

Asia Biotech Forum 2005

Embracing The Journey To Success In Asia's Booming Biotech Sector

The JW Marriott,
Kuala Lumpur

3rd & 4th
February 2005

*"Discovery consists of seeing
what everybody has seen
and thinking what
nobody has thought"*

Albert Szent-Gyorgyi

Innovation is not just a requirement, it is a prerequisite to being a leader in the Biotech industry.



Key benefits of attending this event:

- **Leveraging** on the developments in the biotechnology industry and its related sectors both regionally and globally
- **Evaluating** and **assessing** the various business models for the Asian Market
- **Exploring** ways to venture into biotechnology and identifying the latest financing options and trends
- **Identifying** how to build business and global relationships to obtain greater opportunities for technology transfers and resource sharing
- **Discussing** the incentives and actions taken by the government and research institutions have taken to spearhead the biotech industry
- **Recognising** opportunities for sustainable growth and survival, as well as opportunities for new biotech business
- **Networking** and **establishing** strategic partnerships with key players in the industry

Featuring comprehensive case studies, in-depth analysis and strategic insights from these leading organisations:

- Novartis Institute for Tropical Diseases
- AstraZeneca Research Foundation India
- MerLion Pharmaceuticals
- Sime Darby Technology Centre
- Tuskegee University USA
- National Centre for Genetic Engineering and Biotechnology
- Eli Lilly Asia
- Genencor International Asia Pacific Private Ltd
- Degussa AG
- University of Southern California
- Nanyang Technological University

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Your eminent panel of speakers:

Dr. Thomas Keller Deputy Director
Novartis Institute for Tropical Diseases

Lorenz Ng (Larry) M.D. Vice President China and
Asia-Pacific

Eli Lilly Asia, China

Dr. S. Anand Kumar Director
AstraZeneca Research Foundation, India

Dr. Manfred Kircher Creavis Corporate Venture
Degussa AG, Germany

Gurinder Shahi Director, Global BioBusiness Initiative
**Center for Global Business Excellence,
Marshall School of Business, University of
Southern California**

Ong Chui Koon Principal Consultant / Head
Intellectual property services
SIRIM Berhad

Lionel Binns Worldwide Manager, Life Science Program
Office

Hewlett-Packard

David Wyne Chief Business Officer
MerLion Pharmaceuticals, Singapore

Dr. James Shen Regional Sales Director
Genencor International Asia Pacific Private Ltd

Darunee Edwards Deputy Director
**National Centre for Genetic Engineering and
Biotechnology, Thailand**

Dr. Channapatna S. Prakash Professor Plant
Molecular Genetics
**Tuskegee University USA - Founder of
AgBioWorld Foundation**

Dr. K Harikrishna General Manager of Biotechnology
Sime Darby Technology Centre

Dr. Santosh Mishra Executive Director
Bioinformatics Institute, Singapore

Dr. Paul S. Teng
Nanyang Technological University, Singapore

Priscilla Jitab
World Courier

Emeri Johari General Manager
**Malaysian Technology Development
Corporation, MTDC**

Thursday 3rd February 2005

0830 Registration and morning coffee

0900 Opening & welcome remarks by the chairperson
Discovering Biotechnology

0915 **Session One - A Strategic Overview**
Capturing the value proposition of biotech in Asia

- Exploring Asia's numerous biotech clusters
- Discussing the region's biotech initiatives
- Evaluating and exploiting the expertise and resources that are available in the region
- Benchmarking Asia with Europe, the United States and the rest of the world
- Boosting the economy through industries supporting the biotechnology industry. i.e. manufacturing, information technology
- Promoting biotech hubs such as BioValley as a strategic location for biotech activity in Asia

Gurinder Shahi Director, Global BioBusiness Initiative
Center for Global Business Excellence, Marshall School of Business, University of Southern California

1000 **Session Two**
Educational, Learning and Human Resourcing to support an Asian biotechnology industry

- Review of the skills sets needed to support biotech R&D, and the industry
- Role of public and private education providers - Centers of excellence and Centers of expertise
- Sources of information on biotechnology - Biotech information centers, biotech brokerage websites
- Learning centers and programs, the NIE DNAC, Knowledge Plus Biotech Primers
- Partnerships to ensure relevant human resource development for biotechnology

Dr. Paul S. Teng
Nanyang Technological University, Singapore

1045 Morning refreshments

1115 **Session Three**
Setting the groundwork for biotech in South East Asia

- Defining the biotech policy and road map for biotech development in Thailand
- Promoting the advancement of biotech initiatives
- Exploring how Asia is Leveraging on biotech know how
- Discussing international collaboration and how it can benefit biotech development

Darunee Edwards Deputy Director
National Centre for Genetic Engineering and Biotechnology Thailand

Embracing Research And Development

1200 **Session Four - Case Study**
Building the foundation and setting up a R&D facility in India (Astra Research Centre India, now known as Astrazeneca Research Foundation)

This presentation will discuss how Astra Research Centre developed technologies which were transferred to smaller biotech start-ups in India and how Astra AB (now AstraZeneca) was convinced to invest in India for discovering new drugs for infectious diseases relevant to this part of the world.

The presentation will also discuss Dr. Anand's instrumental role in encouraging Astra AB to start a research facility as a non-profit society way back in 1984. This establishment has now led to the establishment of a fully owned subsidiary (AstraZeneca R&D, Bangalore)

Dr. S. Anand Kumar Director
AstraZeneca Research Foundation India

1245 **Networking luncheon hosted by** 

1400 **Session Five - Case Study**
The increased importance of R&D activities to facilitate innovation

- Promoting an environment that encourages research and development to foster innovation
- Lowering the hurdles of access to medicines in developing countries
- Benchmarks for medicines for developing countries
- Drug discovery targeting infectious diseases of developing countries
- Drug development and marketing of medicines with limited commercial potential

Dr. Thomas Keller Deputy Director
Novartis Institute for Tropical Diseases

1445 **Session Six - Case Study**
Productivity challenges in the pharmaceutical industry

- Identifying the latest business models for R&D activities, both current and emerging
- Assessing the challenges and opportunities of each of these business models
- Justifying the cost of research and development and ensuring the returns
- Discussing the region's role in research and development

Lorenz Ng (Larry) M.D. Vice President China and Asia-Pacific
Eli Lilly Asia

1530 Afternoon refreshments

Technology & The Future Role of Biotech

1600 **Session Seven**
An overview of HP's Life Sciences strategy and its impact for Asia Pacific

- HP experience in biotech industry development
- Discussing information on new technology in information delivery engineering
- Exploring high-performance computer architecture and services provided by HP for the needs of pharmaceutical, biotech, and drug companies
- Outlining how HP is developing scalable IT applications to help biomedical science better respond to personalised needs
- Discussing the move toward the realisation of "personalised medical treatment"


Lionel Binns Worldwide Manager, Life Science Program Office
Hewlett-Packard

1645 **Session Eight**
The role of bioinformatics in enhancing biotech research

- Capitalising on information technology as a key enabler for biotechnology
- Understanding the fundamentals of bioinformatics
- Recognising the latest trends in the bioinformatics field and how it can accelerate biotech growth

Dr. Santosh Mishra Executive Director
Bioinformatics Institute

1730 **Closing remarks & close of day one**

From 1740 onwards, cocktail reception hosted by 

About the Platinum Sponsor

HP provides leading edge high performance computing solutions that allow life and materials science researchers to optimise drug and chemical candidates and streamline and integrate data and processes for new drug and chemical development.

HP has architected solution environments that are used by many of the leading life and materials research organisations around the world. HP's current materials research customers include Pacific Northwest National Laboratory, Sumitomo Chemicals, Corning, Fuji Film, Monsanto and DuPont. Life science customers include The Wellcome Trust Sanger Institute, Genoscope, GeneProt and many others.

HP solutions enable agility in the life sciences by helping to align IT infrastructure with business requirements. HP can ensure cost-effective flexibility and all-important stability at the infrastructure core. And HP solutions extend value and reach to every aspect of the life sciences enterprise.

About the Gold Sponsor

World Courier was founded in 1969 to meet customers needs for fast, reliable deliveries of time critical shipments. Since that time, World Courier has developed their services, anticipating their clients needs, to provide cutting edge customized logistics solutions to a wide range of industries.

Over the last 30 years, advances in transportation, communication and technology have changed the way we do business but World Courier's goal remains the same - World Courier continues to be dedicated to treating each shipment on an individual, priority basis to ensure the fastest and safest delivery of all their consignments.

Why you cannot miss this event:

Biotechnology is poised to be the next big driver for the Asian region, and it's potential as yet remain untapped. The possibilities are endless. However harnessing its benefits and producing results can be quite challenging.

This conference will discuss the latest trends and issues of the biotechnology industry in the region. **marcus evans** will showcase some of the region's leading biotechnology practitioners, who will be showcasing some of their challenges and success stories.

Biotech Asia 2005 will be an opportune platform for knowledge sharing and the networking for Biotech professionals and those associated with the industry. Do not miss this opportunity to explore the challenge of transforming scientific innovation into commercial success.

Who should attend

CEOs, CFOs, COOs, Managing Directors, Directors, General Managers, Managers and Senior Executives from the following sectors:

- Biotechnology
- Pharmaceutical
- Medical and Healthcare
- Life Sciences
- Clinical Research
- Food & Agriculture
- Academic and Research (Biotechnology)
- Regulatory & Governmental agencies
- Insurance, Investment, and Venture Capitalist
- Intellectual Property

I would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Prakash Ramajillu, Conference Producer

Register NowContact Marketing at **marcus evans**

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Email: marcusevanskl@marcusevanskl.com**0830 Registration and morning coffee****0900 Opening & welcome remarks by the chairperson**

Lionel Binns Worldwide Manager, Life Science Program Office
Hewlett-Packard

Triumphant Biotech Strategies**0915 Session One - Case Study****White biotechnology - opportunity and challenge for the chemical industry**

Earmarked by the colours red and green biotechnology is well established in the pharmaceutical (red) and agbio (green) industry. Although the chemical industry already uses biotechnological processes such as fermentation and enzymatic processes a significant impact of modern biotechnology on the chemical industry is expected. This segment of industrial biotechnology is labeled by the colour white. Modern life sciences open up nature's tool set to industrial production. New production platforms in microorganisms, plants and animals are in development and the metagenome will give access to new enzymes and pathways. In addition white biotechnology provides new raw materials, products and markets for the chemical industry. Developing white biotechnology needs an extremely complex network of science and technology such as biology, chemistry, information technology, process technology, etc. Getting access to all necessary competencies by intelligent partnering will provide the basis of future success stories.

- Identifying current applications of biotechnology
- Analysing market trends in white biotechnology
- Exploiting the potential of life sciences
- Discovering science and technology trends
- Understanding how to harvest the potential
- Achieving success by partnering

Dr. Manfred Kircher Creavis Corporate Venture
Degussa AG

1000 Session Two - Case Study**Building a biotech business, some business development issues**

- Validating, choosing and evaluating the right business model to suit your organisation
- Discussing technology valuation issues
- Redefining licensing and partnering strategies in today's business environment
- Furthering the role of negotiation in business development

David Wyne Chief Business Officer
MerLion Pharmaceuticals

1045 Morning refreshments**1115 Session Three****Successfully commercialising Asian biotech discoveries and products**

- Moving from development to successfully marketing your discovery
- Exploring and exploiting the growing markets in the region
- Identifying the key factors for success
- Assessing best practices for effective targeting of customers and consumers
- Improving time to market of your products

Dr. James Shen Regional Sales Director
Genencor International Asia Pacific Private Ltd

Funding And Investment Issues**1200 Session Four****Evaluating the various funding opportunities for biotech ventures**

- Raising venture capital for Asian biotechnology start-ups
- The current trends of venture capital investments
- The government's role to reduce financial risks through biotech funding and incentives
- Determining the funding challenges that are apparent in today's environment
- Assessing the key factors for making a country attractive to foreign investment

Emeri Johari General Manager
Malaysian Technology Development Corporation, MTDC

1245 Networking luncheon hosted by**Biotech Logistics****1400 Session Five****Logistics for the bio tech industry**

- Specifying regulations governing international air transport
- Comparing Infectious substances versus diagnostic specimens
- Realising proper packaging requirements
- Documentations in compliance with international regulatory bodies

Priscilla Jitab
World Courier

Reinforcing Agribiotech**1445 Session Six****Addressing biosafety concerns**

- Identifying the possible impacts of genetically modified (GM) technology on Asia's output, export and imports
- Considering ethical and safety issues in the biotech sector
- Addressing a range of measures, policies and procedures to ensure minimal risks of biotechnology to the environment or human health
- Setting a well conceived national legislation and risk assessment system
- Managing resistance from interest groups

Dr. Channapatna S. Prakash Professor Plant Molecular Genetics
Tuskegee University USA - Founder of AgBioWorld Foundation

1530 Afternoon refreshments**1600 Session Seven****The Asian agri-biotech revolution**

- Exploiting the bio-diversity and local resources to gain a competitive advantage
- Highlighting areas that have already been identified for further development
- Issues and challenges of the agricultural and food sectors
- Identifying a niche and becoming a world leader in the area

Dr. K Harikrishna General Manager of Biotechnology
Sime Darby Technology Centre

Intellectual Property**1645 Session Eight****Recognising Intellectual Property Rights**

- Understanding Intellectual property concerns in the industry
- Impact of current IP legislation in Asia and the impact of investment on Asia
- Formulating intellectual property rights protection as a key factor for economic growth and advancement in the biotechnology sector
- Strategic management of intellectual property for new product development

Ong Chui Koon Principal Consultant / Head Intellectual property services
SIRIM Berhad

1730 Closing remarks & close of conference**About the Endorser**

With a focus on Taiwan's growing life science sector, **BiotechEast** is a marketing and info-research company offering international biotech companies, institutes and investors the resources and services they need to find opportunities in Taiwan. BiotechEast also operates the most comprehensive English language biotech website in the greater China region. Please visit www.biotecheast.com for more information.

About the Supporter

The Malaysian Biotechnology Information Centre (MABIC) is a non-profit organisation operating in the area of biotechnology communication, education and awareness. As the local node of an international network, MABIC works closely with local and international authorities to promote and enhance biotechnology developments in Malaysia

About the Media Partners

Covering countries including Singapore, Malaysia, China, and Hong Kong, **Asia Monitor** is a source of prime business intelligence. With succinct country-by-country analyses, hard-to-find data, and authoritative 24-month forecasts covering government, economy, finance and the business environment, Asia Monitor is the answer to your strategic information needs.

Established in 1997, **Asia Pacific Biotech News** is the only fortnightly publication that features news from various aspects of Asia Pacific biotechnology sector, such as company news, products/services highlights, agriculture, rules & regulations. Since 1999, APBN also publishes special issues to provide readers exclusive in-depth information on biotechnology related topics.

Asia Today International pioneered serious reporting in Australia of Asian business affairs. Independently-owned, it sources editorial material from its own network of correspondents throughout Asia. Now in its 22nd year of publication, Asia Today International has a loyal subscriber base at the top levels of Australian business -- and a highly targeted distribution within Asia.

With a strategic research, manufacturing and logistics base now in place, Asia looks forward to developing its life science sector with confidence. **Life Sciences Asia** reports on the products, services, strategies and skill-sets executives need to face the changing rules, roles and responsibilities of this bigger, more competitive industry.

