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Understand the future. Which route will you take?
Transformation and growth through innovative marketing strategies and alternative approaches in sales and marketing

LET THE PHYSICIAN WRITE THE PRESCRIPTION! ASK THEM HOW.

ASIA

- Anish Bafna, Country Manager, **BAXTER HEALTHCARE, MALAYSIA**
- Jack Lee Tien-Foo, Country Manager, **GLENMARK, MALAYSIA**
- Dr Bernardus Sidharta, Head of Marketing, **PT.TAKEDA, INDONESIA**
- Himanshu Dave, Director - Sales & Marketing, **ASTELLAS PHARMA, INDIA**
- Allan Marx Ancheta, Director of Sales Operations, Business Intelligence & Development, **MERCK SHARP & DOHME, PHILIPPINES**
- Alex Lacheta, Operations Director, **INQPHARM, MALAYSIA**
- Dean Edwards, Vice President, Sales, Asia Pacific, **IMS HEALTH, HONG KONG**
- Dr Zakiuddin Ahmed, Medical Director, **MACTER PHARMACEUTICAL, PAKISTAN**

SINGAPORE

- Dr Suchitra Kataria, Head, Business Development and In-Licensing **BAYER SCHERING PHARMA**
- Dr Parag Sheth, Vice President, Asia-Pacific, **INDEGENE**
- Dr James Garner, Regional Medical Director for Asia, **QUINTILES**
- Rudiger Papsch, Managing Director, **GFK HEALTHCARE ASIA**
- Sharn Bedi, Managing Director, **DBB HEALTH**
- Lisa Sullivan, Group Managing Director, **IN VIVO COMMUNICATIONS**
- Dr Sebastien Boisseau, Senior Strategic Planner **MCCANN HEALTHCARE WORLDWIDE**
- Benjamin Gaw, Senior Associate, **DREW & NAPIER LLC**

WHAT THE PRODUCT IS FOR

Strategic Planning for Pharmaceutical Sales & Marketing works to widen market share and improve on sales.
This drug is addictive. This is only available on a prescription from your company.

PRODUCT DESCRIPTION

What it looks like:
It is a 2-day conference on sales and marketing, with a bonus pack of workshop on sales force training and learning.

Ingredients:
Strategic Planning for Pharmaceutical Sales & Marketing contains 500mg of pharma morphosis® as the active ingredient.
Pharma morphosis® is transformation in the industry brought about by medical, technological and social innovations.

- It also contains:**
- Product offerings and major trends — country specific issues and strategies (*India, Malaysia, Indonesia, Philippines, Hong Kong and Singapore*)
 - Developments and opportunities in Asia
 - Pharmaceutical Outlook 2010 and beyond
 - Regulations and policies on advertising and marketing
 - Client demands in a changing environment
 - In-licensing procedures
 - Dealing with increasing patent expirations
 - Tools: Market segmentation and targeting of customers
 - Branding strategies for the future
 - Marketing Intelligence and Data analytics
 - Updates on: e-detailing and e-visits
 - Marketing and sale force function excellence

Manufacturer/Distributor/Supplier:
Strategic Planning for Pharmaceutical Sales and Marketing is made/distributed/supplied in Singapore by *Asia Business Forum*.

NETWORK WITH BALANCED AND COMPLETE FORMULA



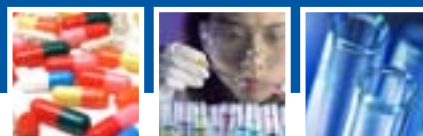
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For enquiries and registration: Call (65) 6536 8676 or (65) 6536 8437 or visit us at www.abf-asia.com

STRATEGIC PLANNING FOR PHARMACEUTICAL SALES & MARKETING

DAY ONE • 27 JULY 2009 • MONDAY



8:00 REGISTRATION AND MORNING COFFEE

9:00 CHAIRPERSON'S OPENING REMARKS



Dean Edwards
Vice President, Sales, Asia Pacific
IMS HEALTH, HONG KONG



PHARMA MORPHOSIS®
THE CHANGING LANDSCAPE OF THE PHARMACEUTICAL INDUSTRY

9:15: OVERVIEW OF THE PHARMACEUTICAL INDUSTRY IN ASIA

- Developments and opportunities in the region
- Pharmaceutical Outlook 2010 and beyond
- Ethical issues concerning the relationships between medical practitioners & the pharmaceutical industry
- Singapore as Asia's emerging pharmaceutical hub



Dr Suchitra Kataria
Head, Business Development and In-Licensing
BAYER SCHERING PHARMA

10:00 FINDING DIRECTION IN TIMES OF CHANGE: IMPACT OF THE ECONOMIC CRISIS ON THE PHARMACEUTICAL INDUSTRY

- Global pharmaceutical market's significant flux and uncertain times. Going forward, pharmerging and early emerging markets that are critical to growth
- Current economic crisis far reaching impacts on the major economies in APAC
- APAC markets: Emerging as highly attractive options
- Certain markets to be reviewed in light of sensitivity to economic downturn
- Re-visiting strategies and reviewing aspirations across therapies, geographies and portfolio



Dean Edwards
Vice President, Sales, Asia Pacific
IMS HEALTH, HONG KONG

10:45 MORNING REFRESHMENT

11:15 UNDERSTANDING PHARMACEUTICAL REGULATIONS AND POLICIES ON ADVERTISING AND MARKETING OF PRESCRIPTION DRUGS IN SINGAPORE

- Knowing key legislation and guidelines
- Relevant principles for advertising and marketing
- Dispute resolution framework



Benjamin Gaw
Senior Associate
DREW & NAPIER LLC

12:00 EVOLVING THE PHARMA MODEL: REINVENTING SALES AND MARKETING IN ASIA

- Innovating in sales - "Customer as the boss"
- Marketing to the masses - The challenge of access



Allan Marx Ancheta
Director of Sales Operations, Business Intelligence & Development
MERCK SHARP & DOHME, PHILIPPINES

12:45 LUNCH



PHARMA MORPHOSIS® INNOVATION
ADOPTING NEW TECHNOLOGY

2:00 REVOLUTIONISING SALES AND MARKETING ROLES IN THE PHARMA INDUSTRY

- Discovering how key account management can add value to customer experience
- Closed loop marketing and improved key account management
- Establishing "direct-to-patient" marketing strategy
- Sales rep: A well-equipped consultant with value added tools
- Increasing role of PR in marketing roles



Anish Bafna
Country Manager Malaysia & Indonesia
BAXTER HEALTHCARE, MALAYSIA

2:45 MEETING CLIENT DEMANDS IN A CHANGING PHARMACEUTICAL SALES MARKET ENVIRONMENT

- Clients, influencers, stakeholders and changing pharma landscape
- Health is the new wealth
- Emergence of E-health and implications for client demands
- Data and digital implications to meet demand - Sales force effectiveness, research, engagement and influence, social media
- Future of healthcare marketing



Sharn Bedi
Managing Director
DDB HEALTH SINGAPORE & SEA

3:30 AFTERNOON REFRESHMENT

4:00 FACING THE CHALLENGES OF MARKETING AND SELLING PHARMACEUTICAL PRODUCTS AND WHAT CAN BE DONE TO COMBAT THEM

- Dealing with increasing patent expirations
- Best practice sharing on how to minimise impact on generic threat
- Efforts to provide greater value for money



Dr Bernardus Sidharta
Head of Marketing
PT.TAKEDA, INDONESIA

4:45 FORECASTING FOR PHARMACEUTICAL SALES & MARKETING: GOOD PRACTICES IN FORECASTING AND GOOD FORECASTING IN PRACTICE

- Forecasting – Art, science or just a habit in the industry?
- The basics of forecasting you have to know
- Beyond the basics: Good practices in forecasting
- Back to real life in business: Good forecasting in practice

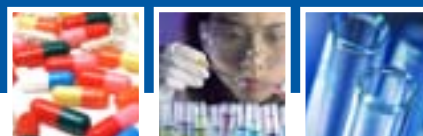


Rudiger Papsch
Managing Director
GFK HEALTHCARE ASIA

5:30 END OF DAY ONE

STRATEGIC PLANNING FOR PHARMACEUTICAL SALES & MARKETING

DAY TWO • 28 JULY 2009 • TUESDAY



8:30 MORNING COFFEE

9:00 CHAIRPERSON'S OPENING REMARKS



Dr James Garner
Regional Medical Director for Asia
QUINTILES



PHARMA MORPHOSIS® TRANSFORMATION UNDERSTANDING CLIENT TRENDS AND BEHAVIOUR

9:10 eMARKETING – AN EMPOWERING, ENGAGING AND EFFICIENT WAY OF MANAGING PHYSICIAN RELATIONSHIP

- Overview of eMarketing – The paradigm shift
- What is a good eMarketing strategy?
- Understanding eCME
- What is Web 2.0?
- Role of social media in sales and marketing
- Role of mobile technology in pharma
- Physician relationship management



Dr Zakiuddin Ahmed
Medical Director
MACTER PHARMACEUTICAL, PAKISTAN

9:45 ESTABLISHING AND MAINTAINING RELATIONSHIPS WITH HEALTHCARE PROVIDERS AND PATIENTS

- Multi approach methods that can be employed in fortifying field force efforts by using a variety of channels of communications with doctors
- Technology tools that can be employed to establish information based relationship with patients and improve patient compliance
- Tools to establish greater professional relationships and change physicians prescribing habits and supporting their medical educational needs



Dr Parag Sheth
Vice President, Asia-Pacific
INDEGENE

10:20 MORNING REFRESHMENT



PHARMA MORPHOSIS® DEVELOPMENT BUILDING AN EFFECTIVE SALES AND MARKETING MODEL

10:40 MARKETING HIGH-VALUE SPECIALIST PRODUCTS IN ASIA

- Specialist products versus 'mass-market' products
- Registering specialist products in Asia
- Clinician and patient perspectives regarding high-value medication
- Reimbursement and pricing



Dr James Garner
Regional Medical Director for Asia
QUINTILES

11:15 USING FOCUSED MARKET INTELLIGENCE TO DEVELOP POWERFUL BRAND STRATEGIES

- Pharma market intelligence to improve sales productivity
- Building brand strategy



Dr Sebastien Boisseau
Senior Strategic Planner
MCCANN HEALTHCARE WORLDWIDE

11:50 DEVELOPING EFFECTIVE EDUCATIONAL COMMUNICATION STRATEGIES TO MAXIMISE RETURNS ON YOUR MARKETING

- What educational strategies should one consider for maximising marketing returns?
- How can medical education be best utilised in the pre and post launch phases?

- What are the key strategies for KOL advocacy both pre and post product launch?
- What tools are there for identifying which is the best strategy to use when?



Lisa Sullivan
Group Managing Director
IN VIVO COMMUNICATIONS

12:25 LUNCH

1:55 LEVERAGING ON BEST PRACTICES IN INNOVATIVE PROCEDURES FOR SALES AND MARKETING EFFORTS

- Outlining the benefits of outsourcing sales functions
- Engaging in joint venture relationships as a win-win situation
- Exploring on in-licensing procedures to compensate for decreases in R&D production
- Trends in clinical trials: Strategies to enhance clinical trial design
- Innovations & updates on software to equip the sales force



Jack Lee Tien-Foo
Country Manager
GLENMARK, MALAYSIA

2:30 ALIGNING SALES AND MARKETING STRATEGY: FROM CLASSROOM TO SIDEWALK

- Promoting branded pharmaceuticals is increasingly difficult
- Current drivers of sales force effectiveness evolution – Why traditional models no longer work
- The needs to align sales and marketing strategy and implementation
- Establishing a strategy model that is both efficient and effective
- Key success factors driving sales & marketing strategy alignment
- Measuring success



Alex Lacheta
Operations Director
INQPHARM, MALAYSIA

3:05 AFTERNOON REFRESHMENT



PHARMA MORPHOSIS® FORECAST GAINING A COMPETITIVE EDGE

3:40 MOTIVATING AND KEEPING SALES TALENTS

- Sales talents a vital link for a pharmaceutical business
- The changing profile of sales talents; understanding the N-Gen sales talents
- Talent Relationship Management (TRM) for connecting, engaging, motivating and retaining N-Gen sales talent



Himanshu Dave
Director - Sales & Marketing
ASTELLAS PHARMA, INDIA

4:15 SALES PERFORMANCE VIS-À-VIS FINANCIAL CRISIS; MOVING THE BUSINESS FORWARD

- Applying a dynamic CRM and examining different CRM
- Having consistent sales methodology
- Highlighting of concepts & tools that are easy to integrate
- Keeping sales force morale high to drive sales
- How pharma fit into future structure of health sector
- Taking advantages of the opportunities presented by Asia's diversity

Moderator:

Dr James Garner, Quintiles

Panelists:

Himanshu Dave, Astellas Pharma
Dr Bernardus Sihartha, PT.Takeda
Anish Bafna, Baxter Healthcare
Allan Marx Ancheta, Merck Sharp & Dohme
Jack Lee Tien-Foo, Glenmark

5:00 END OF CONFERENCE

CASE
STUDY

PANEL DISCUSSION

ABOUT WORKSHOP LEADER:



Dr Parag Sheth
Vice President, Asia-Pacific
INDEGENE SINGAPORE

Dr Parag has more than fifteen years of strategic thinking, leadership and operational experience across various countries, functions and positions. He started his career as a family physician and then moved to the pharmaceutical industry where he worked in areas like marketing, sales, sales force excellence and medical education. He has a rich and diverse therapeutic and specialty experience. He has conducted workshops for pharmaceutical and medical professionals and has held honorary positions in medical associations. Indegene is global leader, providing services to pharmaceutical companies and medical institutions and offers services in areas of - medical education, sales force excellence, competitive intelligence and medical writing. Indegene combines its core strength of medical knowledge and insights with cutting edge technology to offer innovative tools and services to pharmaceutical companies across the world.



CHANGING PARADIGMS IN SALES FORCE TRAINING AND LEARNING

WORKSHOP OUTLINES AND OBJECTIVES:

The workshop is a single point access to learning and development needs of pharmaceutical sales force. This shall explain the transition from being learner role focused to being market and physician focused. It shall provide user experience that is relevant and mapped to pharma enterprise and its training needs, leveraging different mediums to deliver the training message and managing delivery of assessments and report individual learner feedback.

Things to learn from the workshop:

- Key attributes of an interactive, online learning platform
- How it can be successfully implemented?
- What are the metrics to track the effectiveness of such a programme?



TRANSITIONING PHARMACEUTICAL SALES AND MARKETING TO ALTERNATE CHANNELS FOR PRODUCTS NEARING THE END OF THEIR PATENT LIFE

WORKSHOP OUTLINES AND OBJECTIVES:

Rules of the game are changing very rapidly. Economics, legislation and market evolutions are pressuring the pharmaceutical industry to rethink its approach to sales and marketing. As companies seek ways to improve their bottom lines, pressure is on to reduce sales force. Maintaining Share of Voice (SoV) for mature brands is a potentially rewarding exercise since its results have a direct impact on bottom line. Alternative Sales and Marketing Channels using both online promotion/education and virtual detailing/education can help increase SoV in a cost effective manner. A prudent metric-based approach is recommended for transitioning a mature brand from a 100% on-the-ground sales model to a 100% non-sales rep model.

Things to learn from the workshop:

- Key attributes of an alternate sales model
- How it can be successfully implemented?
- What are the metrics to track the effectiveness of an alternate channel?
- When is it ok to reduce the frequency of sales rep visits?

SCHEDULE: REGISTRATION STARTS AT 8:30AM. WORKSHOP SESSION COMMENCES AT 9:00AM WITH HALF-HOUR MID-MORNING BREAK AND ENDS AT 12:30PM.

SPEAKER PROFILES:

Dr Suchitra Kataria
Head, Business Development and In-Licensing
BAYER SCHERING PHARMA

Dr Suchitra is an innovation and entrepreneurial global leader with more than 13 years of multicultural, multifunctional experience in organisations spanning across branding, communication, business development, new media and in-licensing. He is a seasoned professional with diverse experience of working in large matrix organisations, handling global, regional and country led initiatives as well as in start-ups operations. His areas of specialty include: In-licensing, Business Development, Digital Marketing, E Learning, Brand consulting and communications, Medical writing. He was Vice President at Indegene FarEast Pte Ltd., Director - Intra Med at Sudler & Hennessey and Associate Account Director at Contract Advertising India Ltd.

Dean Edwards, Vice President, Sales, Asia Pacific
IMS HEALTH, HONG KONG

Dean is VP Sales, Asia Pacific, responsible for sales, business development and client relationships for the IMS Health portfolio, from Pakistan across to Korea and down to New Zealand. Previously he was Practice Leader, Performance Management in Asia-Pacific. Mr. Edwards has been in Asia for 13 years and previously headed AMI Healthcare/ISIS Research (Synovate) in Asia Pacific. Prior to relocating to Asia, he worked on the market research vendor side in Europe and for MSD and Janssen-Cilag on the client side, in Sales, Market Research and Marketing. Mr. Edwards has a BSc. (Hons.) degree in Medicinal and Pharmaceutical Chemistry from Loughborough University in the UK.

Allan Marx Ancheta, CPA MBA
Director of Sales Operations, Business Intelligence & Development
MERCK SHARP & DOHME, PHILIPPINES

At Merck, Allan ensures sales systems and processes to achieve sales objectives and to optimise efficiency and effectiveness of sales team. He is an expert on business development & access, marketing, SFE, training, consulting, launch & brand management, statistics & forecasting, finance, alliance management, and negotiation. As a professional, he has traveled and worked in the Philippines, Indonesia, Malaysia, Thailand, Vietnam, Singapore and Pakistan. Prior to Merck, he has worked for IMS Health, Johnson & Johnson, AstraZeneca Pharmaceuticals, Vita Health Laboratories and United Laboratories. In 2007, Allan was the President of the Marketing Executives of the Pharmaceutical and HealthCare Industry Philippines. He graduated with distinction from the Asian Institute of Management and the University of the Philippines.

Anish Bafna, Country Manager Malaysia & Indonesia
BAXTER HEALTHCARE, MALAYSIA

Anish joined Baxter Healthcare (M) Sdn Bhd in April, 2006 as Country Manager for Malaysia reporting to South East Asia Director. In May 2008 he was entrusted with additional responsibility of Indonesia and other exports. He has 15 years of operational and business experiences in the pharmaceutical and healthcare services sector in India and South East Asia. Prior to joining Baxter, Anish was Country Manager for Mega Life

Sciences, focusing on brand building and market penetration in Indonesia. Anish holds a Masters degree in business management from Institute of Management Development & Research (IMDR), Pune, India and a graduate degree in Science from University of Gujarat, India.

Rudiger Papsch, Managing Director
GFK HEALTHCARE ASIA

Rudiger has over 10 years experience in the areas of medical marketing research and management consulting. After joining GfK in 2003 Rudiger has held various positions for the international client business of GfK HealthCare in Germany. He was appointed Managing Director of GfK HealthCare Asia in 2007, spearheading and managing the team for GfK HealthCare in Asia. Before joining GfK HealthCare in 2003, Rudiger was an Analyst & Internal Consultant to several consultancies and research organisations in the marketing research and consulting industry in Europe. Papsch is currently writing his PhD thesis at the Institute of Public Health Management, University of Erlangen-Nürnberg, Germany.

Sham Bedi, Managing Director
DOB HEALTH SINGAPORE & SEA

Sham started her career with Toyota Motor Corporation Australia, as a National Market Planner. The switch to Healthcare was over ten years ago - working for the family orthopedic healthcare business. Post completion of her MBA from Monash University, Australia, she ventured into pharmaceutical sales and marketing for products under Pfizer and Sanofi Aventis. After moving to Singapore more than 4 years ago, Sham worked as an Advertising Sales Manager for various health-care magazine titles. Since joining DOB Health, Sham has worked on local and regional initiatives with Novo Nordisk, Abbott, Merck Sharp & Dohme, Pfizer, Bristol Myer Squibb, LifeScan, Johnson & Johnson Consumer and Medical.

Dr Bernardus Sidharta, Head of Marketing
PTAKEDA, INDONESIA

Through Dr. Bernardus's leadership of the marketing department at Takeda, the company has achieved double digit growth for two years straight. As a professional Sales and Marketing Senior Manager, he uses strategic analysis to create a marketing plan to be implemented by the Sales Force team. With more than 11 years in Pharmaceutical/Healthcare industry, he has served as Group Product Manager at PT. Avenis Pharma, Senior Product Manager Cardiovascular at PT. Novartis, Product Manager cardiovascular at PT. AstraZeneca and Mundipharma AG - Indonesia. From 1998-2000, he worked as a Medical Professional at one of the government hospitals in North Sulawesi. He completed his Medical Doctor Degree with honors from Alma Jaya Catholic University, Jakarta in 1998.

Dr James Garner, Regional Medical Director for Asia
QUINTILES

Prior to joining Quintiles, Dr James was Vice President of Clinical and Medical Affairs with Progen Pharmaceuticals, a NASDAQ-listed, oncology-focused Australian biotechnology company. He previously worked in a regional medical marketing role with Biogen Idec, and as a corporate strategy consultant

with Bain & Company. He completed his medical studies at St Mary's Hospital Medical School in London, and also holds an MBA from the University of Queensland, Australia, together with a Graduate Certificate in Applied Finance and Investment from the Financial Services Institute of Australasia. In 2008, he was named a 'Young Executive of the Year' by the Australian Financial Review's BOSS magazine.

Dr. Sebastien Boisseau, Senior Strategic Planner
MCCANN HEALTHCARE WORLDWIDE

After few years working in hospitals and a pharmaceutical company in France, Sebastien moved to Singapore in 2002, working for two global strategic consulting firms to support their Life Sciences division in market research, business development and strategy in Asia Pacific. In 2007, Sebastien joined McCann Healthcare Worldwide where he is involved in strategic planning for key pharmaceutical clients in Singapore. His job is to derive inspiring customer and brand insights and capture them in focused communication strategies. Sebastien has a Ph.D. in pharmacology from the Faculty of Pharmacy in Tours (France) and a specialised masters' in management and marketing for the pharmaceutical industry from the ESCP-EAP Business School in Paris.

Lisa Sullivan, Group Managing Director
IN VIVO COMMUNICATIONS

A veteran of the global pharmaceutical and medical communications industry, Lisa is the founder and Group Managing Director of In Vivo Communications, an international medical communications agency founded in 1996. With more than 30 years of direct industry experience, Lisa has fostered and galvanised her reputation as a senior executive with proven leadership credentials and strategic insight. A graduate of Charles Sturt University in Bathurst, Australia, Lisa is also an accredited provider for OA & CPD to the Royal Australian College of General Practitioners. She brings to the table an articulate knowledge base in medicine, healthcare, adult learning and publishing, in addition to a well-developed understanding of international markets.

Alex Lacheta, Operations Director

INOPHARM BIOTECH'S GLOBAL OPERATIONS, MALAYSIA

Alex has over 20 years experience in Pharmaceutical and Nutraceutical sales and marketing in Europe, the Middle East, Africa and Asia Pacific. He spent the past 13 years in South East Asia. Alex, a German citizen, is currently Director for InOpharm Biotech's Global Operations. As Operations Director, he also leads InOpharm's Business Development and Sales Teams. Prior to this position, Alex was in charge of Regional Sales Productivity and Field Force Effectiveness for Abbott Laboratories Pacific, Asia and Africa and Novartis Asia-Pacific. Between 2001 and 2004, Alex led Novartis India's Primary Care Business Unit and India Sales Training Organisation.

Himanshu Dave, Director - Sales & Marketing
ASTELLAS PHARMA, INDIA

Himanshu has 17 years of results-proven management experience in marketing & sales leadership positions, 7 years of project management experience in setting-up new business

with specialisation in Biotech operations, 6 years of team management and channel management and a year experience of pharmaceutical manufacturing. He is a Life Member of Indian Pharmaceutical Association, a Registered Pharmacist at Maharashtra State Pharmacy Council and a Member of Task Force Committee at Organization of Pharmaceutical Products of India. He completed General Management Programme at the Indian Institute of Management Bangalore, Masters of Marketing Management and Bachelor of Pharmaceutical Sciences at the University of Mumbai.

Jack Lee Tien-Foo, MBA Strathclyde, B.Pharm. (Hons)
Country Manager

GLENMARK, MALAYSIA

Jack is a pharmaceutical industry insider who has risen through the ranks during a 15-year career. Starting as a Sales Representative at Emerging Pacific and Biomarketing Services, he has gathered extensive sales and marketing experiences in Singapore and Malaysia before moving on into General Management in Glenmark Pharma Malaysia. His most recent responsibility included managing the marketing function of UCB Pharma Malaysia and sales & marketing function of UCB Pharma Singapore. His brand management experience includes multiple product and therapy areas such as Ticlid®, Epilim®, Plavix®, Aprovel®, Zyrtec®, Keppra® but notably the launch of Plavix® and relaunch of Aprovel® in Singapore & Malaysia.

Benjamin Gaw, Senior Associate

DREW & NAPIER LLC

Benjamin has regularly advised numerous biotechnology, health and pharmaceutical companies on regulatory and contractual issues in Singapore, including advising on clinical trial agreements, research and development agreements, manufacturing and supply agreements and distribution agreements. Benjamin is the author of Singapore Law Review's article - "Legislating the Fruits of Biotechnology: Suggestions for Regulating Bio-engineered Food". He is also a co-contributor to the Aikin's Court Forms - Singapore, Insolvency (Chapter XLIV), Lexis Nexis, 2007 Ed, to an article in the Singapore Biotech Guide 2007/2008, and to the Singapore chapter of "Global Pharmacovigilance Laws & Regulations: The Essential Reference".

Dr Zakiuddin Ahmed, Medical Director

MACTER PHARMACEUTICAL, PAKISTAN

As an eHealth & eMarketing strategist, Dr. Zakiuddin has developed, in the last 15 years, a number of innovative healthcare solutions in Pakistan. Since 2004, he has been leading eMarketing initiatives and projects at Macter Pharma. Also, at present, he is the Chief Operating Officer of Smart Health Care, the Director at UNICOM Pvt Ltd. and the Chief Executive Officer of eHealth Services. eHealth is the first company in Pakistan to develop & market telemedicine solutions, software and hardware, to offer videoconferencing studios and the first to launch a Medical Call Center in the country. Dr. Zaki has also organised many teleconferences and eHealth exhibitions and is himself an active speaker at many international conferences.

Name of Patient : **MARKETING AND SALES FORCE**

Age : _____ Sex : M / F

Address : Grand Park City Hall, Singapore

Date : 27-28 July 2009

Rx



Despite the dismal economic outlook for 2009, pharmaceutical companies are forecast to generate sales between 2007 and 2012. However, the pharmaceutical industry is still facing a tough road ahead in the future marketplace. Pharmaceuticals should bring about a significant transformation in their organisations to realise what lies ahead.

Multinational pharmaceutical companies are increasingly looking to Asia to drive sales growth. But success in Asia will depend upon the ability of marketers to navigate the local environment with globally developed products.

Development of meaningful, cohesive and alternative sales and marketing strategies is vital for product success. Regional and local market approaches are needed in an increasingly complex and dynamic marketplace to achieve results.

Name of Drug : **STRATEGIC PLANNING FOR PHARMACEUTICAL SALES & MARKETING**

Generic name : **Pharma morphosis®**

Dosage : **8 hot issues x 2 days before bedtime
Plus 1/2-day workshop before meals**

In support of the pharmaceutical industry, the *Asia Business Forum's* 2-day Conference will gather experts and gurus of the industry to open opportunities for more markets in Asia. It shall create more awareness on the evolution of roles of the sales and marketing force. Best practices, techniques and strategies by the top pharma executives in the region shall equip every participant in facing the future marketplace.

If you have any concerns about taking this medicine, contact:
(65) 6536 8676 or Fax (65) 6536 4356 or Email to iza.jumri@abf.com.sg

There are no known side effects.

_____, M.D.
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TIN: _____

This has been proven to significantly reduce sales problems and marketing issues. Recommended conference for compelling indications:

Compelling indications	16 hottest issues	16 speakers from all over Asia	15 hours of learning and sharing	3-day networking with gurus and peers	8-hour extensive workshop
Increasing public pressure	✓	✓	✓	✓	✓
Tightening budgets	✓	✓	✓	✓	✓
Increasing patent expirations	✓	✓	✓	✓	✓
Restricted physician access	✓	✓	✓	✓	✓
Tighter regulatory constraints	✓	✓	✓	✓	✓
Pressure to find more efficient communication channels	✓	✓	✓	✓	✓
Increasing payer pressure	✓	✓	✓	✓	✓
Potential prescribing barriers	✓	✓	✓	✓	✓
Legal restrictions	✓	✓	✓	✓	✓



Give your company the key essentials it needs with the #1 industry-recommended conference:

5 Essential nutrients:

Pharma morphosis® - TRANSFORMATION

Understand client trends and behaviour and navigate the local environment with globally developed products.

Pharma morphosis® - INNOVATION

Learn to create a good brand.

Pharma morphosis® - DEVELOPMENT

Build an effective sales and marketing model.

Pharma morphosis® - EFFECTIVENESS

Discover new sources of revenue and new selling methods.

Pharma morphosis® - FORECAST

Gain competitive edge to keep you ahead of the competition.

Conference is complete, balanced and formulated with interactive combinations of nutrients to do more. It is charged with higher levels of energy-activating topics that can help your team find more energy. It helps you cope with stress and helps protect against sales damage and support natural repair of pitfalls.

Highly recommended for:

Vice President, Directors, Heads, General Managers, Senior Managers of:

- Marketing • Sales • Sales Operations • Product Management
- Business Development • Key Account • Customer Relationship Management from Pharmaceutical Companies & Pharmaceutical Distributors

REGISTRATION FORM

STRATEGIC PLANNING FOR PHARMACEUTICAL SALES & MARKETING CONFERENCE (27-28 JULY 2009)

& 1/2-DAY WORKSHOP (29 JULY 2009)

Grand Park City Hall, Singapore

- Yes! Please register the following delegate(s) for this Event
(Please photocopy for more delegates)

Please tick (✓) your choice session(s)

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 2-Day Conference only [July 27-28, 2009]
 1/2-Day Workshop [July 29, 2009]

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Company Web site: _____

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10 Coleman Street, Singapore 179809

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Website: www.parkhotelgroup.com

Attn: Room Reservation Department

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's "Strategic Planning for Pharmaceutical Sales & Marketing". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that hotel rooms are available on a first-come-first-served basis.

INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

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5 EASY WAYS TO REGISTER



Telephone: (65) 6536 8676 or (65) 6536 8437



Fax: complete and send this registration form to:
(65) 6536 4356



Mail: this completed form together with payment to:
Asia Business Forum (Singapore) Pte Ltd
3 Raffles Place #08-01 Singapore 048617



Email: iza.jumri@abf.com.sg
kathleen.chan@abf.com.sg



WEB: <http://www.abf-asia.com>

Your investment for attending this Conference is:

	Regular Fee	Early Bird Fee (If Payment & registration are received by 26 June 2009)	Super Early Bird Fee (If Payment & registration are received by 27 May 2009)
Conference Only	S\$2,795 + 7% GST*	S\$2,595 + 7% GST*	S\$2,395 + 7% GST*
Workshop Only	S\$ 895 + 7% GST*	S\$ 895 + 7% GST*	S\$ 895 + 7% GST*
Conference + Workshop	S\$3,590 + 7% GST*	S\$3,390 + 7% GST*	S\$3,190 + 7% GST*

Note: *GST is only applicable to Delegates from Singapore.

The fee includes lunch, refreshments and conference documentation.

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

METHODS OF PAYMENT

Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM (Singapore) PTE LTD** and mail your payment together with this registration to **3 Raffles Place, #08-01, Singapore 048617**. Enclosed is our cheque/draft for S\$ _____

Overseas delegates may pay by telegraphic transfer into the account of Asia Business Forum (Singapore) Pte Ltd which is: **Account No. 147-070312-001, The Hongkong and Shanghai Banking Corporation Limited, 21 Collyer Quay, #01-01 HSBC Building, Singapore 049320**. Please quote our reference no. **1995S** and your Company's name in your payment instructions.

Payment by credit card: To make payment by credit card, please call our customer service hotline at **(65) 6536 4356**

Important Notice: Payments are required with registration and must be received prior to the Conference to guarantee your place. Walk-in delegates will only be admitted on the basis of space availability at the Conference and with immediate full payment.

CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less S\$300 administration charge will be made for cancellation received in writing on or before **7 July 2009**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.