

Experiences from attendees of the IFB Masterclass Biotech – Biopharma

“A perfect introduction to the Biotech-Biopharma landscape and challenges. Multi-function approach and insightful presenters make it worth to attend for anybody seeking to improve her/his knowledge of the Biotech-Biopharma industry in Belgium”

Eric Lechien, Operational Excellence Europe UCB Pharma S.A.

“The IFB Masterclass offers a very condensed ‘crash course’ on all aspects of a biotech company, from start to exit, given by top-level, highly experienced speakers who provide you with an inside view. This is done in a very informal and relaxed atmosphere with ample network opportunities. Highly recommended!”

Hilde De Winter, TA Head Bone and General Medicine, Amgen

“A step stone training course in Biotech/Bio-Pharma business guided by brilliant and knowledgeable speakers with international experience and perspectives. A course I appreciated also due to the highly motivated and interactive class members representing strong experience from all levels of business development.”

Bjarte Håvik (PhD), Dept. of Clinical Medicine – University Hospital Bergen Norway.

“The training gives a good overview of the biotechnology sector. It is very important for a Clinical Research Organization to understand/know better what our potential clients are doing. The good atmosphere during this training is a real added value because you even enjoy to go to the training.”

Julie De Wever, Scientific Partnership Developer Keyrus Biopharma

“A great opportunity to get an understanding of the ‘life in biotech’, presented by key speakers in the field and flavoured with many real-life examples.”

Wilfried Dalemans, CTO and VP Regulatory Affairs TiGenix

“Career enriching experience. Valuable networking. Some of the most brilliant knowledgeable speakers in Biotech/Pharma.”

Barbara Leyman, Licensing Manager VIB

“A unique opportunity to get insights in the biotech world presented by key players in the field. A hands-on training in all aspects of spin-off creation to bringing biotech products to the market.”

Nick Geukens, Research Manager K.U.Leuven

“The IFB Masterclass Biotechnology gives you great insight into all aspects of the Biotech Industry. It is a line-up of world-class speakers, a professional organization and a relaxed atmosphere were key to the success of this Masterclass.”

Joost Kolkman, Associate Director Ablynx

“Definitively an unequalled course in this field because high profile speakers are in front of key people involved in life science. Many important issues and items are addressed.”

Fabrizio Giannotta, CEO Progenosis

“Very stimulating course in an informal atmosphere with a very broad mix of subjects and high profile speakers. Also offers you very good network opportunities.”

Frank De Smet, Sr. Medical Advisor Landsbond Christelijke Mutualiteiten

“A unique opportunity to meet experts in this field in a very open and interactive way.”

Frieda Deckers, Clinical Research Director, Boehringer

“If Belgium wants to lead in biotechnology, it also has to lead in ‘training’ biotechnology. IFB is playing a major role here.”

Geri Brouwers, General Manager META and former President pharma.be

“A unique combination of excellent high-profile speakers, a comprehensive insight in all aspects implicated in biotech business and lots of camaraderie amongst the participants. Highly recommended!”

Chris De Jonghe, Business Development Manager VIB

“Everything you need to know about life in a biotech industry. The mix of high profile speakers in the field, the real life case studies, hands on training and relax atmosphere makes it a very enriching and inspiring experience. Highly recommended.”

Stéphane Vandendael, Country Manager Genzyme BeLux

“Perfect approach to cover all dimensions of drug discovery from early stage to post marketing with excellent networking with frontline experts and Flemish and French speaking colleagues in Biotech”

Michel Detheux, Director Spin off Project – Ludwig Institute for Cancer Research – Brussels Branch of Human Cancer cell Genetics – ITEOS Therapeutics.

“A Perfect Helicopter view of Biotech Business with World class speakers and great network opportunities.”

Thibault Helleputte, Spin-Off Project Manager DNAnalytics

“A great course covering many aspects of starting and running a biotech company from discovery to reimbursement given by top level speakers in a very open and interactive atmosphere. Highly recommended!”

Marlies De Wouwer, Postdoc Labo Pharmaceutical Biology KULeuven.

“The quality of the audience is just as great as the quality of the speakers. I made very valuable contacts through the network. It is great to have direct access to big names in the different areas linked to product development in a very informal environment”.

Anny Fortin, Director Research Dafra Pharma R & D.

IFB Biotech – Biopharma MASTERCLASS

4th Edition 2012 – 2013

8 days ...

- » ... **building** and enlarging your network
- » ... **translating** your inspirations and aspirations into successful business ideas
- » ... **interacting** with key opinion leaders in the sector
- » ... **inspiring** success stories, failures and testimonials of key opinion leaders
- » ... **optimizing** your personal management skills in crisis management, communicating with the media, negotiating and deal making...
- »

The faculty, your teachers during the IFB Masterclass 2012 – 2013

Lieven Annemans, Prof. Health Economics I-CHER, (UGent, VUB)

Francis Arickx, Secretary CTG/CRM-RIZIV/INAMI (social secretary & Health Insurance)

Chris Buyse, CFO ThromboGenics

Jean-Jacques Cassiman, Prof. em. KULeuven and President of the Fund for Rare Diseases and Orphan Drugs

Wilfried Dalemans, CTO & VP Regulatory Affairs TiGenix

Ann De Beuckelaer, Managing Director FlandersBio

Chris de Jonghe, Business Development Manager VIB

Katrien Decroos, Managing Partner Square Circle

Ann Dhoore, Human Resources Senior Manager Amgen

Bart De Moor, Vice-rector International Policy KULeuven

France Fannes, General Manager BioWin

Bruno Flamion, Former Chair SAWP, European Medicines Agency (EMA) and former Chair CRM/CTG

Ludo Goethals, Managing Partner Square Circle

Michel Goldman, Executive Director IMI

Loïc Kubitza, Director Corporate Finance PwC - Luxembourg

Frank Landolt, IP and Legal Counsel Ablynx

Ludo Lauwers, SR Vice President/Vice Chairman Janssen

Ingrid Maes, Director PwC - Life Science & Healthcare Belgium

Leo Neels, General Manager pharma.be

Marie-Claire Pickaert, Deputy Director General, EFPIA

Peter Raeymaekers, Moderator

Prof. Etienne Sokal, UCL/ Founder & Chief Scientific Officer Promethera Biosciences

Johan Vanhemelryck, Secretary General BIO.be

Patrick Van Beneden, Vice President Life Sciences GIMV

Annie Van Broekhoven, Mgr Red Working Group, BIO.be

Chris Van den Broucke, Vice President and Regional Director Amgen International

Dirk Van Poucke, Professor Negotiation, Competitive decision making and Conflict management

Liesbeth Weynants, Intellectual Property, Public & Regulatory, Dispute Resolution Hoyng Monegier

Details & location

- » Seminar cost €3.995, excl 21 % VAT
 - Fee can be split over 2012 and 2013
 - Special conditions for non-profit organisations and small companies contact martine.wouters@ifbseminars.be
 - Cancellations: see www.ifbseminars.be
- » Hotel costs: € 1.295 (all in for 4 residential modules of 2 days – 8 days – 4 nights)
- » Maxim number of participants: 25
- » Salons Waerboom, Groot-Bijgaarden – Grand-Bigard – Brussels WWW.WAERBOOM.COM



Managing Director Martine Wouters

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The Masterclass was instigated 4 years ago by NautaDutilh and Bio.be.

Organisations that already participated to the IFB Masterclass

Ablynx	BMS	Janssen	NautaDutilh	PWC	University Bergen
Alexion	Boehringer	Keygene	Novartis	Remynd	– Norway
Alphastemsource	Dafra	Keyrus Biopharma	Ovizio	Schering-Plough	VIB
Amgen	DNAnalytics	K.U.LEUVEN	Pfizer	Theodorux	VUB
Apitope	Eli Lilly Benelux	Landsbond Christelijke Mutualiteiten	pharma.be	TiGenix	WILL-PHARMA
AstraZeneca	FlandersBio	Meta	Pharmavize	UCB Pharma SA	
Biocartis	Genzyme	Mundipharma	Pharmaneuroboost	ULB	
Bioplus	ITEOS Therapeutics		Progenosis	ULB/CMMI	



WITH SUPPORT OF



What does the IFB Masterclass offer you?

The 4th edition of the IFB Biotech – Biopharma Masterclass is set up to help managers, entrepreneurs but also starters in translating their biotech inspirations into successful business ideas. The class focuses on the managerial and entrepreneurial skills for those who approach the life sciences, especially **biopharma** and **red biotechnology**, in an entrepreneurial way.

All courses are being taught by experienced professionals, entrepreneurs, investors and **key opinion leaders** in the sector.

The Masterclass offers numerous opportunities for building new networks. The meetings provide the ideal platform to exchange and/or test ideas and experiences with colleagues and experts.

The Masterclass is composed of **4 modules of 2 days (residential) and will be taught in English**. It offers:

- » Insight into the specifics of the life science business and the driving forces behind the fast evolution of the biopharma/biotech industry
- » Getting to know the ideas and visions of opinion leaders in the field
- » Learn from past experience on the ingredients for success and/or the components leading to failure
- » Recognize current trends and prepare for the future
- » Implement successful strategies in dealing with investors, authorities, employees and the public
- » Develop your managerial skills: crisis management, dealing with the media, negotiation-style and deal making capabilities
- » Enlarge your network
- » A visit to the production site of Genzyme
- » ... and much more.



MODULE 1

From discovery to patent to company

THURSDAY 8 NOVEMBER 2012

BIOPHARMACEUTICAL DRUG DEVELOPMENT BETWEEN ACADEMIA AND INDUSTRY
Bart De Moor – KULEUVEN & Ludo Lauwers – JANSSEN

How to optimize the interaction between academia and industry?

OVERVIEW OF THE BIOPHARMA AND BIOTECH BUSINESS
Leo Neels – pharma.be

- » The biopharma and biotech markets
- » The interplay between the various stakeholders

Dinner discussion on CREATING YOUR NETWORK
Ann De Beuckelaer – FlandersBio, France Fannes – BioWin, Leo Neels – pharma.be, Annie Van Broekhoven – BIO.be, Johan Vanhemelrijck – BIO.be, Marie-Claire Pickaert – EFPIA

FRIDAY 9 NOVEMBER 2012

IP-MANAGEMENT – MANAGING YOUR MOST IMPORTANT ASSETS
Liesbeth Weynants – HOYNG MONEGIE

- » Which variety of options and actions should you bear in mind? (contracts, strategy, valuation, litigation)
- » How can you adjust IP lifecycles to your companies' lifecycles?
- » What interactions of IP rights with other rights should you manage?
- » An example : biotech pharma company life cycle litigation

INGREDIENTS FOR START-UPS FROM KNOWLEDGE INSTITUTES
Chris de Jonghe – VIB

- » A journey in the transcription of an invention into a business plan
- » The translation of a business plan in a start-up

MODULE 2

Becoming an established company

THURSDAY 6 DECEMBER 2012

IP-MANAGEMENT – FROM PLATFORM TO PRODUCTS
Frank Landolt – ABLYNX

- » What are the elements for a successful IP strategy?
- » Who looks at your IP and what are they looking for?
- » How should your IP portfolio evolve and what implications does this have for your IP strategy?
- » Which mistakes do start-ups make, and how can you avoid them?
- » How can/should IP support partnering?

BIOPHARMACEUTICAL INNOVATION & EU
Michel Goldman – IMI

'THE CASE AMGEN'
Chris Van den Broucke – AMGEN

Dinner discussion on 'THE CASE THROMBOGENICS'
with Chris Buysse – THROMBOGENICS

FRIDAY 7 DECEMBER 2012

MANAGEMENT SKILLS TRAINING – CRISIS MANAGEMENT & MEDIA TRAINING
Katrien Decroos & Ludo Goethals Square Circle

- » A full day of training of personalised and interactive training
- » The principles of crisis management
- » How to deal with the media
- » Preparing TV interview + rehearsing
- » Live interviews
- » Review all interviews and coaching

MODULE 3

Crucial factors for success: financing and deal making

THURSDAY 31 JANUARY 2013

FINANCIAL PARTNERS FOR THE GROWTH OF YOUR COMPANY
Patrick Van Beneden GIMV

- » How can you get financing in this difficult environment?
- » Investment criteria
- » What are venture capitalists (not) looking for?
- » What has changed/is changing?
- » How can you get an exit for investors/shareholders?
- » Some cases: Devgen, Ablynx, ActoGeniX,...

HOW TO MAKE THE DEAL
Ingrid Maes – PwC Belgium, Loïc Kubitzka – PwC Luxembourg

- » Key factors for a successful deal
- » Case study

Dinner discussion on 'RARE DISEASES AND ORPHAN DRUGS'
with Jean-Jacques Cassiman BELGIAN NATIONAL PLAN RARE DISEASES AND ORPHAN DRUGS

FRIDAY 1 FEBRUARY 2013

MANAGEMENT SKILLS TRAINING – NEGOTIATING SKILLS & CRAFTING THE DEAL
Dirk Van Poucke – UGENT

A full day of personalised training with a focus on what you can do to

- » increase your ability to negotiate deals
- » influence peers
- » persuade investors
- » avoid needless conflict
- » improve financial terms and influence decisions of business partners?

MODULE 4

Reimbursed products on the market and the future

THURSDAY 28 FEBRUARY 2013

CHALLENGES FOR PERSONALISED MEDICINE
Lieven Annemans – I-CHEER (UGENT, VUB)

- » How the devil is in the details
- » Making PM beneficial to all – patients, physicians, regulators, payers, industry...
- » But what about cost-effectiveness?

HOW TO WIN THE WAR ON TALENT? – THE WAY TO ORGANIZE YOUR COMPANY'S HUMAN RESOURCES
Ann Dhoore – AMGEN

- » How to bring people with knowledge and talent to your company?
- » 'THE' Employee...
- » Employment Value Proposition
- » Communication and Trust are key
- » Example of a 'Good Practice': BREATH
- » Measuring Effectiveness

Dinner discussion on PROMETHERA BIOSCIENCES
with Prof. Etienne Sokal PROMETHERA BIOSCIENCES

FRIDAY 1 MARCH 2013

THE ROLE OF EMA IN FOSTERING INNOVATIVE MEDICINES EN ROUTE FOR MARKETING AUTHORISATION
Bruno Flamion FORMER EMA,CRM/CTG

- » Who is who and what is what at EMA
- » Real-life examples. How should a 'good' dossier look like
- » Challenges, pitfalls
- » EMA-FDA relationship
- » What does the future bring?

THE REIMBURSEMENT OF BIOPHARMA PRODUCTS IN BELGIUM – HOW THE CTG/CRM OPERATES
Francis Arickx – CRM/CTG – RIZIV/INAMI

THE CASE TIGENIX
Wilfried Dalemans – TIGENIX

- » Regenerating motion by exploiting the power of regenerative medicine



Who is IFB?
 With over 19 years of experience, the Institute for Pharmaceutical Business Administration (IFB) is one of the most reputed health care seminar and training providers for managers and professionals in life sciences in Belgium. www.ifbseminars.be