



# Lifesciences Conference

## Doing Pharma in the European Union

Exporting and Partnering  
Key Legal Issues and Practical Pitfalls

21 November 2013  
Dedeman Hotel, Istanbul, Turkey



With the support of



## Why attend?

### You...

- act as a Turkish-based Lifesciences company in the European market?
- wish to expand your business into the European market?
- are thinking of cooperating with Lifesciences companies based in the EU?
- wish to meet experts on Lifesciences issues in the EU and network with them?

**Then this conference provides an excellent opportunity for you to receive first-hand information and for networking. Participation is free of charge.**

## Meet experts from

<b>Pharma companies:</b>	Abdi Ibrahim, Boehringer Ingelheim, Janssen Cilag/Johnson & Johnson, Aenova Group
<b>Private legal practice:</b>	CMS Legal Services
<b>Business consultancy:</b>	Deloitte
<b>Insurance company:</b>	Chubb
<b>Regulator:</b>	Federal Institute for Drugs and Medical Devices, Germany

## Topics covered

- The pharmaceutical market in the EU: trends and developments
- Market access: cooperation and distribution models
- The regulatory framework and pricing legislation
- Competition law in the pharma sector
- Practical challenges: best practice and case studies

The one-day conference actively supported by the international law firm CMS and the Pharmaceutical Manufacturers Association of Turkey (IEIS) is primarily aimed at Turkish-based companies active in the Lifesciences sector and related areas who seek to cooperate with companies based in the EU, export their products into the EU or simply expand their business opportunities.

Its purpose is to give the participants an overview of the key legal issues and practical pitfalls to be considered when acting in the European Market as well as providing a neutral platform for the exchange of opinions and ideas.

## Supporters



The Pharmaceutical Manufacturers Association of Turkey (IEIS) represents 60 member companies. One of IEIS' missions is to increase the international competitiveness of the Turkish pharmaceutical industry and to represent the interests of the exporting pharmaceutical companies. For more information, please visit [www.ieis.org.tr](http://www.ieis.org.tr).



CMS is a leading international law firm with 2,800 lawyers across 54 offices advising clients on all aspects of national and international commercial law. The CMS Lifesciences Sector Group is made up of over 150 lawyers across Europe, many of whom have specialised in the Lifesciences industry for several years. The group can offer pan-European and local, national advice and assistance to the Lifesciences industries. For more information, please visit [www.cmslegal.com](http://www.cmslegal.com).

## Speakers (preliminary list)

### **Gabriele Eibenstein**

Federal Institute for Drugs and Medical Devices (BfArM),  
Germany

### **Dr Gregor-Konstantin Elbel**

Partner  
Life Sciences & Health Care, Deloitte Consulting GmbH

### **Okan Oncel**

General Manager, International Markets  
Abdi Ibrahim Pharmaceuticals

### **Dr Thomas Roth**

Boehringer Ingelheim Pharma GmbH & Co. KG  
Head of Legal Germany Team Ingelheim

### **Dr Werner Schneider**

Vice President Business Development  
Aenova Group

### **Peter Solberg**

Member of the Management Board  
Janssen-Cilag GmbH

### **Chris Tait**

Life Science Underwriting Manager for Europe  
Chubb Insurance Company of Europe SE

### **Dr Roland Wiring**

Senior Associate  
CMS Hamburg

### **Dr Jörn Witt**

Partner  
CMS Hamburg

## Moderator (preliminary list)

### **Dr Jens Wagner**

Partner  
CMS Hamburg

## Venue

### **Dedeman Hotel Istanbul**

Yildiz Posta Caddesi, 52  
Esentepe 34340  
Istanbul, Turkey  
<http://www.dedeman.com/hotel-istanbul/dedeman-istanbul.aspx>

## Preliminary programme (Subject to changes)

Time	Topic	Speaker
9.30–9.45 a.m.	<b>Introduction</b>	Dr Roland Wiring IEIS Representative
9.45–10.30 a.m.	<b>The Pharmaceutical Market in the European Union</b> <ul style="list-style-type: none"><li>— Recent trends and developments</li><li>— Focus on key markets</li><li>— Business opportunities for Turkish companies</li></ul>	Dr Gregor-Konstantin Elbel
10.30–11.15 a.m.	<b>Doing Pharma in the EU: The Regulatory Framework</b> <ul style="list-style-type: none"><li>— Important rules and regulations</li><li>— The interplay between EU rules and national rules</li><li>— Importing into the EU: regulatory issues</li></ul>	Gabriele Eibenstein
11.15–11.30 a.m.	<b>Coffee break</b>	
11.30 a.m.–12.15 p.m.	<b>Market Access (I): The M&amp;A Route or the Cooperation Route?</b> <ul style="list-style-type: none"><li>— Joint ventures, mergers and acquisitions in the pharmaceutical industry</li><li>— Distribution models</li><li>— Case study</li></ul>	Dr Roland Wiring CMS Lawyer, N.N.
12.15–1 p.m.	<b>Market Access (II): European Pricing and Reimbursement Legislation</b> <ul style="list-style-type: none"><li>— Key principles at EU and national levels</li><li>— Recent developments and future trends in key markets</li><li>— Early benefit assessment</li></ul>	Dr Thomas Roth
1–2 p.m.	<b>Lunch</b>	
2–2.45 p.m.	<b>Practical Challenges (I): Avoiding and Managing Liability Issues</b> <ul style="list-style-type: none"><li>— Risk management and insurance coverage</li><li>— Product liability and clinical trial risks</li><li>— Managing liability risks in practice</li></ul>	Chris Tait
2.45–3.30 p.m.	<b>Competition Law in the Pharma Sector</b> <ul style="list-style-type: none"><li>— Interplay between EU rules and national rules</li><li>— Key issues for the pharmaceutical industry</li><li>— Recent case law/sector enquiry of the EU Commission</li></ul>	CMS Lawyer, N.N.
3.30–4.15 p.m.	<b>Unfair Competition and Healthcare Compliance: Marketing Pharmaceuticals</b> <ul style="list-style-type: none"><li>— Transparency codices (EFPIA code)</li><li>— Cooperation with healthcare professionals</li><li>— Recent trends and practical implications in key markets</li></ul>	Peter Solberg
4.15–4.30 p.m.	<b>Coffee break</b>	
4.30–6 p.m.	<b>Practical Challenges (II): Best Practices and Case Studies</b> <ul style="list-style-type: none"><li>— Dealing with practical and legal challenges in practice</li><li>— Case studies</li><li>— Panel discussion</li></ul>	Okan Oncel Dr Werner Schneider Dr Jörn Witt CMS Lawyer, N.N.
6–6.15 p.m.	<b>Wrap-Up</b>	Dr Roland Wiring IEIS Representative

## Registration

Lifesciences Conference | Doing Pharma in the European Union | 21 November 2013

Participation is free of charge

Yes, I will participate at the conference

Surname, first name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Street: \_\_\_\_\_

Postcode, city: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Date, signature \_\_\_\_\_

## Please return by 12 November 2013 to:

Pharmaceutical Manufacturers Association of Turkey (IEIS)  
Ms Gunes Ozdek  
E [gunes.ozdek@ieis.org.tr](mailto:gunes.ozdek@ieis.org.tr)

or CMS Legal Services  
Dr Roland Wiring  
E [roland.wiring@cms-hs.com](mailto:roland.wiring@cms-hs.com)

Venue:

**Dedeman Hotel Istanbul**  
Yildiz Posta Caddesi, 52  
Esentepe 34340  
Istanbul, Turkey

For further information please contact:

**CMS Legal Services**  
Dr Jens Wagner  
Dr Roland Wiring  
T +49 (0)40 37630 309  
F +49 (0)40 3763040 507  
E [jens.wagner@cms-hs.com](mailto:jens.wagner@cms-hs.com)  
E [roland.wiring@cms-hs.com](mailto:roland.wiring@cms-hs.com)  
[www.cmslegal.com](http://www.cmslegal.com)

**Pharmaceutical Manufacturers Association of Turkey (IEIS)**  
Ms Ferda Findik  
Ms Gunes Ozdek  
T +90 (0)212 353 1120  
F +90 (0)212 353 1141  
E [ferda.findik@ieis.org.tr](mailto:ferda.findik@ieis.org.tr)  
E [gunes.ozdek@ieis.org.tr](mailto:gunes.ozdek@ieis.org.tr)  
[www.ieis.org.tr](http://www.ieis.org.tr)