



Turkish PHARMA^{ASI} Pharmaceutical Forum

2-3 December 2014

- Pharma Vision 2023 – plans, opportunities and priorities
- CEO Keynotes and Debates: driving strategic initiatives in the pharmaceutical business
- Prioritisation and optimisation of R&D – trends in Turkey
- Biosimilars and Biologics – evolution in biopharmaceutical development
- Pricing, reimbursement and market access – balancing the interests of the state and the market
- The OTC pharmaceutical market in Turkey – what does the future hold?
- Commercial excellence and multichannel marketing

40+ Speakers Include / 40'In Üzerinde Konuşmacı



Erhan Baş

General Manager
Bilim
Pharmaceuticals



Hakan Atay

Country Head
Sandoz Turkey



Ali Toker

General Manager
Actavis Turkey



**Dr. Özdemir
Şengören**

Managing Director -
Turkey, Middle East
& Africa, **UCB**
Pharmaceuticals



**Serdar
Sözeri**

General Manager
Biofarmaa
Pharmaceutical
Ind Co



**Prof. Dr.
İbrahim
Kiliççasan**

General Director of
Industry, **Ministry of
Science, Industry
and Technology**



Yasemin Aslan

Head of Science, Technology
and Innovation Policy
Department, The Science
and Technological Research
Council of Turkey (**TUBITAK**)



Murat Aşık

Healthcare Policy
Director Eastern Europe,
Middle East & Africa
(EEMEA)
Merck



**Prof. Dr.
Bülent
Gümüsel**

Dean of Pharmacy
Faculty
**Hacettepe
University**



**Turgut
Tokgöz**

Secretary General,
**Pharmaceutical
Manufacturers
Association of
Turkey (IEIS)**

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PHARMA^{ASI}

Türk İlaç Forumu

Intercontinental Hotel, İstanbul
2-3 Aralık 2014

- 2023 İlaç Vizyonu – planlar, fırsatlar ve öncelikler
- CEO'ların Konuşmaları ve Münazaralar: ilaç sektöründe stratejik girişimlere yön vermek
- Ar-Ge'de önceliklerin belirlenmesi ve optimizasyon – Türkiye'deki eğilimler
- Biyobenzerler ve biyolojik ürünler - biyofarmasötik geliştirmede evrim
- Fiyatlandırma, geri ödeme ve pazar erişimi – devlet ve pazarın çıkarlarını dengeleme
- Türkiye'de Reçetesiz Farmasötik Pazarı – gelecekte neler bekliyor?
- Ticari mükemmellik ve çok kanallı pazarlama



Erhan Baş
General Manager
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Prof. Dr. İbrahim Kiliçbaşlan
General Director of Industry,
Ministry of Science
Industry and Technology



Turgut Tokgöz
Secretary General,
Pharmaceutical
Manufacturers
Association of Turkey
(IEIS)



Prof. Dr. Mehtap Tatar
Faculty of Medicine,
Department of Anatomy and
International Relations
Hacettepe University

08.30 Registration and morning coffee

09.30 Start of the Forum

09.35 **Presentations followed by a discussion**

Pharma Vision 2023. Strategy for Development Plans, Opportunities and Priorities

- Implementation of the 2023 Strategy in the pharmaceutical sector: major objectives, challenges and progress to date.
- Creating the right conditions for further development - what are the current and planned regulatory initiatives to support pharma market development? What decisions, directly influencing the industry, are expected from the major regulatory and controlling bodies in next two or three years?
- What are the current challenges in supporting innovations and making the market more competitive for global pharmaceutical investment? How successful has the government been in implementing programmes to attract investment in new pharmaceutical production?
- What progress has been made in establishing a legal and administrative framework suitable for facilitating open access to cost-effective, high-quality innovative medicines?
- How to transform Turkey into a leading pharmaceutical producer and exporter in the region? What should be done to make sure that domestic companies are not limited to introducing products for local use only? What are the most promising business models? How are regulatory decisions made and how successful have industry associations been to date in facilitating dialogue and the cooperation with the regulators?

10.40 Q&A

10.50 **Spotlight Interview with a Leading Industry Expert**

This interview will feature a leading industry expert, offering the chance to hear in-depth insight into the strategic directions at one of the largest pharmaceutical companies in Turkey, as well as opinions on the future prospects for market development.

11:20 Q&A

11:30 Coffee and networking break

12.00 **Presentations followed by a discussion**

CEO KEYNOTES: Driving Strategic Initiatives in the Pharmaceutical Business

Rebuilding the pharma business model to achieve sustainability and greater efficiency

- Staying ahead of competition in light of recent reforms: what can companies do to maintain their existing market share? Analysing the corporate development strategies and current strategic priorities of the major players in the sector.
- Identifying key trends and challenges: committing to local production; partnering with domestic manufacturers; knowledge transfer and investing in human resources
- Adopting sustainability as a business strategy. How to effectively manage the changing healthcare system, internal restructuring and reputational challenges?

Featured Discussion

CEO Debates

Creating next-generation pharma

There are new trends evolving that will have an impact on the demand for, access to and quality of pharmaceuticals. In light of rapidly rising costs, new models are being tested. In this discussion, CEOs managing leading



Serdar Sözeri
General Manager
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Murat Aşık
Healthcare Policy Director
Eastern Europe, Middle East
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Merck



Dr. Devrim Satik
Head, Biologicals & Biosimilars
Working Group, AIFD &
Head of Regulatory Affairs &
Product Patrimony, Medical &
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Dean of Pharmacy Faculty
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**Assoc. Prof. Dr.
Berrin Erdağ**
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Genetic Engineering and
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pharmaceutical companies working in Turkey will share their views on how successfully their companies are dealing with the need to innovate, adapt to different and ever changing regulatory measures, including the government's recent changes in pricing and reimbursement systems, and operate in a cost-conscious environment. The panel will discuss how local and international companies are adapting their business models, to ones that cater for the realities of the Turkish market.

13.30 **Q&A**

13.40 **Lunch**

15.00 **Special Focus**

Prioritisation and Optimisation of R&D Trends in Turkey
Shifting perspectives

- How to develop regulation to attract investments into R&D initiatives and new product development? How to promote better understanding of regional R&D activities?
- International players' ability to conduct R&D in Turkey – how attractive is the Turkish R&D sector today, and how ready are international players to invest in the development of Turkish science?
- What criteria are used by international companies to assess the potential of R&D projects in Turkey – IPR index, public policy priorities, the standard of scientific and clinical centres, etc.
- The search for new strategies – how can companies ensure that their R&D centres are as productive as possible? What are the development trends at Turkish R&D centres?
- Enhancing R&D productivity with industry-academia partnerships. What must be done to make R&D partnership between industry representatives and academia more productive? How to involve Turkish research institutes more in global research networks?
- What is the short-term likelihood of domestic companies reducing the proportion of biosimilars in their portfolios, and increasing the number of core research and innovative drugs? What steps are needed for this to happen?

16.20 **Q&A**

16.30 **Coffee and networking break**

17.00 **Special Spotlight**

Biosimilars and Biologics
The next evolution in biopharmaceutical development

- Biosimilars – from non-existent to a potential proliferation. Why biologics are of increasing interest to the Turkish market. Does Turkey have what it takes to become the global biomanufacturing hub of the future?
- What is unique about trialling, registering and marketing biosimilars in Turkey?
- Problems with quality control of biopharmaceuticals during their registration and certification – how to overcome pitfalls/barriers/problems and achieve market penetration?

18.20 **Q&A**

18.30 **Cocktail Reception**



Dr. Güvenç Koçkaya

Vice President
Health Economics and
Policy Association of
Turkey



Halil Tunç Köksal

Deputy Secretary General
Pharmaceutical
Manufacturers
Association of Turkey
(IEIS)



Mete Saylan

Senior Market Access Manager
for Specialty Care Products
Novartis Turkey



Atakan Özdemir

Marketing and Sales Director
Actavis



Figen Bilgen

RX and OTC Sales Director
Sandoz Turkey



Dr. Kamil Levent Arslan

Sales Director
Janssen, Company of
Johnson & Johnson



Gökhan Salmanoğlu

EURIT (Emerging Markets
Europe, Russia, India &
Turkey), Multi Channel
Marketing Director
Pfizer Turkey

09.30 Registration and morning coffee

09.30 Presentations followed by a discussion

Pricing, Reimbursement and Market Access Outlook in Turkey

Balancing the interests of the State and the market

- Legislation on pharmaceutical pricing - what are the latest developments and likely future trends? Should a fixed exchange rate for pharmaceuticals be expected?
- Innovative Reimbursement Solution - what to expect from proposed implementation/introduction of Market Access Agreements (MAA)?
- Analysing pricing, reimbursement, and market access in Europe/Middle East/Far East and Turkey: what are the differences and implications for international pharmaceutical companies marketing their products in the region? Developing local pricing proposals consistent with the global pricing strategy.
- How to deal with the increasing complexity and uncertainty in the pricing and reimbursement environment? Developing effective strategies to succeed in negotiations for price approval and granting of reimbursement.

Special Focus on

What can the industry do to demonstrate added value?

- How pharmacoeconomics and value-based pricing can be incorporated into Turkey's healthcare system
- What can the industry do to reflect the product's value in its price?

11.00 Q&A

11.10 Coffee and networking break

11.40 Special Spotlight on

The OTC Pharmaceutical Market in Turkey – What Does the Future Hold?

Overview, key trends, competitive landscape and growth strategies

- In the current fluctuating regulatory environment the OTC market is a rising star for the Turkish pharmaceutical sector - what are the current drivers and challenges?
- What will be the size of the Turkish OTC pharmaceuticals market in 2015? What factors are affecting the strength of competition?
- How is the regulatory environment in Turkey affecting the OTC players? What are the growth strategies of leading players to succeed?

13.00 Q&A

13.10 Lunch

14.30 Achieving Commercial Excellence

- How to transform a marketing and commercial model to address new healthcare realities?
- Maximising customer-facing effectiveness. How to tailor a company's portfolio to the Turkish population and market needs, and what have been the best performing products there?
- New reality – moving away from traditional SFE sales approaches and assessing the importance of a channel mix. Which new approaches and instruments are used to ensure profitability? What is worth paying attention to when implementing a new strategy?
- Which new marketing trends will most affect corporate planning and turnover? What will marketing budgets look like, and which activities will require more funding?



Burak Ergenoğlu

Sales & Commercial
Affairs Director
Takeda Pharmaceuticals



Murat Başar

Director of Innovative Business
Models - New Commercial
Models Manager - Digital
AstraZeneca Turkey



Uğraş Güngör

e-Marketing &
CLM Project Leader
Novo Nordisk Turkey

15.40 Q&A

15.50 Coffee and networking break

16.20 Case studies followed by a discussion

Multichannel Marketing – Creative Campaigns

- What are the biggest challenges in MCM?
- Maximising reach and influence. How to use technology and digital advancements to be successful in multichannel marketing? How to maximise digital channels to gain respect and build relationships with patients and healthcare providers?
- How to identify Key Opinion Leaders (KOLs) in order to maximise the results of MCM campaigns?
- What's next for Social Media in pharmaceutical marketing? How to use Social Media to drive Healthcare professionals (HCPs) engagement?
- Content management. How to tailor promotional content to achieve greater effectiveness and be compliant. How to orchestrate interactions across channels based on real customer insights and use of promotional content?
- How to create sophisticated backend processes: databases, analytics, dashboards, metrics/KPI frameworks, etc.
- How to maximise the use of Big Data to optimise e-marketing investments?

17.30 Q&A

17.40 End of the Forum

40+ SPEAKERS INCLUDE:

- Erhan Baş**, General Manager, **Bilim Pharmaceuticals**
- Hakan Atay**, Country Head, **Sandoz Turkey**
- Ali Toker**, General Manager, **Actavis Turkey**
- Dr. Özdemir Şengören**, Managing Director-Turkey, Middle East & Africa, **UCB Pharmaceuticals**
- Serdar Sozeri**, General Manager, **Biofarma Pharmaceutical Ind Co**
- Hüseyin Yılmaz**, Vice President, **Turkish Medicines and Medical Devices Agency (TİTCK)**
- Prof. Dr. İbrahim Kılıçbaşlan**, General Director of Industry, Ministry of Science, **Industry and Technology**
- Turgut Tokgöz**, Secretary General, **Pharmaceutical Manufacturers Association of Turkey (IEIS)**
- Murat Aşık**, Healthcare Policy Director Eastern Europe, Middle East & Africa (EEMEA), **Merck**
- Dr. Güvenç Koçkaya**, Vice President, **Health Economics and Policy Association of Turkey**
- Prof. Dr. Mehtap Tatar**, Faculty of Medicine, Department of Anatomy and International Relations, **Hacettepe University**
- Gökhan Salmanoğlu**, EURIT (Emerging Markets Europe, Russia, India & Turkey), Multi Channel Marketing Director, **Pfizer Turkey**
- Atakan Özdemir**, Marketing and Sales Director, **Actavis**
- Murat Başar**, Director of Innovative Business Models - New Commercial Models Manager – Digital, **AstraZeneca Turkey**
- Mete Saylan**, Senior Market Access Manager for Specialty Care Products, **Novartis Turkey**
- Dr. Devrim Satik**, Biyolojik ve Biyobenzerler Çalışma Grubu Başkanı, **AİFD & Sanofi Türkiye Ruhsatlandırma & Marka Savunma Müdürü**
- Uğraş Güngör**, e-Marketing & CLM Project Leader, **Novo Nordisk Turkey**
- Figen Bilgen**, RX and OTC Sales Director, **Sandoz Turkey**
- Yasemin Aslan**, Head of Science, Technology and Innovation Policy Department, **The Science and Technological Research Council of Turkey (TUBITAK)**
- Prof. Dr. Bülent Gümüşel**, Dean of Pharmacy Faculty, **Hacettepe University**
- Burak Ergenoğlu**, Sales & Commercial Affairs Director, **Takeda Pharmaceuticals**
- Halil Tunç Köksal**, Deputy Secretary General, **Pharmaceutical Manufacturers Association of Turkey (IEIS)**
- Assoc. Prof. Dr. Berrin Erdağ**, Chief Senior Scientist, TÜBİTAK Marmara Research Centre, **Genetic Engineering and Biotechnology Institute**
- Dr. Kamil Levent Arslan**, Sales Director, Janssen, **Company of Johnson & Johnson**

Further high-level speakers to be announced.
Visit www.turkishpharma.com for the latest speaker updates.

İletişim ve Tanışma Fırsatları

100+

100'Ü AŞKIN İLAÇ VE
BİYOFARMASÖTİK YÖNETİCİSİ,
PROFESYONELİ VE UZMANI

10^u aşkın

10 SAATI AŞKIN ÖZEL ETKİNLİKLERLE
İLETİŞİM VE TANIŞMA FIRSATLARI

40+

SEKTÖRDEN 40'I AŞKIN
ÜST DÜZEY KONUŞMACI



Networking Opportunities

100+

PHARMACEUTICAL AND
BIOPHARMACEUTICAL EXECUTIVES,
PROFESSIONALS AND EXPERTS

10+ hours

OF DEDICATED NETWORKING
OPPORTUNITIES

40+

HIGH-LEVEL INDUSTRY EXPERTS

Konferansa katılımınızı hem eğlenceli hem de faydalı hale getiren şey, iletişim ve tanışma fırsatlarıdır. Farklı kurum ve bölgelerden 150'yi aşkın temsilci ve konuşmacı ile Kokteyle katılarak, oturumlar arasında kafeteryaya uğrayarak veya bir mola esnasında lobideki insanlarla konuşarak her an diğer katılımcılarla bağlantı kurabilir ve bilgi alışverişinde bulunabilirsiniz.

Networking is what makes your conference experience both enjoyable and useful. Throughout the conference there will be several opportunities for you to make new contacts, meet business partners and catch-up with old industry friends.



İletişim ve Tanışma 'Uygulaması'

Forumda geçireceğiniz zamandan en iyi şekilde faydalanmak için 2 hafta öncesinden etkinliğe kimlerin katılacağını araştırabilir ve katılımcılara mesaj gönderebilirsiniz. Uygulama, programdaki güncel değişiklikler ve detaylarla ilgili bilgiler de sunar.



The Networking 'App'

Search who is attending the event and message them up to 2 weeks in advance to make the most out of your time at the Forum. It also gives you up to date timetable changes and details.



Sergi Alanı

Sergi standları size yeni endüstri projeleri geliştirenlerle, ürün uzmanlarıyla ve sektörel danışmanlarla konuşma imkanı sunar.



The Exhibition Area

Exhibition stands offer you the chance to speak with the developers of new industry projects, product experts & industry consultants.



Öğle Yemeği ve Kahve Molalarında Konuşmacı ve Katılımcılarla Tanışın

Öğle yemeği ve molalarda meslektaşlarınızla tanışabilir ve konuşmacılara, ilginizi çeken sunumlarla ilgili daha detaylı sorular sorabilirsiniz.



Meet Speakers and Attendees at the Lunch and Coffee Breaks

This is your chance to meet your peers and to quiz the speakers on the elements of their presentations that really appealed to you.



Akşam Kokteyli

Günün son etkinliği olan bu içkili resepsiyonda, temsilcilere birbiriyle tanışma ve o gün yapılan etkinlikleri tartışma imkanı sunuyoruz.



Evening Cocktail Reception

We conclude Day One by offering participants the chance to discuss the day and network with peers at a drinks reception.

Sponsorluk Fırsatları

Etkinlik Ortağı için Marka Çalışması

Türk İlaç Forumu'nun etkinlik ortağı olarak logonuz sergilerde sergilenecektir:

- Etkinliğin web sitesi
- Basılı broşür ve PDF
- E-posta yayınları dahil, elektronik pazarlama materyalleri
- Konferans salonunun sahne dekoru

Konuşmacı/Panelist Fırsatları

Forumda kanaat önderliğinizi en üst düzey dinleyici kitlesine sergilemek için faydalanabileceğiniz imkanlar şunlardır:

- Özel kürsü konuşması
- Sektörün en büyük isimleriyle birlikte açık oturum
- Etraflı atölye çalışmaları veya konu başlığına özel kapsamlı oturumlar
- Tartışmalar ve diğer pek çok interaktif format

Temsilci Kartı/Kart İpi Sponsorluğu

Temsilci ve konuşmacıların etkinlik boyunca üzerlerinde taşımak ZORUNDA oldukları kart ve ipi sayesinde yüksek marka görünürlüğü

Konuşmacı Alanı

Son derece yüksek görünürlük sunan markalama imkanı ARTI konferansın üst düzey katılımcılarına çok özel erişim fırsatı. Bu alanda karşılama görevi üstlenebilir veya kürsüye çıkmak için bekleyen konuşmacılara basılı materyallerinizi dağıtabilirsiniz.

Konferansın WiFi Sponsorluğu

Temsilcilere ücretsiz WiFi erişimi sağlayın! Temsilcileri, markalı bir kart üzerinde WiFi şifresini almaları için standınıza yönlendiririz. Ürününüzü/hizmetinizi tanıtmak için bu fırsatı kaçırmayın!

Kafeterya Sponsorluğu

Etkinliğin en popüler sponsoru olun! Şirket logonuz markalı kahve bardaklarında, barista apronlarında ve tüm temsilcilerin bakacağı birinci sınıf kahve seçenekleriyle dolu menüde yer alır.



Sponsorship Opportunities

Event Partner Branding

As the Turkish Pharmaceutical Forum event partner, your logo will be displayed on:

- Event website
- Printed brochure and pdf
- Electronic marketing including e-mail broadcasts
- Conference hall stage set

Speaking/Panellist Opportunities

At the Forum you can be sure you are demonstrating your thought leadership to the most senior level audience, via:

- A keynote address
- Panel discussion alongside the biggest names in the industry
- In-depth workshop or extended topic specific sessions
- Debates and other more interactive formats

Badge/Lanyard Sponsor

High brand visibility throughout the event as delegates and speakers MUST wear their badge at all times

Speaker Zone

Very high visibility branding PLUS exclusive access to the highest level attendees of the conference. Take on a meet and greet role, and why not distribute literature in the zone for speakers to browse as they are awaiting their slot.

Conference Wifi Sponsor

Provide delegates with free Wifi access! We send delegates to your stand to pick the Wifi code up on a branded card. Use this opportunity to showcase your product/service!

Coffee House Sponsor

Be the most popular sponsor at the event! Your company logo will appear on branded coffee sleeves, barista aprons and the menu of top-notch coffee options for all delegates!



If you are interested in SPONSORSHIP OR EXHIBITION OPPORTUNITIES at this event, please contact **Rebecca Pickering** Tel: **+44 20 7017 7446**, or **rebecca@adamsmithconferences.com**

Eczacılık Forumu 2014'te SPONSORLUK VE SERGİ FIRSATLARI için lütfen **Rebecca Pickering** ile iletişime geçiniz. **Tel +44 (0) 20 7017 7446** veya email: **rebecca@adamsmithconferences.com**

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