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Tentative

International Conference on

Pharma Marketing

Alicante, Spain November 10-11, 2016

Theme: "Ingenious expeditions towards rapid growth in Pharma sector"



Conference Secretariat

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The Featured Speakers at Pharma Market 2016



Pierre A. Morgon

Founder – MRGN Advisors, Geneva, Switzerland

Chief Executive Officer - AJ Biologics, Kuala Lumpur



Mohga Kamal-Yanni,

Senior Health Policy Advisor Oxfam , UK



Vincent O'Brien, Richard Gibbs

CEO, OBICO Ltd, UK



Christine L Grogan

Brown University, USA



William R. Strohl

VP and Head, Biotechnology Center of Excellence

Janssen Research & Development, LLC

Pharmaceutical Companies of Johnson & Johnson, US



David Coleiro

Partner at Strategic North, UK



Jeanne Moldenhauer

Excellent Pharma Consulting, Inc, USA



Catherine Hakim

Professorial Research Fellow with Civitas, UK

➢ ***A must attend for the Pharma Industries***

Workshop on:

Pharmaceutical Market Trends from an Advertising Perspective

Strategic Planning Manager, Scope Communications & Advertising

A Special Session focussing on:

How to enlarge your business in Middle East and North Africa?

CEO and Co-Founder of Aumet

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Pierre A. Morgon

Founder – MRGN Advisors, Geneva, Switzerland

Chief Executive Officer - AJ Biologics, Kuala Lumpur,



Mohga Kamal-Yanni,

Senior Health Policy Advisor Oxfam , UK

Only 10 speaker slots are left – For registrations contact - *pharmamarket@conferenceseries.net*

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PHARMA MARKETING

NOV 10-11, 2016, Alicante, Spain

Program at A Glance

Day 1

Morning Sessions	**Reception/Registration**	**08.00-09.00**	
		Time	**General Session**
	Least of 3 Keynote/Plenary Talks	09.00-09.15	Inaugural Address
		09.15-09.45	Keynote/Plenary Talk 1
		09.45-10.15	Keynote/Plenary Talk 2
		10.15-10.45	Keynote/Plenary Talk 3
	Panel Discussions/Group Photo		
	Coffee/Tea Break 10.45-11.00 (Networking)		
	11.00-12.40		Pharma Marketing
Evening Sessions	**Lunch Break 12.40-13.30**		
	13.30-15.30		Innovations in Pharma Marketing
	Coffee/Tea Break 15.30-15.45 (Networking)		
	15.45-17.25		Workshop

Day 2

Morning Sessions		**Time**	**Session 1**	**Session 2**
	09.00-10.40		Keynote Forum	Pharmaceutical Market Research
	Coffee/Tea Break 10.40-10.55 (Networking)			
	10.55-12.35		B2B & B2C Marketing	Pharma Direct Marketing
Evening Sessions	**Lunch Break 12.35-13.25**			
	13.25-15.05		Marketing Services and strategies	Healthcare Advertising
	Coffee/Tea Break 15.05-15.20 (Networking)			
	15.20-17.00		World Pharmaceutical Market	Digital Marketing

CONFERENCE HIGHLIGHTS

- *Pharma Marketing*
- *Pharmaceutical Industry & Manufacturing*
- *Pharma Market on Various Diseases*
- *Innovations in Pharma Marketing*
- *Pharmaceutical Market Research*
- *Market Entry Strategy for Pharma Products*
- *Dental Marketing*
- *Pharma B2B Marketing*
- *Pharma B2C Marketing*
- *Pharma Direct Marketing*
- *Mobile Marketing*
- *Viral Marketing*
- *Pharma Digital Marketing*
- *Marketing Services*
- *Marketing Strategies*
- *Pharma Social Media Marketing*
- *Disease Related Drug Market*
- *World Pharmaceutical Market*
- *Health Advertising*
- *Pharma Marketing Consulting*
- *Entrepreneurs Investment Meet*

The Peaks & Troughs In Pharma Market

Echoing the EIU's forecast of a 2015 dip in global health care spending, total global pharma sales (in nominal U.S.dollar terms) are expected to drop 2.7 percent that same year. However, the longer-term outlook is more positive: pharma spending growth should match health spending growth at an average of 4.3 percent during 2015-2019, and global pharma sales should reach $1.4 trillion by 2019. Pricing pressures in the United States and unstable economic conditions in Brazil, Russia, and China, which collectively drive 50 percent of global pharma revenue, have led to a slowdown in the pharma segment, as have tightening government health care budgets or reductions in out-of-pocket expenditures in these countries and others. Fortunately, the main factors driving health care demand — among them, aging populations, the rise of chronic diseases, and the advent of innovative and frequently expensive treatments (e.g., for cancer and Hepatitis C) — should lead to increased pharma spending in 2016 and subsequent years. However, steps many countries have taken to contain healthcare costs — price cuts, value-based pricing and reimbursement, pro-generic policies, and others — are posing key challenges to research-based pharma companies. Pharma companies are adapting to current market dynamics and positioning themselves for growth through portfolio transformation, targeted deal-making, cost- cutting measures, and sharpened focus on high-performing therapeutic area (TA) and geographic markets

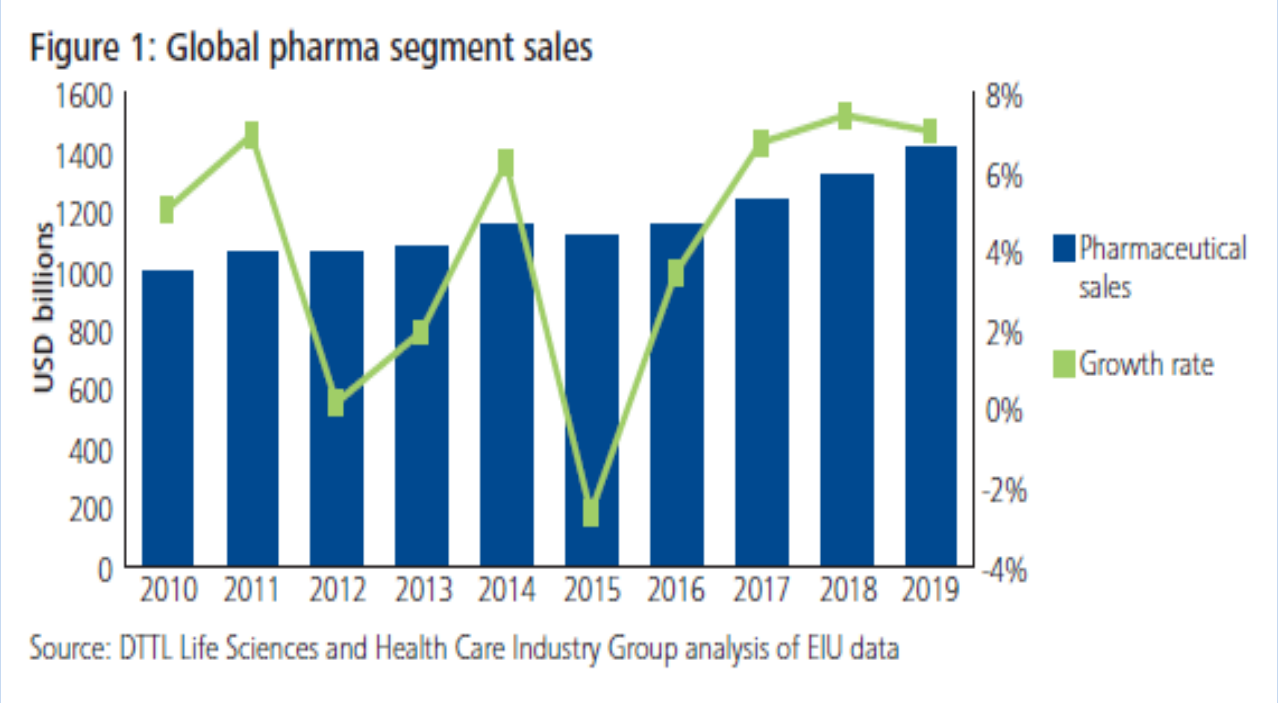
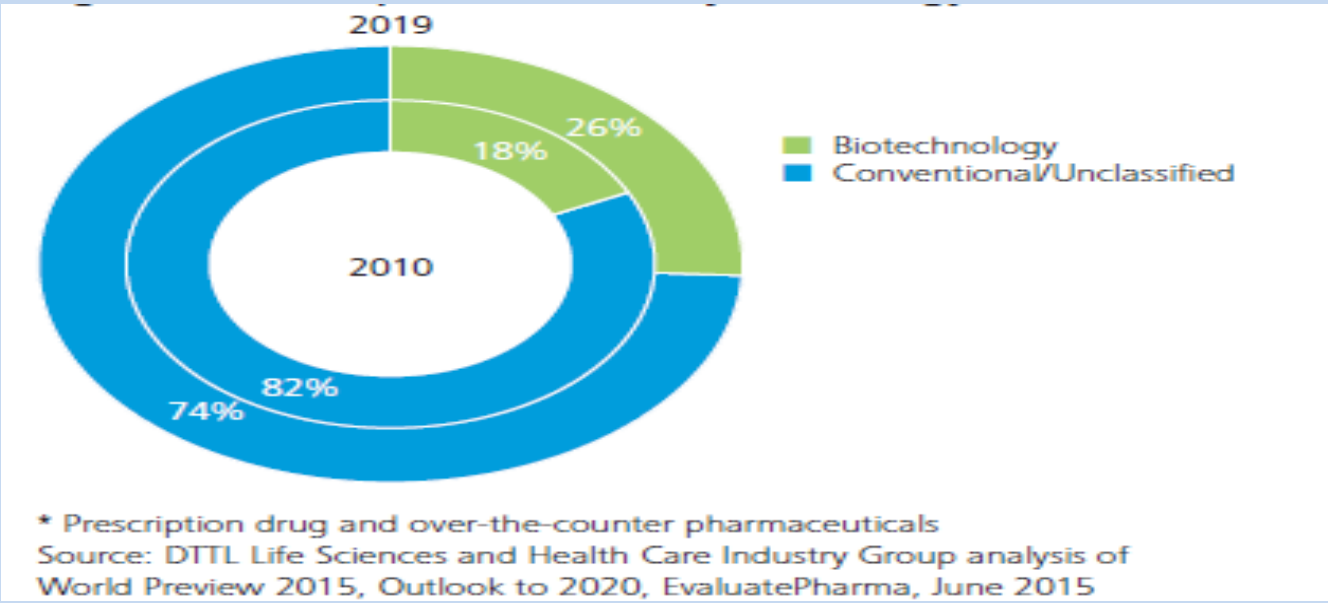
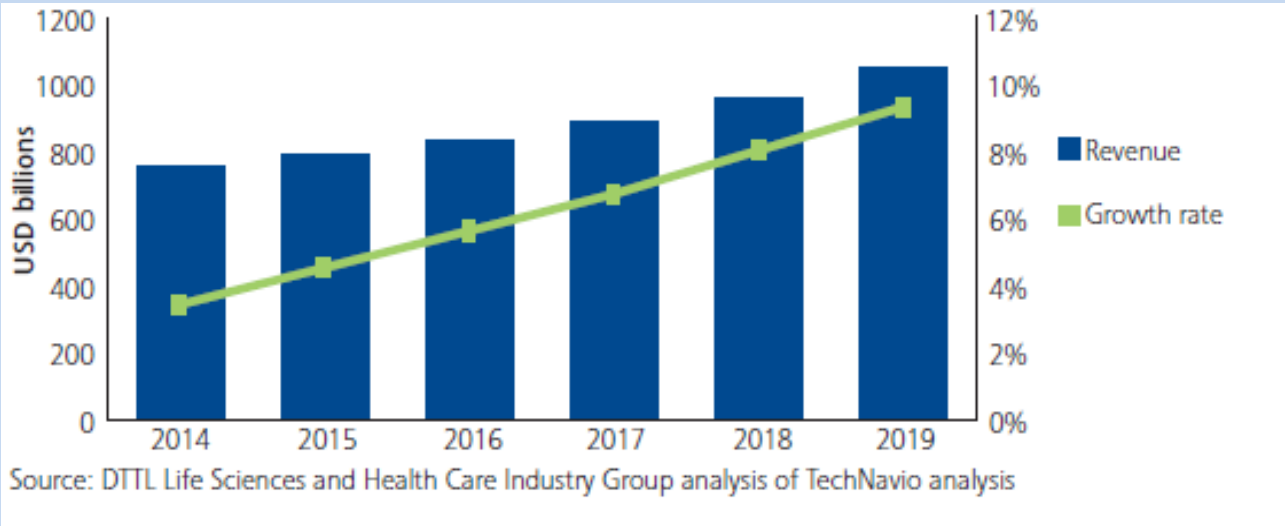


Figure 2



Generics account for the majority of prescription drugs supplied in China and around two-thirds of total sales value. In the United States, generic drugs already comprise about 70 percent of the pharma market by volume. Generics' share is even higher in the United Kingdom — it accounted for around 84 percent of the pharma market in 2012. Mexico's generics share grew from 54 percent of total market volume in 2010 to 84 percent in 2013; due to increased competition, generic drug prices fell 60 percent, on average, during the same period. Generics sales in Brazil are increasing at a rate of 11 percent year on year. Japan's government recently raised the target for generic use from 60 percent by the end of April 2018 to 80 percent by April 2021, given a faster pace of generic penetration than expected. Indonesia's shift to Universal Health Coverage (PBIS) in 2014 is increasing generics consumption. Development and sales of biosimilars, biologic products which are similar but not identical to reference/originator biologic products, are beginning to accelerate. Analysts expect the worldwide biosimilars market to reach $25 billion to $35 billion by 2020.

Figure 3



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