant opportunity for multinational pharma over original drug discovery?**



Odnir Finotti, President, ProGenericos
Felipe Pinho, Medical and Scientific Director, EMS

10:10 **Adjudicator feedback and audience Q&A**

10:20 **Networking coffee break**

REGULATION & BIOEQUIVALENCE STANDARDS

10:50 **Regulatory differences between novel and generic drug registration**



Maria Belen Pont, Regulatory Country Manager, Bristol-Myers Squibb

11:20 **Regulatory advantages of working with high-priority generics**



Marcio Silva, Branded Generics Regulatory Head, GSK Brazil

11:50 **Panel session: decreasing approval times and expedite new products**

Maria Belen Pont, Regulatory Country Manager, Bristol-Myers Squibb
Marcio Silva, Branded Generics Regulatory Head, GSK Brazil
Adriana Serrão, Institutional Affairs Director, Eurofarma

12:30 **Networking lunch**

CURRENT DEVELOPMENT LANDSCAPE

1:30 **Creating a LatAm-focused development strategy for multi-national pharma**



Maria Claudia Pontes, Head, Latin America, Medley

2:00 **Identifying high-profit areas when developing new generic products**



Diego Santoro, Regional Portfolio Head Latam, Sandoz

2:30 **Defining "close enough": proving biosimilars are safely interchangeable with name-brand products**



Robert Araújo, Clinical Research Director, RDO R&D

3:00 **Networking coffee break**

MARKETING STRATEGIES

3:30 **Branded vs. unbranded generics: customer preference and brand loyalty**



Eduardo Ribeiro de Souza, Marketing Director, Glenmark Pharmaceuticals

4:00 **Marketing directly to pharmacies to increase generics consumption**



Marco Miguel, Marketing Director, EMS

4:30 **Joint discussion: overcoming marketing restrictions in the Brazilian generic market**

Eduardo Ribeiro de Souza, Marketing Director, Glenmark Pharmaceuticals
Marco Miguel, Marketing Director, EMS

5:10 **Close of conference**

SUPPORTING ORIGINAL DRUG DISCOVERY

9:00 **Innovations in biotech partnerships: from academics to IPOs**



Fernando Kreutz, Founder and President, FK-Biotec

9:30 **Providing venture capital for healthcare biotechs in Latin America**



Gabriela Cezar, Managing Director, Latin America, Burrill & Company

10:00 **Networking coffee break**

DRUG DEVELOPMENT LANDSCAPE

10:30 **Local support for drug development: Brazil's pre-clinical drug institute**



Dr. João B. Calixto, Department of Pharmacology, Universidade Federal de Santa Catarina

11:00 **Plant derived alkaloid (-)-cassine induces anti-inflammatory and anti-hyperalgesic effects in both acute and chronic inflammatory and neuropathic pain models**



Dr. Vanderlan Bolzani, Vice Director of Unesp Technology Transfer Office - AUIN, Chemistry Institute, Unesp

11:30 **Development of in-vitro tissue-engineered cartilage**



Ronaldo Corrêa do Amaral, PhD Student, Morphological Sciences, UFRJ

12:00 **Medicinal chemistry for drug discovery: challenges and opportunities**



Adriano Andricopulo, Professor, Institute of Physics of São Carlos, University of Sao Paulo

12:30 **Networking lunch**

1:30 **Ethical issues related to the access to orphan drugs in Brazil: the case of mucopolysaccharidosis type I.**



Dr. Raquel Boy, Professor of Pediatrics, State University of Rio de Janeiro

2:00 **Cadaveric bone marrow mesenchymal stem cells for the treatment of large burns: first worldwide clinical trial**



Dr. Eduardo Raul Mansilla, Professor of Internal Medicine, National University of La Plata, Argentina

2:30 **Laboratory routes to generic drugs: the use of homogeneous and heterogeneous catalysis**



Dr. Carlos Correia, Professor, Chemistry Institute - Unicamp

3:00 **Molecular assay optimized by Taguchi experimental design method for venous thromboembolism investigation**



Helder Souza, Healthcare Solutions & Project Manager - LATAM, Siemens Healthcare Diagnostics

3:30 **Networking coffee break**

PRODUCTS IN THE MARKET

4:00 **Case study: Successful drug development in Latin America: from inception to market**



Samuel Silva, Director of Research and Innovation, Cristalia Prod. Quim. Farm. Ltda

4:30 **Opportunities for orphan drug development in Latin America**



Marcelo Cheresky, VP for Latin America, Japan and Asia Pacific, Genzyme

5:00 **Close of conference**

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3
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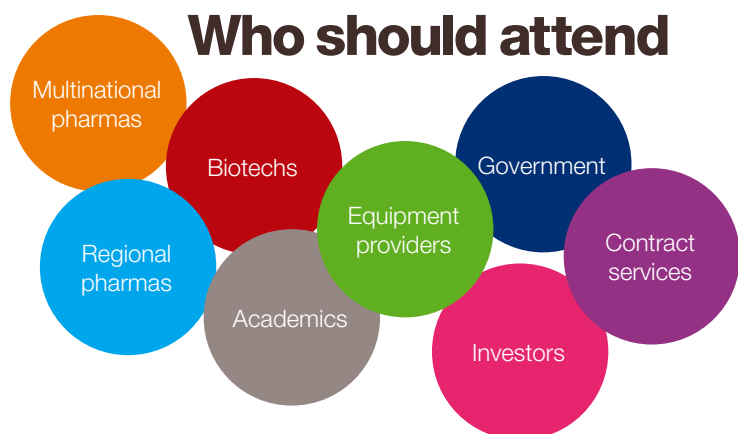
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Susan McGoldrick | Managing Director | QCTR

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May Orfali | Global Medical Lead – Rare Disease & Hematology | Pfizer

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your ultimate networking schedule

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At Terrapinn we realize that you not only attend our conferences for their world-class content, but also to network and build relationships with your industry peers. Therefore, we have over 12 hours of dedicated networking time built into the agenda.

Informal refreshments, buffet lunches and drinks receptions are all structured to facilitate interaction. Our events create the backdrop where ideas develop, connections are made, and inspiration grows. Attendees will benefit from an informal atmosphere and a gathering of industry personalities that invariably get you talking.

Cocktail reception

Gather Latin America's leading pharma and biotech minds, offer them 2 days of rapid fire stimulation, then sit back and watch the fireworks.

Our evening events create the backdrop where ideas develop, connections are made and inspiration grows. And it all culminates in the cocktail reception on Tuesday 17th April. The reception offers attendees the chance to continue peer-to-peer interactions in a relaxed and entertaining setting.

Speed networking

Speed networking is a formal part of BioPharma LatAm 2012, where all conference delegates meet each other for a short space of time and exchange business cards. These brief meetings are the start of meaningful business relationships. Speed networking is a unique feature of a Terrapinn event and guarantees heightened networking for all.

This speed networking feature, along with more CEO and VP level panel discussions, enable you to get answers to your questions and forge lasting connections with the pharma and biotechs leading the region.

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Days	Register before	Jan 28	Mar 10	Mar 31	From Mar 31
2 days		\$625	\$695	\$730	\$765
Service provider and vendor					
Days	Register before	Jan 28	Mar 10	Mar 31	From Mar 31
2 days		\$3235	\$3595	\$3775	\$3955



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