



# 11<sup>th</sup> Annual

## US-Japan Health Sciences Dialogue

An International Event for networking and collaboration

### Corporate Investment in Turbulent Times

Union League of Philadelphia  
June 6-7, 2011

While pressure for growth remains unabated, circumstances in the life science marketplaces of both Japan and the United States have made it increasingly more difficult for companies to be both innovative and alert to opportunities if they wish to build their businesses there. For Japanese companies, the constrictions caused by reimbursement guide lines in their home market require them to seek expansion in other world markets. Opportunities for Japanese companies in the U.S. are abundant, largely due to the availability of technology developed by thousands of emerging companies. How can pharma and biotech companies invest in themselves and/or one another to mitigate pipeline risks and add value for their investors/shareholders? The 11th annual dialogue will explore this and the myriad of questions involved in selecting the right domestic/cross-border business and corporate development strategies and opportunities to realize added value from these two complex and different regulatory and commercial environments.

## Opening Plenary Session – Monday, June 6, 2011, 9:15 – 10:30 AM

### Corporate Investment in Turbulent Times:

Tough economic and regulatory circumstances and exclusivity losses have forced biopharmaceutical companies to pause and rethink their growth strategies. Pharmaceutical companies, especially Japanese, have significant cash on hand, while Japanese companies are enjoying a strong yen relative to other currencies. Biotech's on the other hand, are competing for partnerships and financing in an environment made smaller by big pharma consolidation and cost cutting coupled with a more conservative appetite for risk. This panel will discuss the opportunities and threats in the evolving world of large and small life-science companies regardless of their home country, and the realities companies, large and small, need to consider as they plot their course forward.

**Moderator:** Peter Sears, *Co-Chair*, Japan America Society of Greater Philadelphia

**Panelists:** Barbara Dalton, *Vice President*, Venture Capital, Pfizer, Inc.

James J. Dolan, *Vice President*, Licensing & Business Development, Purdue Pharma L.P.

David Lilley, *Senior Vice President*, Campbell alliance and board member of SFJ Pharmaceuticals

Anna Protopapas, *Executive Vice President*, Global Business Development (BLBD), Takeda Pharmaceuticals International, Inc.

Masamichi Koike, PhD, *President*, KyowaHakko Kirin Pharma

## Workshop – Monday, June 6, 2011, 10:45 - 11:45 AM

### The Path Forward for Emerging Japanese Bioventure Companies:

The Japanese biotech sector is just starting to come into its own. Emerging bioventure companies are finding ways to address the same issues that emerging biotech companies around the world face as they advance programs and need capital to move forward. This panel will look at strategies adopted by Japanese biotech companies. It will also consider the opportunities for partnerships and collaborations to develop with western companies.

**Moderator:** Tetsushi Inada, *President & Managing Director*, Pharma-East Insight, Inc.

**Panelists:** Julian Bobe, PhD, *Manager*, Business Development, NanoCarrier Co., Ltd.

Masa Fujiwara, DVM, *President & CEO*, Chiome Bioscience Inc.

Hiroyuki Kouji, PhD, *President & Chief Executive Officer*, PRISM BioLab Corporation

Scott A. Siegel, PhD, *Vice President*, Business Development, Ezose Sciences Inc.

Shunsuke Sami, PhD, *Member of the Board, Executive Vice President and Corporate Officer*, AnGes-MG, Inc.

Tadashi Matsumoto, PhD MBA, *President & CEO*, ReqMed Company Ltd.

## Luncheon Plenary Session, Monday, June 6, 12:00 – 1:30 PM

### Given the Last Decade's Disastrous Performance, Can Biopharma Still Create Value ... and How?

Despite billions in R&D, billions in M&A, and billions in restructuring and strategic planning expenses, Pharma has seen about a third of its market value disappear since 2000, mollifying investors only by dint of share repurchases and dividends. For its part, biotech, with some spectacular but rare exceptions, has done even worse. The natural fit between the two -- biotech as product creator, pharma as product commercializer -- never materialized. Will the new strategies Pharma has begun to adopt -- emerging markets, diversification, generics -- get the industry going again? And can biotech find a way to finance its innovations through to successful exits -- at a time when both regulatory and payer risk, and Pharma's business-development caution, are at all-time highs? The answer is yes, though the solutions are radical.

**Moderator:** David Flores, *Co-Founder/President/CEO*, BioCentury Publications, Inc.  
**Panelists:** Ed Saltzman, *President*, Defined Health  
Roger Longman, *CEO*, Real Endpoints LLC

## **Workshop – Monday, June 6, 2011, 1:45 - 2:45 PM**

### **Growth Strategies Part 1: Do You Build It or Buy It?**

Pharmaceutical companies have, for a long time, had problems generating pipeline and marketed products from their own R&D efforts. Today, products from external sources account for about 60% of marketed products for the top 15 pharma companies. Clearly, a minority of Western pharma CEOs think that internal R&D is the most efficient source of future innovation, while the remainder appear evenly divided between outsourcing innovation (buying individual licenses or entering into partnerships) and company acquisitions. This panel will discuss the future direction of these strategies, new, relatively 'independent' internal R&D structures to mimic external innovation, and new development models that move financial risk from early drug development programs in pharma by creating investor-funded development companies that base their return on development success and down-stream partnering for late development and/or commercialization.

**Moderator:** James Foley, *Managing Partner*, Aqua Partners  
**Panelists:** Tom Burger, *Vice President*, Business Development, Neurotech, Inc.  
David C. U'Prichard, *General Partner*, Druid BioVentures  
John M. Gill, *Founder, President, CEO & Director*, TetraLogic Pharmaceuticals

## **Workshop – Monday, June 6, 2011, 3:00 - 4:00 PM**

**Deal Making with Japanese Biopharmas:** The last decade has seen a dramatic change in the rise of Japanese dealmakers on a global scale as they face multiple challenges to their market position at home. Faced with slow growth, an aging population, patent cliffs, shrinking pipelines and competition from global players in their home market, Japanese drug developers have adjusted their strategies and are looking outside Japan for growth opportunities.

**Moderator:** Martina Molsbergen, *CEO*, C14 Consulting Group  
**Panelists:** Greg Wiederrecht, *PhD*, *Vice President*, Worldwide Licensing & External Research, Merck & Co., Inc.  
Shin-Ichi Tamura, *Board Director, CEO*, Sosei Group Corporation  
Augustine Yee, *Senior Director*, Global Corporate Business Development, AstraZeneca Pharmaceuticals  
Benjamin R. Yerxa, *PhD*, *Vice President*, Product Development, Parion Sciences  
Schalon Newton, *DM*, *Vice President*, Strategic Marketing and Business Development, Santen Inc

## **Plenary Session, Monday, June 6, 4:15-5:30 PM**

### **New Government Policies- Impact on Growth and Investment:**

The biopharmaceutical industry, like no other industry, is buffeted, battered and at times buoyed by government policy and regulations. This panel will look into their crystal balls and share their views on how US and Japanese policy will affect this industry, including the potential effects on valuation of biopharma products and companies of emerging developments under the new US healthcare reform law, such as creation of a regulatory approval pathway for biosimilars, expansion of comparative effectiveness research, and the potential impact of the law on the capability of providers and insurers to pay for biopharma products.

**Moderator:** Stephen Mahinka, *Partner*, Morgan, Lewis & Bockius LLP  
**Panelists:** Tomohiko Makino, **MD, MPH, MBA**, *Visiting Fellow*, Global Health Security Program, Henry. L. Stimson Center, Johns Hopkins School of Medicine  
Satoru Nagasaka, *Partner*, TMI Associates  
Gail R. Wilensky, **PhD**, *Senior Fellow*, Project HOPE  
Trevi Troy, **PhD**, *Senior Fellow* The Hudson Institute

## **Cocktail Reception- Monday, June 6, 5:30 - 7:00 PM**

## **Workshop – Tuesday, June 7, 2011, 9:30 - 10:30 AM**

**Venture Investments across the Ocean- Are U.S. and Japanese VC's Looking In Each Other's Markets?:** Strategic venture funds, common in the US and Europe for some time, have emerged in Japan over the last 10 years. However, while Japanese strategic funds have invested in US and European companies, their investments in Japanese biotechs have been minimal. This panel will look at the similarities and differences between US/European and Japanese venture capital in terms of their investment criteria and style, the amounts invested, and the control they impose on their investments.

**Moderator:** David R. King, *Venture Partner*, Quaker BioVentures  
**Panelists:** Juan M.E. Harrison, *Vice President*, Takeda Research Investment  
Goro Takeda, *Venture Partner, Sofinnova Ventures & Co-Founder*, FinTech Global Inc.  
Kurt von Emster, *Managing Partner*, venBio  
Jeffrey B. Moore, **DPhil, MBA**, *Vice President*, MP Healthcare Venture Management (MPH)

## **Workshop – Tuesday, June 7, 2011, 10:45 AM - 11:45 PM**

### **Making Sure the Deal is NOT Lost in Translation:**

Once the deal is signed the hard work begins, and in the case of Alliances between Western Pharma and Japanese Pharma, there is more than the usual thought needed on ways of working and ensuring the deal meets its objectives and delivers value to both companies. Dealing with significant time differences is not new, but add on travel restrictions, markedly different R&D culture and the language differences and the complexity increases. On the panel we will be exploring how those experienced in working as Alliance Managers for cross border alliances have found solutions to the obvious and perhaps not so obvious challenges.

**Moderator:** Judith Hills, *Vice President & Head*, Alliance Management, GlaxoSmith Kline  
**Panelists:** Timothy Herpin, **PhD**, *Director*, Strategic Transactions Group, Bristol-Myers Squibb  
Janet Lewis, *Director*, Alliance Management, Worldwide Business Development, GlaxoSmithKline  
Denise McGinn, *V.P.*, Business Development & Licensing, Infectious Diseases/Vaccines & Japan, Janssen Global Services

## **Luncheon Plenary Session, Tuesday, June 7, 12:00 – 1:30 PM**

### **Japanese Dealmakers Attitudes Towards Licensing:**

While all pharma companies worldwide are concerned with pipeline expansion, what are the drivers and

issues that western biopharmaceutical that are unique to Japanese biopharmas, and how will they affect your strategy, and what issues are common? This panel of seasoned dealmakers will discuss their experiences in getting deals done with their Japanese counterparts. In particular, they will discuss their win-win strategies.

**Speaker:** **Ben Bonifant**, *Vice President and Head of the Business Development Practice*, Campbell Alliance

## **Workshop – Tuesday, June 7, 2011, 1:45 - 2:45 PM**

### **Emerging Endpoints- Safety and Efficacy May Not Be Enough in Today's Environment:**

Smart drug developers are now starting to quantify the impact their drugs have on an over burdened healthcare system. Why? In order to differentiate their products from similar products and command greater reimbursement levels.

**Moderator:** **Jeffrey M. Bockman, PhD**, *Vice President*, Defined Health

**Panelists:** **Ramsey Baghdadi**, *Managing Partner*, Prevision Policy, LLC

**Chandra Ramanathan, PhD, MBA**, *Head*, Early Pipeline Oncology - Global Marketing TA Oncology, Specialty Medicine BU, Bayer HealthCare Pharmaceuticals Inc.

**Ichiro Nakatomi, PhD**, *President & CEO*, NanoCarrier Co., Ltd.

## **Closing Plenary Session- Tuesday, June 7, 3:00 – 4:15 PM**

### **Growth Strategies Part 2: Is There a Yen for Trans-Pacific Mergers & Acquisitions?**

With significant cash on their balance sheets, some Japanese companies have acquired US and European biotech and specialty pharma companies to obtain commercial expertise, launched products and expand their R&D knowhow and scientific reach. With slow growth in the Japanese market, estimated at 0.2% for 2010 by IMS, how will mid-tier domestic Japanese companies with constrained R&D budgets and without a commercial overseas presence achieve growth for their investors? How will the major players in Japan's pharmaceutical market evolve as companies in the West continue to consolidate with one another? Will there be a concerted effort to expand and internationalize companies beyond Japan to achieve growth, particularly in an economy faced with a declining and aging population? And, if so, what will Japanese companies be looking for in terms of product and company opportunities in the US and Europe?

**Moderator:** **Thomas A. Picone, PhD**, Partners Unlimited

**Panelists:** **Michael O. Braun**, *Partner, Head of New York Corporate Group, Co-Chair of Japan Practice Group*, Morrison & Foerster LLP

**Frederick Frank**, *Managing Director*, Peter J. Solomon Company

**Nicholas Nicolaidis, PhD**, *President & CEO*, Morphotek Inc.

**Mary C. Tanner**, *Managing Director*, Peter J. Solomon Company

**Tamar Howson**, *Senior Advisor*, JSB Partners