

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

- 14. – 16/12/2020
- Berlin

Introductory Seminar

Licensing & Business Development

In collaboration with the English Pharma Licensing Group, Pharma-Lizenz-Club Deutschland (PLCD) is again offering its three-day seminar "Licensing & Business Development" from December 14th to 16th, 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.

Schedule

December 14th, 2020
Chair: St. Luzar

- 10.00 – 10.15** **Introduction**
St. Luzar
- 10.15 – 11.15** **Business Development in the challenging pharma environment**
Dr. Ch. Klein
- 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. Goma
- 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

December 15th, 2020
Chair: St. Luzar

- 08.30 – 09.30** **Regulatory Environment in Licensing / Intellectual Property Rights**
Dr. St. Blesse
- Patents / SPCs
 - Trademarks and licenses
 - Regulatory framework
 - Development timelines
 - Regulatory filings in Europe
- 09.30 – 09.45 Coffee
- 09.45 – 11.15** **Financial Aspects of Licensing**
Dr. K. Maleck
- 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
- 11.15 – 11.30 Coffee
- 11.30 – 12.45** **Due Diligence Overview**
Dr. I. Staatz
- Evaluation
 - Process
 - Organisation
 - Identification and quantification of risks and opportunities
 - Presentation to management
- 12.45 – 14.00 Lunch
- 14.00 – 15.45** **Briefing for licensing case study** – Round 1 Internal strategy determination
S. Finch
- 15.45 – 16.00 Coffee
- 16.00 – 19.00** **Preparation of Licensing case study** – Round 2 Financial Assessment (Group work)
R. Davies / S. Finch
- 19.30 Group Dinner

Schedule

December 16th, 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



Hotel Hilton Berlin | Mohrenstr. 30 | 10117 Berlin | Tel: 49-30-20230 | Fax: 49-30-20234269

Registration

Seminar Licensing & Business Development December 14th – 16th, 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 02-2020”** to **Account No. IBAN: DE30370501981934324599, BIC (Swift-Code): COLSDE33XXX, Sparkasse KoelnBonn, Hahnenstr. 57, 50667 Köln, Deutschland (Germany) by November 30th, 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 30/10/2020. 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 November 30th, 2020 to:

Pharma Lizenz Club Deutschland e.V. | Business Office | Mr. Stefan Luzar | Argelanderstrasse 130 | 53115 Bonn
| Phone: +49 (0)228 – 24 23 546 | Email: stefan.luzar@plcd.de | www.plcd.de