# Introductory Seminar

## Licensing & Business Development

### Highlights
- Development of licensing strategies
- Biotech partnerships
- Optimisation of business development processes
- Intellectual property rights
- Financial assessment of licensing projects
- Conducting negotiations for licensing projects
- Case study licenses

### Distributor
- Licence manager
- Business development manager
- Controller
- Managing director

### Dates
- 11. – 13/05/2020
- Berlin
In collaboration with the English Pharma Licensing Group, Pharma-Lizenz-Club Deutschland (PLCD) is again offering its three-day seminar “Licensing & Business Development” from May 11th to 13th, 2020.

The aim of this seminar is to help you and your organisation with the following:

- Establishing links between company strategies and licensing strategies
- Optimising the structure and flow of your business development processes
- Finding the right licensing partner
- Learning to deal better with the pitfalls of intellectual property rights
- Properly evaluating license offers and risks from a financial perspective
- Improving your negotiation strategies and tactics

The seminar is primarily directed at employees in the pharmaceutical industry and the biotechnology sector who are new to working in the area of business development, as well as employees who want to obtain a thorough overview of business development and licensing as a whole, or those who want to refresh their knowledge.

For the seminar, we were able to recruit well-known speakers from leading pharmaceutical companies with many years of experience, as well as proven experts for specialist questions.

One part of the seminar is a case study, which then serves as a common theme running across the course. Through this case study, you will practice the critical assessment of licence offers, as well as valuation and negotiation tactics.

The talks will be given in English. The case study will be conducted in English.

The seminar will take place in the Hilton Hotel Berlin, in the heart of the city near the picturesque Gendarmenmarkt. A program overview and registration form are attached. To achieve optimal value for the participants and facilitate efficient group work, the number of participants in the seminar is limited to 20 people.
May 11th, 2020
Chair: St. Luzar

10.00 – 10.15 Introduction
St. Luzar

10.15 – 11.15 Business Development in the challenging pharma environment
Ch. Kanzelmeyer
- The challenging pharma environment
- Trends in licensing and M&A
- Emerging markets - the future drivers for growth

11.15 – 11.30 Coffee

11.30 – 12.45 Portfolio management as basis for the development of a license strategy
Dr. J. Knospe
- Strategic value of portfolio analysis
- Evaluation approaches
- Using portfolio strategy to build a licensing strategy

12.45 – 14.00 Lunch

14.00 – 15.15 Overview of the Licensing Process
Dr. D. Horn
- Drivers for business development
- Licensing process for products and technologies
- Process organization
- Due diligence
- Deal closing

15.15 – 15.30 Coffee

15.30 – 16.30 Different Types of Licensing Agreements
Dr. K. Gomaa
- Confidentiality agreements
- Meeting objectives through choice of right agreement type
- Research collaborations
- Classic licensing agreements types

16.30 – 16.45 Coffee

16.45 – 17.45 Managing Licensing Negotiations
J. van Vliet
- Negotiation styles: Which style is most effective?
- Managing the atmospherics: How do I control time and place?
- Recognizing and using tactics: How do I influence the power balance?
- Staying in control: How do I pace the negotiation session through phases?

19.30 Group Dinner
## Schedule

**May 12th, 2020**  
**Chair: St. Luzar**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
<th>Details</th>
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<tbody>
<tr>
<td>08.30 – 09.30</td>
<td><strong>Regulatory Environment in Licensing / Intellectual Property Rights</strong></td>
<td>Dr. St. Blesse</td>
<td>Patents / SPCs, Trademarks and licenses, Regulatory framework, Development timelines, Regulatory filings in Europe</td>
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<td>09.30 – 09.45</td>
<td>Coffee</td>
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<tr>
<td>09.45 – 11.15</td>
<td><strong>Financial Aspects of Licensing</strong></td>
<td>Dr. K. Maleck</td>
<td>Financial factors affecting buyers and sellers, The valuation process, Building the financial model, Parameters of NPV model, Royalty rates and supply terms, Different deal structures - financial aspects</td>
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<td>11.15 – 11.30</td>
<td>Coffee</td>
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<td>11.30 – 12.45</td>
<td><strong>Due Diligence Overview</strong></td>
<td>Dr. I. Staatz-Granzer</td>
<td>Evaluation, Process, Organisation, Identification and quantification of risks and opportunities, Presentation to management</td>
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<td>12.45 – 14.00</td>
<td>Lunch</td>
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<td>14.00 – 15.45</td>
<td><strong>Briefing for licensing case study</strong> – Round 1 Internal strategy determination</td>
<td>S. Finch</td>
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<td>15.45 – 16.00</td>
<td>Coffee</td>
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<td>16.00 – 19.00</td>
<td><strong>Preparation of Licensing case study</strong> – Round 2 Financial Assessment (Group work)</td>
<td>R. Davies / S. Finch</td>
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<td>19.30</td>
<td>Group Dinner</td>
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May 13th, 2020
Chair: St. Luzar

08.15 – 11.45  Licensing Case Study – Round 3 Negotiation
               R. Davies / S. Finch

11.45 – 12.00  Coffee

12.00 – 13.15  Licensing Case Study – Round 4 Presentation of negotiation results
               (Negotiation teams)
               R. Davies / Groups

13.15 – 13.45  Lunch

13.45 – 14.30  Implementation and Life History of a Licensing Agreement
               Dr. Dr. A. Ruhland
               • Key success factors for the implementation
               • Implementation process
               • Performance criteria
               • Change of control
               • Addressing problems
               • Termination of agreements

14.30 – 14.45  Summary and closing remarks
               St. Luzar
Registration

Seminar Licensing & Business Development
May 11th – 13th, 2020

Please mail the registration to: stefan.luzar@plcd.de
Please fill out in BLOCK LETTERS:

Title, First Name: ................................................................. Surname: .................................................................
Role: ..................................................................................................... Department: .................................................................
Company: ...................................................................................................................
Street: ................................................................. Post code: .............. Location:........................................
Phone: ................................................................. Fax: .................................................................
Email: ...................................................................................................................

The field of business development and licensing is new to me. ☐ YES / ☐ NO
I have been working in BD & L for _____ years.
I will participate in the seminar for the full duration. ☐ YES / ☐ NO
Unfortunately I will only be able to participate in the seminar from _______ to _______.

Costs: € 2,200 plus VAT Course fee. (This includes lunch and dinner, drinks and snacks
during the course, documentation for the course as well as a participation
certificate.)
For members of the PLCD, the course fee is € 1,600 plus VAT.

Payment: Bank transfer to PLCD with the reference “Seminar 01-2020” to
Account No. IBAN: DE30370501981934324599, BIC (Swift-Code):
COLSDE33XXX, Sparkasse KoelnBonn, Hahnenstr. 57,
50667 Köln, Deutschland (Germany) by April 28, 2020

Venue: Hotel Hilton Berlin, Mohrenstr. 30, 10117 Berlin
Phone: + 49 (30) 20 230, Fax: + 49 (30) 20 23 42 69, www.berlin.hilton.com

Travel and hotel accommodation:
The participants are requested to make hotel reservations themselves. We have reserved a limited number of
rooms at the Hilton Hotel Berlin until 31/03/2020. Please indicate the reference “PLCD – Pharma License Club”
when making your reservation in order to receive special conditions. The costs for accommodation will be paid by
the participants upon departure.

Cancellation, withdrawal:
In case of registration cancelled more than 30 days before the event date, we do not charge a cancellation fee. In
case of cancellation within 30 to 14 days before the start of the event, we charge a processing fee of 50% of the
seminar fee (plus VAT). For later cancellations (14 days or fewer before the start of the event) the fee for the
entire event will be charged. A substitute participant can be nominated at any point in time.

Please send or fax this form by April 3, 2020 to:
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