

# Advantage Next

## Biologics & Biosimilars

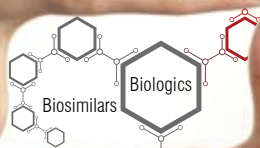


BioAsia 2012 truly leveraged the ninth edition's theme of "Optimizing Opportunities" in a well-coordinated, dynamic global forum. The most happening lifesciences segments - Vaccines and Contract Research - found an added impetus through valuable inputs, discussions, interactions and perspectives by industry thought leaders and key stakeholders.

This year, BioAsia is geared to carry forward the momentum with its tenth edition - BioAsia 2013, from 28th to 30th January 2013 at HICC, Hyderabad, India. You can expect the best convergence at this much-awaited and most comprehensive lifesciences dynamic global forum.

This time, through the succinct, cutting-edge theme of TECHNOLOGIES.BUSINESS.NEXT, BioAsia 2013 will explore a bio-future waiting to be shaped by the **NEXT** big industry trends: Biologics & Biosimilars.

# focus NEXT



## BIOLOGICS

### Opportunities Unlimited

The advancements in Biologics are not just rapidly realigning perceptions regarding medical concepts but also opening up a land mine of opportunities in the area of Bio-Pharmaceutical drugs. On one hand is the clear advantage that Bio-pharmaceutical drugs can address - the hitherto unmanageable clinical needs by conventional therapeutics and therefore worth a premium. On the other is the undeniable connection between investments in nanotechnologies and the hunt for new molecules plays a pivotal for the future of Biologics and subsequently to the lifesciences industry itself.

#### Consider this:

- The fact that annual global sales of Biologics has leap-frogged from \$ 30 billion (1999) to \$ 139 billion (2010) is evident of the NEXT investment opportunities in lifesciences.
- Share of Biologics in the global Bio-Pharmaceuticals market is projected to rise to 28.9% in 2015, from a base of 4.5% in 1990.
- In the coming decade, Biologics will dominate the global Bio-Pharmaceutical drugs market, since 8 of the top 10 blockbusters of 2014-15 are to be Biologics or biotechnological products.
- In terms of spends, the share of Biologics in the Global Pharmaceutical market is projected to rise to 17% in 2016 from 14% in 2006 as important clinical advances continue to emerge from research, and patients around the world are treated.

## BIOSIMILARS

### An Alternative to Biologics

Parallel to Biologics, another trend is the rapidly growing interest in Biosimilars. This is clearly fueled by the expiry of patents due on at least 48 biologics with a combined global market size of nearly \$ 73 billion across the globe over the next decade. There is an increasing demand for low-cost medicines from healthcare players around the world as they struggle to contain soaring healthcare bills especially from aging populations segments.

#### Opportunities in this segment is obvious which is evident from some hard-core facts:

- Spending on Biosimilars globally was \$ 693 million in 2011.
- Estimated increase to \$ 4-6 billion or 2% of Biologic spending by 2016.
- Around 410 odd Biosimilars in development or close to securing regulatory approval and mainly in the class of Monoclonal Antibodies, Insulin and CSF drugs.

## India Perspective

Lower R&D costs, strategic plans for clinical trials, future commercialization with companies in the US and EUROPE, a solid foundation in scientific intellectual capital and technical framework ensuring world class quality standards have already given the Indian pharmaceutical companies a head start over their global counterparts.

#### Opportunities in this segment are very evident from the facts below:

- Indian Biologics market accounts for 62% of \$ 3 billion revenue by the Biotechnology industry as a whole.
- In 2012, the Indian Biopharmaceuticals market was worth nearly \$ 2 billion and is showing further significant growth.
- In India, about 20 companies are developing Biosimilars. Approximately 50 products are available in the domestic market.
- Several Indian companies are in the process of developing a large portfolio of Biologics & Biosimilars

# opportunity NEXT



Against the backdrop of these evolving changes and shifts that has a domino effect on bio-commerce and economy, BioAsia 2013 will be the single converging platform for all the influences.

**By being a part of BioAsia 2013, you will gain the distinct advantage NEXT through:**

- Sharing space with industry thought leaders
- Being part of sessions, workshops, discussions, and interactions with the **Who's Who** of the industry
- Exploring Bio-business opportunities in Biologics & Biosimilars, the **NEXT** burgeoning segment in lifesciences. Meeting your potential business partners and potential customers
- A chance to be part of discussions with **policy makers / regulators** and chart out the road map for change/reforms, discuss policy issues, offer solutions for bottlenecks, enable business opportunities in a collaborative and intellectual environment
- Understanding the current scientific progresses made in the field of Biologics and Biosimilars from over **60 high profile speakers** at 15+ sessions and workshops
- Utilizing this platform to address and deliberate the complexities of Intellectual Property Rights (IPR)
- Unique bio-business, global platform to interact with 50+ international buyers at **BioBazaar**.
- Exploring opportunities for **alliances and partnership** with more than 500+ companies

## Why BioAsia 2013 is cutting-edge NEXT?

**50+** Countries

**500+** corporate and over **150+** Indian companies

**40+** regulators from top organizations like USFDA, EMA, MHRA, NIH, SFDA (China), Jordan FDA, European Commission, Indian Council of Medical Research, Central Drugs Standard Control Organization (CDSCO), India and more

**15+** sessions and panel discussions

**60+** high profile speakers

**50+** international buyers at BioBazaar

CEO conclave, Networking Receptions, Workshops, Technology Transfer Summit, Power breakfasts & luncheons

International Trade Show

BioAsia Connect (Business Partnering)

# EVENTS

## outcomes NEXT



In order to enable its mandate, BioAsia 2013 will initiate, lead, support and supplement a multi-pronged approach to discuss challenges, enable leading thought-leader perspectives and above all consolidate opportunities.

### Expert Sessions

*Edge of cutting-edge*



The thought leaders of lifesciences will come together at these exclusive sessions to leverage and debate on leading perspectives and put forward their thoughts and ideas on emerging trends in the two most happening thrust segments in lifesciences.

**Outcomes:**

By being part of these sessions, you will get a first-hand understanding of current trends and perspectives to the way forward.

### Panel Discussions

*Analyze. Assess. Apply.*



Comprising of key stakeholders of the sector and moderated by eminent industry leaders, these discussions will kick-start an analysis of current scenarios to define the challenges and the possible solutions.

**Outcomes:**

As a result, at the end of the event you can expect a future road-map to emerge from such a collaborative environment.



*Driving the future of lifesciences*

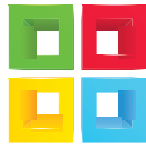
An exclusive 'by invite only' event, attended only by **C level executives** in the industry to discuss new perspectives, 'feel the pulse' of the industry, network with peers across the sector and chalk out the road map for the future.

**Outcomes:**

BioAsia 2013 will focus on views and perspectives on key trends in the biopharmaceutical industry that will **reshape the future of the lifesciences industry.**

# EVENTS

## International Trade Show



Showcasing Opportunities

The BioAsia 2013 Trade show is not just your big opportunity to showcase your strengths, innovations, products & services, but also to connect with potential clients from more than 50 countries from across the world. With a special focus on **Medical Devices & Analytical Equipment** along with the Supply Chain/Logistics, the trade show at BioAsia will help companies showcase their products, strengths, services, etc., to a large and captive global audience.

### Outcomes:

BioAsia 2013 intends to bring together the global lifescience organisations to generate business leads, meet investors and policy makers and other stakeholders of this industry.

### Exhibition Scale

- Expected Companies: 500+
- Expected Visitors: 5000+
- Expected Countries: 50+

### This is your ideal platform to:

- Showcase your strengths, innovations, products & services
- Tap your potential clients from across 50 countries
- Effectively promote your company



Identify. Interact. Enable

BioAsia 2013 will feature a dedicated B2B-portal that will assist you in your business development and licensing activities with hand - picked companies from the Asian Lifesciences market place.

### Outcomes:

The portal will enable you to create your personal 3-day schedule of private one-on-one meetings with your potential counterparts.

As a registered participant, you will also be able to make the most of a free focused range of business support services including company presentations, product promotions, licensing opportunities and collaborator search.

BioBazaar

One platform. Multiple benefits.



This unique international buyer-seller meet has the sole objective to promote the interests of the Indian Biopharma and Medical device sectors. This year, BioBazaar will be the "one stop" for various biopharmaceutical products.

### Outcomes:

It is your one point access to top-notch Indian sellers and international buyers.

## Event Scale

50+ International Buyers

150+ Indian Companies



*Innovation through technology*

India's biggest platform for technology accessing, sourcing, and licensing for Indian life science industry (especially MSMEs), the Tech Transfer Summit is certainly one of the highlights of BioAsia 2013.

**Outcomes:**

Guided by results of the industry-wide 'Technology Demand Assessment Survey', it will bring on table about 600+ cutting-edge, cost-effective, innovative technologies sourced from across the globe and which best suits Indian needs.



*Shaping future innovations*

**Labs of the future**

Research Laboratories are workplaces for scientific breakthroughs. Through these power-packed sessions, one will learn some of the key architectural, engineering, operational, safety, techniques for the design of Research facilities.

**Outcomes:**

Eminent speakers of the industry would share their insights and techniques to create successful collaborative, cross-discipline research environments.

**Who should attend?**

The workshop is open for Private, Academic and Government institutions responsible for research facilities and research programs (Top & middle level management professionals involved in laboratory operations, planning and architecture, Engineering & Projects, Capital projects, Finance & Capital planning and Energy Management) to benchmark their plans and programs and build on the latest successes and innovations.

**Masterclass on Private Equity -  
Access to growth capital**

The Masterclass, jointly organized by BioRX and BioAsia, will throw light on the trends, approaches and requirements for raising PE for lifesciences R&D. In addition to offering an opportunity to discuss and network with leading Lifesciences industry peers and investors, the Masterclass throw lights on:

- 'Behind the scenes of deals'
- Components in a private equity deal
- Market dynamics and building a strong competency on valuation, deal modeling and structuring

Look out for more interactive, action-packed Workshops that are meticulously being designed and developed.

# EVENTS

## Networking Receptions



*Connect to enable*

BioAsia 2013 goes the extra mile to help you leverage maximum mileage for your business offering - A dedicated networking time to enable you interact towards fruitful outcomes with your industry peers. BioAsia creates a vibrant environment with adequate physical infrastructure support in the form of networking receptions, luncheons, breakfast meetings, gala-dinners and awards ceremonies all intended to provide you the perfect networking ambience. Participants will benefit largely from the dynamic, informal atmosphere that encourages purposeful dialogue, interactions and collaborations.

Outcomes:

Here is your perfect opportunity to engage, converse, enrich and grow your business!

## BioPark Visit



*Building the future*

BioAsia 2013 will also feature exclusive and guided visit to the Genome Valley -the largest concentration of multi-tenanted lab-space infrastructure in an organized cluster.

Outcomes:

The visit will entail tours to the Genome Valley industries, innovation corridors and premier institutions within the cluster.

## Regulators' Meet



*Impacting Bio-business*

BioAsia 2013 will offer a dedicated networking time for the regulators from over 40 countries to discuss, network and share the export/import needs and other market specifications in their respective regions to facilitate tech transfer, knowledge sharing and trade collaborations.

Regulators are expected from USFDA, EMA, MHRA, NIH, SFDA (China), Jordan FDA, European Commission, Indian Council of Medical Research, Central Drugs Standard Control Organization (CDSCO), India and more.



# program schedule

## January 28, 2013

Workshops and BioPark visit (Separate registrations)

Inaugural Ceremony

**Keynote Address - Trends in Global BioPharma R&D**

Welcome Reception (Only for registered delegates / speakers & invitees)

## January 29, 2013

### Biologics and Biosimilars: Succeeding in the market of the future

- Current state of the Biologics and Biosimilars market, including mAbs.
- Weighing Needs and Costs
- Are the next Block buster's coming from Biologics?

### Regulatory environment: US FDA's recent guidelines and its impact

- Guidelines debate over reference source material

### Role of emerging markets in global Biologics arena: Would BRIC countries dominate 'Biosimilars'?

- Hurdles to Biologics and Biosimilars especially in Asia
- Is India ready to take a lead in Biosimilars /Bio-better like it did in small molecules generics / branded generics?

### Increasing partnerships between Biologics innovators and Biosimilars manufacturers

- Commonalities and differences between global companies and local firms
- Bridging the innovation gap
- Case studies

**CEO Conclave** (Only by invitation)

## January 30, 2013

**Is Biologics and Biosimilars a not-to-miss opportunity? – An overall perspective**

### Next big trends in Healthcare

- Regenerative Medicine
- Vaccines Development
- mAb Engineering/ Personalized Medicines/ Therapeutic Diagnostics

### Fostering industry – Academia Linkages in lifescience R&D

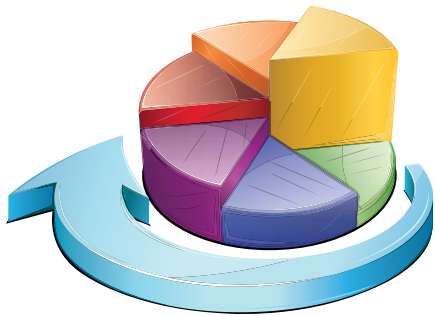
- Missing links and opportunities
- Creating an IP ecosystem

### Regulators Meet

### Valedictory Ceremony

\*\* International Trade Show, BioAsia Connect & BioBazaar will be held on 29th and 30th January, 2013.

# advantage NEXT



## Why Sponsor?

BioAsia 2013 is your empowered access to lifesciences leaders and key stakeholders on a global platform.

- ✓ Unmatched brand equity and brand recall of your company with a focused, captive and relevant target audience
- ✓ Excellent opportunities to network with potential business prospects
- ✓ Opportunity to nominate an expert to join the line-up of global thought leaders at BioAsia 2013
- ✓ Brand visibility and engagement throughout the conference marketing and promotional campaigns
- ✓ Opportunity to showcase new products, services in a high-traffic exhibition to a captive target audience
- ✓ Exclusive global media coverage – Pre-event and Onsite
- ✓ Access to a dedicated Partnering Room for your company to leverage priority treatment in the partnering process
- ✓ Advertorial space in the BioAsia Conference Handbook
- ✓ Access to and VIP Treatment in all “by invitation only” events of BioAsia 2013
- ✓ Broad Onsite Promotion through prominently displayed signage

Connect and network with us.....



<http://www.facebook.com/bioasia>



<http://twitter.com/bioasia2013>



<http://www.linkedin.com/in/bioasia>

# You can sponsor as

Principal Industry Host

Business Partnering Sponsor

Industry Co-Host

Media Sponsor

Corporate Sponsor

Kit & Stationary Sponsor

CEO Conclave Sponsor

Session Sponsor

*BioAsia understands that every company has its own set of requirements and hence is committed to offer **customized packages tailored to the needs of the participating company.***

## LIMITED SPONSORSHIP OPPORTUNITIES

Hurry! Book your package now. [www.sponsorship2013.bioasia.in](http://www.sponsorship2013.bioasia.in)

# You can also register as

## Exhibitor (Trade Show)

### What you get?

- Opportunity to showcase your products, track record, services, etc.
- Access to the Conference, BioAsia Connect and BioBazaar
- High visibility platform
- Opportunity to tap potential business leads
- Listing in the exhibitor manual and exhibitor section of the website

## Delegate

### What you get?

- Opportunity to share space with the global thought leaders and hearing from them on the global trends & perspectives
- Access to the BioAsia Connect and BioBazaar
- Connect with the industry peers and explore synergies

## EARLY BIRD REGISTRATIONS

Register early and benefit from attractive discounts.

Hurry! Offer open until  
13th December, 2012

For more information on Registrations & Sponsorships contact [paridhi@bioasia.in](mailto:paridhi@bioasia.in) and [divyya@bioasia.in](mailto:divyya@bioasia.in)



<http://www.youtube.com/user/fababioasia>



<http://www.slideshare.net/fababioasia/>



<http://issuu.com/bioasia>

# What they said



## Thought Leaders speak

“BioAsia over the years has been instrumental in showcasing the Lifesciences and R&D strengths of Hyderabad and Andhra Pradesh to the world particularly the presence of Genome Valley – the largest industrial cluster in country. India is an excellent destination for Biotech/Biopharma industries. Hyderabad is the biggest manufacturer of biotech products and vaccines in the country and this explains the focus of BioAsia on elements like policy, strategy and markets.”

**Dr. Krishna M. Ella**

CMD, Bharat Biotech International Ltd.,  
Hyderabad

“This was an excellent meeting with topics discussed being clearly relevant to vaccines and expanding use for improvement of public health.”

**Dr. Harish Iyer**

CEO, Shantha Biotech, Hyderabad

“India is a prime example of how the vaccine landscape has changed over the past 20 years. I greatly appreciate the organizers of BioAsia 2012 for their extraordinary efforts in bringing the key players of vaccine industry together and enabling progressive discussions.”

**Dr. Seth Berkley**

Chief Executive Officer, GAVI Alliance, Geneva

“ I commend BioAsia 2012 organisers for making an effort to bring various stakeholders around the table in a breakfast meeting with Dr. Seth Berkley, GAVI Chair as the top of the table. It was gratifying to see the vibrance, enthusiasm and commitments across all sectors to take the vaccine agenda forward cohesively. The most touching part of that meeting is the bold openness of many who raised pertinent issues about our shortfalls and weaknesses. This reflects the turning point and the paradigm shift at “looking at the half empty” glass to dream to fill it up.”

**Dr. Shreemanta K Parida**  
CEO, Vaccine Grand Challenge Program, Dept of  
Biotechnology, Ministry of Science & Technology,  
Govt. of India

“ It was a truly vibrant platform and discussions were very stimulating clearly suggesting a road map to take the Indian biotech industry to next level of growth.”

**Mr. Vishal Gandhi**  
SVP and Head- Life Sciences, Yes Bank

“ There were many interesting discussions and it was good to meet business partners at the location. The logistics were all very comfortable and I appreciate the efforts of organizers.”

**Dr. Richard Connell**  
Vice President and Head of Asia Research  
Pfizer, Shanghai

“ It was indeed a pleasure attending the BioAsia 2012 at Hyderabad. It was a very well thought of coordinated effort to put together such a conference. My personal compliments to the team. The Agenda and the subject was very well chosen.”

**Mr. Roopesh Bhargava**  
Director - Sales & Marketing  
Sanofi Pasteur India (Pvt) Ltd., Mumbai

# BioAsia 2012 glimpses



Inaugural Ceremony



Dr. Seth Berkley receiving the Genome Valley Excellence Award from the Hon'ble Chief Minister of Andhra Pradesh



Exhibition



Session audience



Panel discussion



Power 20 breakfast meeting



CEO Conclave activity in progress



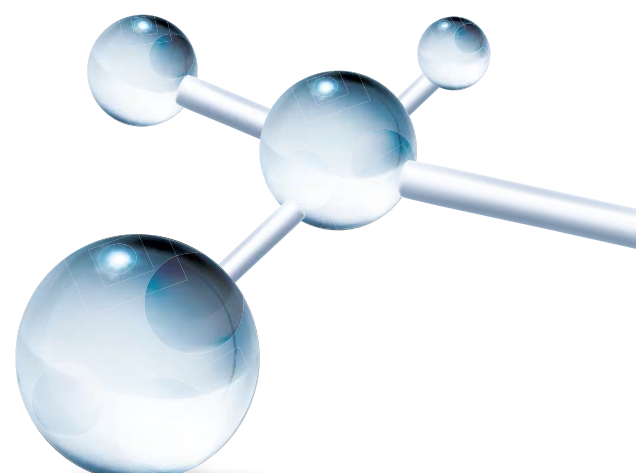
Delegates at the Networking Reception



BioBazaar



Business Partnering



Organizers



Event Partners



Knowledge Partner



Supporting Organizations



Media Partners



Associates



**BioAsia Secretariat**

204, 'B' Block, Imperial Apartments, Greenlands Circle, Ameerpet, Hyderabad - 500 016.  
Andhra Pradesh, India ■ Tel: (+91) 40 66446477/6577 ■ Email: [info@bioasia.in](mailto:info@bioasia.in)  
[www.2013.bioasia.in](http://www.2013.bioasia.in)