

## Introductory Seminar

### Licensing & Business Development

#### Highlights

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

#### Distributor

- License manager
- Business development manager
- Controller
- Managing director

#### Dates

- 16.-18.12.2024
- Mannheim

# Introductory Seminar

December 16th-18th, 2024

The Pharma-Lizen-Club Deutschland (PLCD) is offering its introductory seminar "Licensing & Business Development" from December 16th to 18th, 2024.

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.**

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.

December 16th-18th, 2024

## **16.12.2024**

**16.00**      **Introduction**  
St. Luzar

**16.15 – 17.00**    **How to build a Licensing Strategy?**  
A. Eicke

- Strategic value of portfolio analysis
- Evaluation approaches
- Using portfolio strategy to build a licensing strategy

17.00 – 17.15    Coffee

**17.15 – 18.45**    **Licensing Process and different Types of Licensing Agreements**

Dr. K. Gomaa

- Drivers for business development
- Licensing process for products and technologies
- Process organization
- Due diligence / Deal closing
- Confidentiality agreements
- Meeting objectives through choice of right agreement type
- Research collaborations
- Classic licensing agreements types

19.00            Group Dinner

## **17.12.2024**

**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**

B. Orzelek

- 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

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## 17.12.2024

11.15 – 11.30 Coffee

### 11.30 – 12.00 **Due Diligence Overview**

Dr. S. Behne

- Evaluation
- Process
- Organisation
- Identification and quantification of risks and opportunities
- Presentation to management

12.00 – 13.30 Lunch

### 13.30 – 15.15 **Briefing for Licensing case study**

– Round 1 Internal strategy determination  
Sharon Finch / Roger Davies

15.15 – 15.30 Coffee

### 15.30 – 19.00 **Preparation of Licensing case study**

– Round 2 Financial Assessment (Group work)  
Roger Davies

## 18.12. 2024

### 08.30 – 11.45 **Licensing Case Study**

– Round 3 Negotiation (Group work)  
Sharon Finch

11.45 – 12.00 Coffee

### 12.00 – 13.15 **Licensing Case Study and Implementation**

– Round 4 Presentation of negotiation results  
(Negotiation teams)  
Sharon Finch / Roger Davies

13.15 – 14.00 Lunch

## Registration

December 16th-18th, 2024

### Seminar Licensing & Business Development

Please mail the registration to: [stefan.luzar@plcd.de](mailto: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 02-2024” to **Account No. IBAN: DE30370501981934324599, BIC (Swift-Code): COLSDE33XXX, Sparkasse KoelnBonn, Hahnenstr. 57, 50667 Köln, Deutschland (Germany) by November 18th, 2024**

**Venue:** Radisson Blu Hotel, Q7 27, 68161 Mannheim, Germany,  
Hotline: +49 (0) 621 33650 3308, [reservations.mannheim@radissonblu.com](mailto:reservations.mannheim@radissonblu.com)

**Travel and hotel accommodation:**  
The participants are requested to make hotel reservations themselves. We have reserved a limited number of rooms at the Radisson Blu Mannheim. 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 this form by October 18th, 2024 to:**  
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