

“India Pharma Inc.: Enhancing Value through Alliances and Partnerships”

Highlights of Pharma Summit 2010

The 8th edition of Pharma Summit 2010, CII's flagship International Conference for the Indian Pharmaceutical Industry was held on 27 November 2010 at Ahmedabad with the support of iNDEXTb, Government of Gujarat (GoG) as part of Swarnim Gujarat and Vibrant Gujarat 2011.

The Pharmaceutical Seminar & 8th Pharma Summit was inaugurated by Chief Guest, **Mr Jay Narayan Vyas, Hon'ble Minister of State of Health & Family Welfare, GoG**, who also released the CII-PwC Report “India Pharma Inc. – Capitalising on India's Growth Potential”.

The Summit had the presence of **Dr Surinder Singh, Drugs Controller General of India, Government of India & Mr Maheshwar Sahu, IAS, Principal Secretary, Industries and Mines Department, GoG** along with other top dignitaries of the pharmaceutical industry, who addressed the delegates.

Summit 2011 Background

Globally, the social, demographic and economic context in which the pharmaceutical industry operates is changing dramatically. These changes will generate huge opportunities for Pharma over the next decade. Some of them may be in different therapeutic areas. Even the demand for innovative medicines for old and new conditions alike is growing, not shrinking. But the current pharmaceutical industry business model is both economically unsustainable and operationally incapable of acting quickly enough to produce the types of innovative treatments demanded by global markets.

In order to make the most of these future growth opportunities, the industry must fundamentally change the way it operates. Most Big Pharma companies have traditionally done everything from research and development (R&D) through to commercialisation themselves. But we predict that, by 2020, this model will no longer work for many organisations. If they are to prosper, they will need to improve their R&D productivity, reduce their costs, tap the potential of the emerging economies and switch from Selling medicines to managing outcomes – activities few, if any, companies can accomplish on their own. Even the largest pharmaceutical companies will soon need to step outside their sector and collaborate with other organisations. As a result of which, the pharmaceutical industry all over the world is undergoing increasing amount of concentration, which coincides with the occurrence of a large number of consolidation strategies such as mergers, acquisitions, alliances and partnerships.

CII's 9th International Pharma Summit aims to focus and explore how the industry is collaborating and consolidating for growth and discuss strategies and challenges ahead. Companies need to suitably adapt their business models to capitalise on growing potential and convert these opportunities into success stories.

Thus the theme, “India Pharma Inc.: Enhancing Value through Alliances and Partnerships”.

Summit Objectives

Partnerships and alliances are becoming the most favoured method of operation for pharmaceutical companies looking to expand their geographic footprint and boost their capabilities and products basket. The summit will focus on areas of concern and challenges that need to be addressed at the stage of execution by Indian and foreign pharma companies as they continue to expand operations through alliances and partnerships in domestic market. The summit will also attempt to enable the Pharma Industry to crystallize the path ahead for its players in the domestic arena and identify sustainable business model for maximising growth.

- Provide a platform to discuss the changing business models in the industry
- Gain an understanding of the growing partnerships and alliances in the region
- Identify newer ways of managing cost pressures and bringing efficiencies across the pharma value chain
- Identify funding options for growth
- Outline newer trends like; health Insurance, Medical devices, Biologics, which are impacting growth of the industry and how pharma companies can devise suitable strategies to maximize the potential and catapult to the next level

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- **Evolving business models** - To understand the growing need of alliances and partnerships and benefits realized. To discuss strategies and challenges ahead
- **Bringing Cost efficiencies** - Identifying newer ways of managing cost pressures and bringing efficiencies across the pharma value chain
- **Newer growth trends** - Understand how Health Insurance, Medical devices, Biologics, are impacting growth of the industry
- **Road Ahead** - Given the changing dynamics of the industry and challenges ahead what are the imperatives for growth and how pharma companies can devise suitable strategies to maximize the potential and catapult to the next level

Session Highlights

- “India Pharma Inc.: Is Alliance & Partnership the Way Forward?”
- “India Pharma Inc.: Newer Trends Driving the Growth”
- “India Pharma Inc.: Managing Cost Pressures”
- ★ **CEOs’ Interactive Roundtable: “Enhancing Value through Alliances and Partnerships”**

Enablers

- Escalating healthcare cost
- Government-mandated price cuts
- Declining R&D productivity
- Patent cliff
- Generic competition eroding market share
- Product portfolio expansion
- Cost savings from synergies
- Sharing risk to dilute pressure
- Geographical expansion
- Pressures to maintain growth

Key Take Aways

- Identifying the evolving business models of pharma industry
- Understanding the value potential of alliances and partnerships
- Identifying critical success factors for alliances & partnerships
- Identifying new ways of managing cost pressures and bringing efficiencies across the value chain
- Identifying the impact of newer trends – Health Insurance, Medical devices, Biologics on the growth of the industry
- Identify available funding options for growing to the next level
- Identifying key challenges and strategies for the next level of growth

Key Concerns

- High valuations
- Management control
- Post merger integration complexities

Registration Details

Participation Fee Per Delegate:

For CII / Support Industry Members	₹ 5000/-
For Non Members	₹ 6750/-
Overseas Delegate	US \$ 200

Participation Fee Inclusive of Service Tax and Education Cess @ 10.30 %

Procedure for enrolling:

- Please use the enclosed Delegate Registration Form to send in your nominations
- Cheque / Demand Draft should be drawn in favour of “**Confederation of Indian Industry**” payable in Mumbai

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