

# Pharma Business Excellence Masterclass Series

“WE ARE WHAT WE REPEATEDLY DO.  
EXCELLENCE, THEN, IS NOT AN ACT,  
BUT A HABIT.”

ARISTOTLE



**Course A** Pricing, Reimbursement and Market Access Strategy

**Course B** The Pharma Digital Marketing Strategy

**Course C** The Pharma Brand Building

**Course D** The Pharma Licensing Negotiation

Organizer

**ASCo**  
RESEARCH & PRODUCTION

Knowledge Partner



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# Past Event | 이전 행사



- Title: The Pharma Licensing Negotiation Master Class
- Date & Venue  
Date: March 16 – 19, 2015 | 2015년 3월 16 – 19일(3박 4일 일정)  
Venue: Conrad Hong Kong | 홍콩 콘래드 호텔
- Master Class Leader: Dr. Roger Cox, Director of Biopharm perspectives
- Organizr: ASCo RESEARCH & PRODUCTION
- Knowledge Partner: ELSEVIER

“ The course was well prepared to give the real world experience. Interacting with industry experts was another plus, in addition to abundant experience/advice Roger was sharing throughout the course.”  
“ 이번 마스터 클래스는 실제 상황에서 활용할 수 있게 잘 준비되었던 것 같습니다. 제약계의 전문가분들과 함께할 수 있었던 것이 만족스러웠으며, 코스 전반에 걸쳐 로저가 공유해 준 조언 및 경험이 많은 도움이 되었습니다.”  
- Janssen Korea (March 2015)

“ It was a really good experience to learn about negotiation skills. It can be used properly when I have a chance to negotiate with partners.”  
“ 협상 기술에 대해 배울 수 있었던 아주 좋은 자리였습니다. 실제로 라이선싱 협상 시에 유용하게 사용할 수 있을 것 같습니다.”  
- Boryung Pharm (March 2015)

“ It was a big learning experience for me and I really enjoyed whole course. Especially it was very good to have a chance to think both of licensee and licensor. Thank you, Cox.”  
“ 이번 마스터 클래스는 많은 것을 배울 수 있었던 좋은 경험이었으며, 모든 과정이 다 즐거웠습니다. 특히 licensee와 licensor 양쪽의 입장을 모두 생각해 볼 수 있었던 좋은 기회였습니다. 로저에게 감사 드립니다.”  
- Pepton Inc. (March 2015)

Evaluation			
● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10 (Perfect)			
What extent this course met your expectations?			8.3
How likely is it you would recommend this course?			8.25
● 1 ● 2 ● 3 ● 4 ● 5 Very Dissatisfied Dissatisfied Average Satisfied Very Satisfied			
Roger Cox		Lectures	
Presentation skills	4.75	Introduction	4
Level of Expertise	4.5	Preparing to Negotiate	4
		Styles and Presentation Skills; Developing Leverage	4.25
		Face-to-Face Negotiations	4
		Negotiating Financials	4.25
		Structured Negotiation	4.25
		Contract Negotiation&Closure	3.75
Exercises		Other	
First meeting	3	Profile of Participants	4.25
Term Sheet Assumptions	4	Audience Size	3.75
Royalty Negotiation	4.25	Lunches&Drinks	3.25
Term Sheet Negotiation	4.25	Evening Dinner	3.5
Presentations	3.75		
			Total 3.99 (Out of 5)



# Invitation

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In recent years Korean pharmaceutical industry has been facing a lot of changes. Currently the industry is having difficulties in the domestic market, due to the changing of pricing regulation and compliance program. Also, international market entry is increasing owing to continuous drug development.

Pharmaceutical companies are getting more interested in the pricing strategy for global market access and in digital marketing. Therefore, there is a great necessity for brand planning to increase company's competitiveness. Additionally, the demand to develop the negotiation skills for domestic and international licensing process is growing.

As a result, ASCo and Elsevier are together convening **"Pharma Business Excellence Master class Series"** to meet demands of the market. The series are scheduled to run from the fall of 2015 to Spring of 2016.

Based on extensive research with target market and key professionals from Korean market, the workshops will be covering the following topics:

- Course A: Pricing, Reimbursement and Market Access strategy
- Course B: The Pharma Digital Marketing Strategy
- Course C: The Pharma Brand Building
- Course D: The Pharma Licensing Negotiation

We have invited the top global experts in each field as trainers, for the limited group of participants. Executive directors and high-level managers of pharmaceutical companies will be able to take advantage of in-depth information and real-life role-plays with globally renowned trainers. Please join us to help you to plan future business developments and to build prestigious networks in the field.

# 코스 도입 배경

최근 한국 제약 산업은 다양한 변화를 맞이하고 있습니다. 현재 제약 산업은 약가 인하와 공정경쟁규약(Compliance Program)으로 인해 내수 시장에서 어려움을 겪고 있으며, 지속적인 신약 개발을 필두로 한 해외 시장 진출이 증가하고 있습니다.

제약사들의 해외 시장 진입을 위한 가격 책정 전략에 대한 관심이 늘어나고 있으며, 디지털 마케팅 전략의 중요성이 증가하고 있습니다. 이에 따라 시장 경쟁력이 높은 브랜드 기획에 대한 필요성이 대두되고, 국내외 라이선싱 체결 과정의 협상 기술에 대한 수요가 높아지고 있습니다.

이러한 시장의 수요를 반영하기 위해 저희 아스코와 엘스비어는 올 하반기에서 내년 상반기로 이어지는 “Pharma Business Excellence Masterclass Series”를 기획하게 되었습니다. 업계의 전문가 및 실무 담당자들과의 리서치를 통해 도출된 needs를 반영하여 하단의 주제로 마스터 클래스를 준비했습니다.

- Course A: 성공적인 해외 시장 진입을 위한 프라이싱 전략  
(Pricing, Reimbursement and Market Access strategy)
- Course B: 제약 디지털 마케팅 전략 (The Pharma Digital Marketing Strategy)
- Course C: 제약 브랜드 기획 (The Pharma Brand Building )
- Course D: 제약 라이선싱 협상 전략 (The Pharma Licensing Negotiation)

세계적인 전문가를 초빙해 10-30인의 소규모 참가자로 진행하며, 각 분야의 임원 및 책임자들이 실제 프로젝트에 바로 활용하실 수 있는 수준 높은 내용과 경험을 제공할 예정입니다. 또한 동 분야의 리더들간 격조높은 네트워킹을 통해 이후 비즈니스 발전에 도움이 되실 수 있도록 기획되었으니 많은 관심 바랍니다.

# Masterclass Overview

## Title

## Pharma Business Excellence Masterclass Series

## Date & Venue

	TOPIC	DATE	VENUE
Course A	Pricing, Reimbursement and Market Access strategy	October 22-23, 2015	The Ritz-Carlton, Seoul
Course B	The Pharma Digital Marketing Strategy	December 9-10, 2015(TBC)	The Ritz-Carlton, Seoul
Course C	The Pharma Brand Building	January 20-21, 2016(TBC)	The Ritz-Carlton, Seoul
Course D	The Pharma Licensing Negotiation	February 23-24, 2016	The Ritz-Carlton, Seoul

## Masterclass Leaders (confirmed so far)

### Course A



**Dr. Graham Foxon,**  
Managing Director & Founder,  
Remap Consulting

- Highly experienced in pharmaceutical industry, within both consultancy and pharmaceutical companies.
- Have rich industry experience include GSK, start-up biotech companies and Ferring pharmaceuticals.
- Former Global Head of Market Access and Pricing for Ferring pharmaceuticals.
- Consultancy experience with IMS consulting and Adelphi Values.
- Practiced in many therapeutic areas including Gastroenterology, Urology, Fertility, Oncology, Obstetrics, Infectious Diseases and Endocrinology

### Course D



**Dr. Roger Cox,**  
Director  
Biopharm perspectives

- 30 years of licensing experience encompassing both big and small pharma/biotech companies.
- Former Executive Director, Licensing for Johnson & Johnson's Pharmaceuticals Group
- Formerly with J&J's Global Pharma BD Group where he negotiated over 50 commercial license agreements.
- Former Chairman of the European Pharmaceutical Licensing Council.
- Member of the Editorial Board of the *Business Development & Licensing Journal* for the Pharmaceutical Licensing Groups.

## Who Should Attend

**Pharma Business Excellence Masterclass Series targets influential people and decision makers in the pharmaceutical industry.** CEOs, CTOs, COOs, CFOs, CMO, VPs, Executive Directors, Managing Directors, Directors, GMs and Heads of the following department.

Market Access  
Pricing & Reimbursement  
Regulatory Affairs  
External Affairs  
Commercial  
Pharmacoeconomy

Marketing  
Commercial\_IT  
E-Marketing  
Digital Marketing  
Multi-Channel Marketing  
Global Marketing

Marketing  
Branding  
Brand Management  
Product Management  
Global Brand  
Management

Licensing  
Business Development  
Market Access  
Strategic Development

## Uniqueness of the Trainings

**This training course is structured to provide intense and practical training.**

- Combination of educational presentations, productive in-session assignments and participant collaboration to provide actionable learning
- Strictly limited numbers to allow for greater interaction and one-on-one interaction with the trainer.
- Detailed pre-course questionnaire to allow you to tailor the program to address your individual concerns.
- Comprehensive course materials

# 행사 개요

## 행사명

## Pharma Business Excellence Masterclass Series

## 시간과 장소

	TOPIC	DATE	VENUE
Course A	Pricing, Reimbursement and Market Access strategy	2015. 10. 22(목) – 23(금)	리츠 칼튼 서울
Course B	The Pharma Digital Marketing Strategy	2015. 12. 9(수) – 10(목)(TBC)	리츠 칼튼 서울
Course C	The Pharma Brand Building	2016. 1. 20(수) – 21(목)(TBC)	리츠 칼튼 서울
Course D	The Pharma Licensing Negotiation	2016. 2. 23(화) – 24(수)	리츠 칼튼 서울

## 트레이너

### Course A



그레이엄 폭슨 박사  
Remap Consulting 대표

- 컨설팅과 제약사를 아우르는 제약산업에 대한 풍부한 경험.
- GSK, 스타트업 바이오텍 기업 및 페링 제약을 거친 다년간의 제약사 실무 경력
- 前, 페링 제약의 Market Access and Pricing 글로벌 수장(Global Head).
- IMS Consulting과 Adelphi Values를 포함한 컨설팅 이력.
- 소화기학, 비뇨기학, 산과학, 종양학, 전염성 질환 및 내분비학을 두루 섭렵

### Course D



로저 콕스 박사  
Biopharm Perspectives 대표

- 대,소규모 제약, 바이오 기업을 아우르는 30년 라이선싱 경력
- 前 Johnson & Johnson's Pharmaceuticals Group 의 라이선싱 최고책임자
- Johnson & Johnson에서 50여 건 커머셜 라이선스 계약 및 협상 총괄
- European Pharmaceutical Licensing Council 의장 역임
- Pharmaceutical Licensing Groups 산하 the Business Development & Licensing Journal 의 편집위원

## 참석대상

Pharma Business Excellence Masterclass Series는 제약 산업에 영향을 미치는 주요 의사 결정자 분들을 모시고자 합니다. CEO, CTO, COO 등과 같은 C-레벨 임원진, GM 혹은 팀장 등의 관리자급 실무진 분들로 관련 부서는 다음과 같습니다.

Market Access  
Pricing & Reimbursement  
Regulatory Affairs  
External Affairs  
Commercial  
Pharmacoeconomy

Marketing  
Commercial\_IT  
E-Marketing  
Digital Marketing  
Multi-Channel Marketing  
Global Marketing

Marketing  
Branding  
Brand Management  
Product Management  
Global Brand  
Management

Licensing  
Business Development  
Market Access  
Strategic Development

## 이번 마스터클래스 시리즈의 차별성

- 최신 콘텐츠와 실무에 직접 적용할 수 있는 자료, 과제를 바탕으로 프로그램을 구성하여 적극적인 참여를 유도한다.
- 소수 그룹으로 자리를 배치하여 진행자와 참석자의 양방향 소통의 밀도감이 매우 높다.
- 참석 예정자를 대상으로 철저한 사전 리서치를 통해 공통된 이슈를 수렴, 분석하고 실제 참가자의 개별 요구 사항을 프로그램에 직접 반영한다.
- 정교하고 포괄적인 시뮬레이션 자료와 실행 중심의 액션 플랜을 제공한다.
- 진행자와 참가자들의 고유 직무 스킬 현장 경험을 전체 세션과 그룹 토론을 통해 공유한다.

# Masterclass Programs | 프로그램

## Course A: Pricing, Reimbursement and Market Access Strategy

Day 1. 09:30 - 16:30	
09:30 - 09:40	<b>Welcome and introduction</b>
09:40 - 09:50	<b>Objective of the day</b>
09:50 - 10:00	<b>Respondent questionnaire feedback</b>
10:00 - 10:30	<b>Principles of market access and pricing</b> <ul style="list-style-type: none"> <li>What is market access</li> <li>How pharmaceutical pricing is different to other industries</li> </ul>
10:30 - 11:10	<b>How payers think</b> <ul style="list-style-type: none"> <li>What do we mean by the term 'payer'</li> <li>Why has the payer become an important stakeholder in patient access</li> <li>What do payers consider when determining product value?</li> <li>Overview of HTA process</li> </ul>
11:10 - 11:30	Coffee
11:30 - 12:30	<b>Overview of national pricing and reimbursement systems</b> <ul style="list-style-type: none"> <li>Description of different payer archetypes</li> <li>Clinical differentiation payer archetype overview</li> <li>Health economic driven payer archetype overview</li> <li>Budget driven payer archetype overview</li> <li>Patient out of pocket payer archetype</li> </ul>
12:30 - 13:30	<b>Case study: The use of HTA in pricing and market access</b> <ul style="list-style-type: none"> <li>Zytiga case study: comparing France and German HTA evaluations</li> </ul>
13:30 - 14:30	LUNCH
14:30 - 15:00	<b>Health economics in pricing and market access</b> <ul style="list-style-type: none"> <li>Impact of health economics on patient access</li> <li>Use of health economics in HTA assessments</li> </ul>
15:00 - 15:30	<b>Case study: The use of health economics in HTA in pricing and market access</b> <ul style="list-style-type: none"> <li>Zytiga case study: comparing UK and Swedish HTA evaluations</li> </ul>
15:30 - 16:10	<b>Market access in Emerging markets</b> <ul style="list-style-type: none"> <li>How to secure market access in emerging markets</li> <li>Identification of potential market access strategies</li> </ul>
16:10 - 16:30	<b>Case study: Potential approaches of securing access in China</b>



# Masterclass Programs | 프로그램

## Course A: Pricing, Reimbursement and Market Access Strategy

Day 2. 09:30 - 16:30	
09:30 - 09:40	<b>Welcome and recap of day 1</b>
09:40 - 09:50	<b>Objective of the day</b>
09:50 - 10:30	<b>Introduction to health economic modeling</b> <ul style="list-style-type: none"> <li>• Different health economic model approaches</li> <li>• Cost effective thresholds</li> <li>• Considerations for developing a health economic model</li> </ul>
10:30 - 10:50	<b>Interactive session: How to calculate a QALY</b>
10:50 - 11:20	<b>Introduction to pharmaceutical pricing: Relationship between value and price</b> <ul style="list-style-type: none"> <li>• Determining product value for purchaser, prescriber and user</li> </ul>
11:20 - 11:40	Coffee
11:40 - 12:10	<b>Approaches to determining the price for your product</b> <ul style="list-style-type: none"> <li>• Cost plus pricing</li> <li>• Competitor pricing</li> <li>• Value based pricing approaches</li> </ul>
12:10 - 12:20	<b>Interactive session: Price benchmarking</b>
12:20 - 12:50	<b>Developing a global pricing strategy</b> <ul style="list-style-type: none"> <li>• Considerations when developing global pricing strategy</li> <li>• Differential pricing strategies to facilitate access in emerging markets</li> <li>• Patient access schemes</li> </ul>
12:50 - 13:20	<b>Interactive session: Developing a pricing strategy</b>
13:20 - 14:20	LUNCH
14:20 - 14:40	<b>The importance of international reference pricing</b> <ul style="list-style-type: none"> <li>• What is international reference pricing</li> <li>• How can it impact a product launch?</li> <li>• Determining the impact of international reference pricing</li> </ul>
14:40 - 15:00	<b>Pricing and access of biosimilar products</b> <ul style="list-style-type: none"> <li>• Payers requirements for biosimilar price and reimbursement</li> <li>• Biosimilar pricing strategies</li> </ul>
15:00 - 15:30	<b>The value proposition</b> <ul style="list-style-type: none"> <li>• How do you capture a product's value to payers?</li> </ul>
15:30 - 15:50	<b>How to communicate value to the payer</b> <ul style="list-style-type: none"> <li>• What is the value of a value dossier?</li> <li>• Horizon scanning</li> <li>• Writing pricing and reimbursement submissions</li> </ul>
15:50 - 16:20	<b>Case study: Developing a value proposition</b>
16:20 - 16:30	<b>Masterclass summary and close</b>

# Masterclass Programs | 프로그램

## Course D: The Pharma Licensing Negotiation

Day 1. 10:00-17:30	
10:00-11:30	<b>Introduction</b> <ul style="list-style-type: none"> <li>• Master-level negotiation skills for licensing and business development</li> <li>• Personal relationships</li> <li>• Listening and understanding</li> <li>• Credibility and communicating persuasively</li> <li>• Building consensus.</li> </ul>
11:30-11:45	Break
11:45-13:00	<b>Session One – Preparation</b> <ul style="list-style-type: none"> <li>• Planning and financial modeling to determine bargaining space</li> <li>• Check lists and term sheets</li> <li>• Financial models and net present value</li> <li>• Risk adjusted eNPV and decision tree analysis</li> <li>• Goal setting – influence on outcome</li> <li>• Better negotiation with six negotiating tools.</li> </ul>
13:00-13:45	LUNCH
13:45-14:30	<b>Session Two – Negotiation exercise 1 (role play) and discussion</b> <ul style="list-style-type: none"> <li>• Exercise involving the Licensing Director of a pharmaceutical company seeking to license a drug delivery technology from a smaller biotech company.</li> </ul>
14:30 -15:15	<b>Session Three – Negotiation Styles and Presentation Skills</b> <ul style="list-style-type: none"> <li>• Competitive and cooperative styles</li> <li>• Making the impression you want</li> <li>• Leadership &amp; using your team in negotiation</li> <li>• Developing negotiation leverage</li> <li>• Bargaining and bluffing</li> </ul>
15:15-15:30	Break
15:30-16:00	<b>Session Four – Face-to-Face Negotiating</b> <ul style="list-style-type: none"> <li>• Delivering the message, how, who, when &amp; where</li> <li>• Managing difficult items</li> <li>• Anchoring and managing expectations</li> <li>• Trading and bargaining</li> </ul>
16:00-17:30	<b>Session Five – Negotiation exercise 2 (role play)</b> <ul style="list-style-type: none"> <li>• Internal team meeting (pre-negotiation) to agree and input term sheet assumptions for spreadsheet and NPV share calculations.</li> </ul>

# Masterclass Programs | 프로그램

## Course D: The Pharma Licensing Negotiation

Day 2. 08:45 – 15:30	
08:45-09:45	<b>Session One – Licenses, royalties and milestones</b> <ul style="list-style-type: none"> <li>• Freedom to operate</li> <li>• value sharing, benchmarking and other royalty calculation methods</li> <li>• License fees and milestones</li> <li>• Unexpected consequences</li> </ul>
09:45-10:45	<b>Session Two – Negotiation exercise 3 (role play) and discussion</b> <ul style="list-style-type: none"> <li>• Meeting to decide strategy and terms to resolve potential infringement of a third party's Intellectual Property Rights</li> </ul>
10:45-11:15	Break
11:15-11:30	<b>Session Three – Structured Negotiation</b> <ul style="list-style-type: none"> <li>• Six rules to follow.</li> </ul>
11:30-12:45	<b>Session Four – Negotiation exercise 4 (role play)</b> <ul style="list-style-type: none"> <li>• Involving two teams negotiating a term sheet covering a licence and manufacturing agreement between a biotech company with a new chemical entity in clinical development and a biopharmaceutical company seeking world-wide rights.</li> </ul>
12:45-13:30	LUNCH
13:30-14:30	<b>Session Five - Team presentations (role play) and discussion</b>
14:30-15:15	<b>Session Six - Negotiating performance in license agreements</b> <ul style="list-style-type: none"> <li>• Performance measures</li> <li>• Appropriate sanctions</li> <li>• Closure</li> <li>• Cross-cultural considerations</li> </ul>
15:15-15:30	<b>WRAP UP – Discussion &amp; Conclusion</b>

# Masterclass Leaders | 트레이너

## Course A: Pricing, Reimbursement and Market Access Strategy



**Graham Foxon Ph.D. MBA**

With decades of pharmaceutical experience, within both consultancy and pharmaceutical companies, Graham brings expertise in embedding market access drivers into clinical development programme; developing global product launch pricing strategies and producing HTA submissions to address payers' pricing and reimbursement requirements.

Graham's industry experience includes GSK, start-up biotech companies and Ferring pharmaceuticals. During his time at Ferring Graham was Global Head of Market Access and Pricing taking responsibility for all market access activities from incorporation of payer value into clinical development programs through to development and implementation of the market access and pricing strategy for global product launches of both pharmaceutical and diagnostic products.

Graham's consultancy experience was obtained within both IMS consulting (previously Cambridge Pharma) and Adelphi Values whereby he was responsible for global pricing and reimbursement projects ranging from strategic insights to global pharmaceutical companies; market access training to senior management and affiliates; development of biosimilar access strategies and EU pricing and reimbursement submissions; landscape assessments for pharmaceutical and diagnostics within the EU and US.

Graham has worked across many therapeutic areas including Gastroenterology, Urology, Fertility, Oncology, Obstetrics, Infectious Diseases and Endocrinology.

Graham has a Ph.D. in neuropharmacology from Durham University and an MBA from Aston University.

### 그레이엄 폭슨 박사

- 컨설팅과 제약사를 아우르는 제약산업에 대한 풍부한 경험
- 전문분야: 임상개발 프로그램에 시장 접근 촉진 요인 투입, 글로벌 제품 출시 가격 전략 개발, 지급자의 P&R 필요사항 해결을 위한 의료기술평가(HTA) 신청 산출
- GSK, 스타트업 바이오텍 기업 및 페링 제약을 거친 다년간의 제약사 실무 경력
- 前, 페링 제약의 Market Access and Pricing 글로벌 수장(Global Head)으로서 지급자의 가치와 임상개발 프로그램 통합화에서 제약 및 진단 제품의 글로벌 런칭을 위한 시장 접근 및 프라이싱 전략 개발 및 실행에 이르는 Market Access 활동 총괄
- IMS Consulting과 Adelphi Values를 포함한 컨설팅 이력.
- Adelphi Values에서 글로벌 P&R에 대한 전략 인사이트 및 글로벌 제약사에 대한 프로젝트 책임자로서 상위 임원들 및 계열사를 위한 시장 접근(Market Access) 트레이닝, 바이오시밀러의 액세스 전략 및 유럽연합(EU)의 P&R 신청 전략 개발, 유럽 및 미국 시장의 제약사 및 진단사를 위한 구도 평가 담당
- 소화기학, 비뇨기학, 산과학, 종양학, 전염성 질환 및 내분비학에 관한 폭넓은 경험
- Durham University에서 신경약리학으로 박사학위 취득
- Aston University에서 MBA 취득

# Masterclass Leaders | 트레이너

## Course A: Pricing, Reimbursement and Market Access Strategy

### Testimonials

**“This has been an excellent two days. You have truly been a pleasure to work with bringing great learning techniques as well as insights.”**

“이틀 간의 트레이닝이 아주 좋았습니다. 수업 방법도 훌륭했고, 통찰력까지 얻을 수 있어서 함께 했던 시간이 대단히 즐거웠습니다.”  
- Senior VP of top 10 pharma company, Global market access workshop

**“Thank you both for putting together this two day workshop. I found the sessions to be very informative and engaging.”**

“이번 워크숍을 기획하고 진행해 주신 것에 감사 드립니다.  
이번 세션이 유익했으며 만족스러웠습니다.”  
- VP of top 10 pharma company, Pharmaceutical pricing training

**“Brilliant training you knowledge of EU healthcare systems is unsurpassed.”**

“아주 훌륭한 트레이닝이었으며, 타의 추종을 불가하는 유럽의 헬스케어 시스템에 대한 이해가 인상적이었습니다.”  
- Senior Director of biotech company, EU market access training

**“This was the best training course I have ever been on. Your ability to teach complex issues in an understandable way is outstanding.”**

“제가 이제까지 경험한 것에서 가장 뛰어난 트레이닝이었습니다. 그레이엄은 복잡한 문제를 이해하기 쉽게 전달하는 능력이 눈에 띄게 훌륭한 분이었습니다.”  
- Director of top 10 pharma company, Health economic training

# Masterclass Leaders | 트레이너

## Course D: The Pharma Licensing Negotiation



### Dr. Roger Cox

Roger Cox joined Plexus Ventures in 2009 following a 24 year career in business development within the healthcare industry, most recently with Johnson & Johnson.

Dr. Cox recently served as Executive Director, Licensing for Johnson & Johnson's Pharmaceuticals Group and was with J&J from 1992 until 2008. Roger has been lead negotiator on a variety of significant pharmaceutical transactions and, while with J&J, he negotiated over 50 commercial license agreements leading to 12 marketed products.

Besides his experience in 'Big Pharma', Dr. Cox has broad business development experience in the healthcare industry with smaller companies and also government organizations. Before joining J&J he was Group Licensing Manager for Medgenix Group SA based in Belgium and prior to that Commercial Director of IQ (Bio) Ltd, a Cambridge based immunodiagnostic company acquired by Novo in 1987. Between 1982-1984 he was a Senior Investment Executive with British Technology Group in London responsible for investments in unlisted biotechnology companies.

Dr. Cox holds a Bachelor's degree in Microbiology from the University of Bristol, a Ph.D. in microbial biochemistry from the University of Reading, conducted 2 years postdoctoral research at the University of Sheffield and attended the London Business School's Corporate Finance programme in 1982-1983.

Dr. Cox was Chairman of the European Pharmaceutical Licensing Council (2007-2009) and President/co-founder of the Pharmaceutical Licensing Group Benelux (1999-2010). He serves on the Editorial Board of the Business Development & Licensing Journal for the Pharmaceutical Licensing Groups ([www.plg-uk.com](http://www.plg-uk.com)).

### 로저 콕스 박사

- 2009년 Plexus Ventures 입사 후 Johnson & Johnson을 포함한 헬스케어 산업 24년의 사업개발 경력
- 1992-2008, Johnson & Johnson's Pharmaceuticals Group의 라이선싱 부서 전무, 12건의 완제품으로 이어지는 50여 건의 commercial license계약 진행
- 헬스케어 산업의 공공기관 및 소규모 제약회사 등 폭넓은 사업개발 경험
- Johnson & Johnson 입사 전 벨기에의 Medgenix Group의 라이선싱 매니저 및 IQ (Bio) Ltd의 Commercial Director.
- 1982-1984, 비상장 바이오회사의 투자를 책임지는 런던의 British Technology Group의 투자상임이사
- University of Bristol에서 미생물학을 전공
- University of Reading에서 미생물생리학(microbial biochemistry)으로 박사학위 취득
- University of Sheffield에서 2년간의 박사 후 과정 수행
- London Business School의 기업 재무 과정 수료(1982-1983)
- 2007-2009, European Pharmaceutical Licensing Council 의장
- 1999-2010, Pharmaceutical Licensing Group Benelux 회장/공동설립자
- Pharmaceutical Licensing Groups 산하 Business Development & Licensing Journal의 편집위원

# Masterclass Leaders | 트레이너

## Course D: The Pharma Licensing Negotiation

### Testimonials

**"The course was well prepared to give the real world experience. Interacting with industry experts was another plus, in addition to abundant experience/advice Roger was sharing throughout the course."**

"이번 마스터 클래스는 실제 상황에서 활용할 수 있게 잘 준비되었던 것 같습니다. 제약계의 전문가 분들과 함께할 수 있었던 것이 만족스러웠으며, 코스 전반에 걸쳐 로저가 공유해 준 조언 및 경험이 많은 도움이 되었습니다."

- Janssen Korea (March 2015)

**"It was a really good experience to learn about negotiation skills. It can be used properly when I have a chance to negotiate with partners."**

"협상 기술에 대해 배울 수 있었던 아주 좋은 자리였습니다. 실제로 라이선싱 협상 시에 유용하게 사용할 수 있을 것 같습니다."

- Boryung Pharm (March 2015)

**"It was a big learning experience for me and I really enjoyed whole course. Especially it was very good to have a chance to think both of licensee and licensor. Thank you, Cox."**

"이번 마스터 클래스는 많은 것을 배울 수 있었던 좋은 경험이었으며, 모든 과정이 다 즐거웠습니다. 특히 licensee와 licensor 양쪽의 입장을 모두 생각해 볼 수 있었던 좋은 기회였습니다. 로저에게 감사 드립니다."

- Peptron Inc. (March 2015)

**"I'm very pleased to have taken part in this course. I found it very close to the real life and it fully answers the requirements of my business challenges this time. Thank you!"**

"이 과정에 참여하게 되어 대단히 기쁩니다. 본 과정이 실무에 밀접한 연관이 있다고 느꼈고, 제 자신의 업무목표 성과를 위해 필요한 점에 대한 충분한 답변이 되었다고 생각합니다. 감사합니다!"

- Alexander Nozdrachev, Business Development Director, Servier - Russia (November 2014)

**"Roger Cox's licensing negotiation course is very interesting and focused to the audience needs. I recommend it to junior and senior managers as well."**

"콕스 박사의 라이선싱 협상 과정은 매우 흥미롭고, 참여자의 니즈에 초점을 맞추었습니다. 이 과정을 실무진에게 적극 추천하고 싶습니다."

- Giorgio Amadori, Business Development Manager, Sanofi - Italy (November 2013)

# Registration | 등록 안내

1. Registration through Website 홈페이지 등록

[www.ascoforum.com](http://www.ascoforum.com)  
[www.asianstudy.com](http://www.asianstudy.com)

2. Registration via e-mail 메일을 통한 등록

Please download a registration form from the website, fill it out and send it to [star@asianstudy.com](mailto:star@asianstudy.com)  
홈페이지에서 신청서 양식을 다운받아서, 작성 후 이메일이나 팩스를 통한 송부

E-MAIL: [star@asianstudy.com](mailto:star@asianstudy.com)  
FAX : +82 (0)70-7545-8525

3. Registration via Telephone 전화를 통한 등록

행사 사무국 연락처  
Contact with Ms. Subin Park: +82 (0)70-8787-1070

4. Registration Fee 등록 비용

	Price	Limit to the No. of delegates	Remarks
Course A	KRW 1,500,000 / USD 1,500	25	The registration fee covers <ul style="list-style-type: none"><li>2 – day Masterclass<ul style="list-style-type: none"><li>Lunch</li></ul></li><li>Coffee &amp; Tea</li><li>Summary Report</li></ul>
Course B	KRW 1,500,000 / USD 1,500	25	
Course C	KRW 1,500,000 / USD 1,500	25	
Course D	KRW 3,000,000 / USD 3,000	12	

• VAT Excl. / 부가세 별도  
• For international payment, we accept only USD / 해외 지불의 경우 달러화 적용

5. Discount Policy 할인 정책

• Early-bird Discount 조기할인

If you register 1 month before each course, you could apply 10% early-bird discount.  
등록 마감 한달 전까지 등록하실 경우, 10%의 조기할인 적용

• Group Discount 그룹할인

For group of 3 or more from same company or organization, you could apply 10% early-bird discount.  
같은 기업 혹은 조직에서 3분 이상 등록하실 경우, 10%의 그룹할인 적용

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# Organizer | 주최



[www.asianstudy.com](http://www.asianstudy.com)

ASCo is a global collective of professionals with unique expertise in developing conferences, training seminars and b2b events across industries in Korea and countries across Asia, the US, Europe and Middle East.

ASCo is bringing events management to the next level with its ability to forecast economic trends and industry issues in the world of business engagement, and develop value-enhanced professional trainings and business events accordingly, in diverse forms of seminars, workshops, b2b meetings, summits and conferences, large and small, public and private.

아스코는 글로벌 산업적 트렌드와 사업화 기회를 조사 분석하여 독창적이고 가치 창출적인 비즈니스 행사를 자체적으로 기획 제작하여 마켓에 제공합니다.

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## The Pharma Licensing Negotiation Master Class 2015

- Date: March 16 – 19, 2015
- Venue: Conrad, Hong Kong
- Organizer: ASCo
- Knowledge Partner: Elsevier



## Pharma Associations Conference 2014 - Global Partnering for Open Innovation

- Date : November 18 -19, 2014
- Venue: Ritz-Carlton Seoul
- Host: KPMA, KRPIA
- Organizer: ASCo



## 2013 Global Pharma IP Innovation Forum

- Date: November 15, 2013
- Venue: Grand Hilton Seoul
- Organizer: ASCo



## The 1st & 2nd Annual Pharma Business Development Conference: Cross-border Alliance and M&A

- Date : December 5, 2012 (1<sup>st</sup>)/ May 14-15, 2013(2<sup>nd</sup>)
- Venue: KPMA / Seoul Place Hotel
- Organizer: ASCo

# Knowledge Partner



[www.elsevierkorea.com](http://www.elsevierkorea.com)

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엘스비어는 세계 최고의 정보와 혁신적인 툴을 각 분야의 전문가들에게 널리 전파함으로써 세계 과학 및 의학 분야 발전에 기여하고자 합니다.

#### • Who we are:

엘스비어는 네덜란드 암스테르담에 본사를 두고 있으며, 전 세계 24개국의 지사에서 7,000여명의 직원들과 함께하고 있습니다.

#### • Partners:

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저널 및 단행본 출판으로 시작된 엘스비어의 전통은 430년 이상 이어지고 있으며, 최근에는 전문가 심사제도(Peer-Review)를 도입하여 엄선된 콘텐츠를 제공하기 시작했습니다.

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@USD 1,500 + VAT (Course A, Course B, Course C)

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☐

- Course A: **Pricing, Reimbursement and Market Access strategy**

Date: 22-23 October, 2015

☐

- Course B: **The Pharma Digital Marketing Strategy**

Date: 9-10 December, 2015

☐

- Course C: **The Pharma Brand Building**

Date: 20-21 January, 2015

☐

- Course D: **The Pharma Licensing Negotiation**

Date: 23-24 February, 2015

## Payment Method

Payment is required within 5 working days on receipt of invoice

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#### Korean Payment (₩)

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**Receiver** : KoreaPEN INC.

**Receiving Account No.** : 140-010-860636

#### Overseas Payment (USD ONLY)

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**Bank Address** : 20, Sejong-daero 9-gil, Jung-gu, Seoul, SOUTH KOREA

**Swift Code** : SHBKRRSE

**Receiving Account No.** : 180-006-724730

**Receiver** : KoreaPEN INC.

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## Payment by Credit Card

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### Transfer Policy

If you are unable to attend, a substitute delegate will be welcomed to take your place at no extra charge. Please provide the name and title of the substitute delegate with a completed registration form. Any difference in conference fees must be paid.

### Cancellation Policy

A 50% refund will be provided for cancellations received in writing no later than four weeks prior to the conference; thereafter we regret no refunds can be made. ASCo reserves the right to alter the programme without notice including the substitution, alternation or cancellation of speakers and/or topics and/or alternation of the dates and/or location of the events.

### Force Majeure

In case of Force Majeure, ASCo has the right to alter or cancel the event without prior notice, however a notice of the occurrence shall be given by ASCo as soon as reasonably possible. ASCo shall not be liable for any loss caused by the cancellation of the conference where such cancellation is due to Force Majeure. Force Majeure shall mean any circumstance such as but not limited to acts of God, war, acts of terrorism, airline flight cancellations, strikes, lock-outs, flood, commercially unfeasible, and failure of third parties to deliver goods or services. ASCo will use all reasonable efforts to conduct the event despite the intervention or occurrence of any such cause.