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Register and pay before 26 September 2008 to SAVE up to SGD1,095!

3rd Annual GenericsAsia2008

Championing the Market amidst Emerging Challenges

19–20 November 2008, Sheraton Towers Hotel, Singapore



At IBC's **3rd Annual Generics Asia 2008**, you will gain immediate admission into the generics market and learn from international experts from within the industry. The conference brochure is now available for [download](#) so get yours today!

Keynote speakers:



Dr Budiono Santoso, *Regional Adviser on Pharmaceuticals, Western Pacific Regional Office of World Health Organisation, Philippines.*



Mr Thomas Runkel, *Vice President Asia/Pacific, PT Actavis, Indonesia.*

Expert panel of speakers include:



Dr (Ms) Harvinder Popli, *Director and Head In - Licensing, Ranbaxy Labs, Ltd, India.*



Dr Ron Tomer, *Vice President, Unipharm Ltd., Israel.*



Mr Stephen L. Blank, *Senior Vice President, Strategic Marketing and Business Development, Ascent Pharmahealth Limited, Australasia.*



Mr Kapicic Goran, *Chief Representative/Head, Pliva (member of Barr group), China.*



Dr Nicola Traverso, *Managing Director, NTC srl, Italy.*



Mr Subhash Seth, *Senior Vice President-International Marketing, USV Ltd, India.*



Mr Eugene Yeo, *Director, Siemens Pte Ltd., Singapore.*



Mr Edward J. Kelly, *Partner, Intellectual Property Department, Tilleke & Gibbins International Ltd., Thailand.*

KEY TOPICS INCLUDE:

- Thriving in the competitive pharmaceutical marketplace
- Challenges to the business of generics
- Asian generics: A look at regulatory & legislation
- Fortifying the business of generics
- Generics business development
- Strategies to spearhead the industry
- Gaining a competitive edge

KEY HIGHLIGHTS IN 2008:

- 20 focused sessions from an international panel of speakers
- 2 extended plenary discussions of the day to facilitate sharing of perspectives & strategies
- Over 20 hours of learning and networking integrated into the program
- Expect to meet participants from over 20 countries in the region & overseas

PLUS: Pre-conference Masterclasses, Tuesday 18 Nov 2008

- I. Understanding and managing intellectual property issues in the generics market
- II. A generic medicine business: Countering common pitfalls to build a stronger more competitive business

REGISTER NOW!

Online: [CLICK HERE](#) | Bookings Hotline: +65 6514 3180

Email: register@ibcasia.com.sg | Group Booking: groups@ibcasia.com.sg

www.ibc-asia.com/generics

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