

Background:

The Basel BioBreakfast series has two main objectives:

- Facilitate a robust discussion on specific topical issues within the Life Sciences industry
- Strengthen existing and build new high level networks within the Life Sciences industry

Each BioBreakfast welcomes around 50 senior executives and scientists from Swiss companies (pharma, biotech, Medtech, chemicals, service providers) who participate in highly engaging networking and work group sessions designed to stimulate interaction and build bridges.

Series Producer and Facilitator: Chris Gopsill, First Tuesday

Series to date:



The best of the best – Attracting and retaining talent Wednesday January 30th 2008

Keynote Speakers:

Karen D. Marsh, Center of Excellence for Leadership Effectiveness,
Roche Pharma
Dr. Frank Waltmann
Head of Learning, Novartis Group

There are several major changes in the global economy which will increasingly impact talent management in Life Sciences companies. Although their course and magnitude is hard to predict, their impact on the employee – employer relationship will certainly be significant. These trends include the need for a continuing supply of highly-trained scientists and managers to drive the industry forward, changing demographics, the search for sustainability and aligned employee – employer goals and the desire to maintain flexibility and work life balance alongside a challenging and rewarding career.

How can successful talent management help ensure that HR plays a leading role in the strategic direction of an organisation? What role will technology play in ensuring work-life balance and enabling personal development? How can organisations offer the right incentives to link corporate goals to individual career objectives? How can we balance the need for ever deeper technical knowledge and specialisation with the demand for leadership, inspiration and collaboration?

We will discuss why organisations operating in today's world face some of the greatest people management challenges in the history of business - emanating from the talent crisis, the rising demands for global worker mobility as well as the organisational and cultural issues emerging from the dramatic pace of change.



Pharma 2020: *The Vision, Which path will you take?*
Wednesday, 26th September 2007

Keynote Speakers:

Dr Steve Arlington, Global Pharmaceutical and Life Sciences
Advisory Services Leader, PwC
Harry Welten, CFO, Arpida

The global pharmaceutical market will more than double in value to \$1.3 trillion by 2020. Worldwide demand for medicines and preventative treatments is soaring as the population grows, ages, becomes more obese and more prosperous. But the current industry business model is both economically unsustainable and operationally incapable of acting quickly enough to produce the types of innovative treatments demanded by global markets. In order to make the most of these future growth opportunities, the industry must fundamentally change the way it operates.

What will be the impact of changing demographics and the rapid growth in the size of developing markets? How can the industry participate in the debate on healthcare funding and demonstrate the value for money of its products. How can companies capitalise on opportunities presented via growing emphasis on disease prevention, disease variations in E7 markets and in reducing patient non-compliance.

The industry is at a pivotal point in harnessing its ability to capitalise on these opportunities. Companies face a dearth of new compounds in the pipeline, poor financial performance, rising sales and marketing expenditures, increased legal and regulatory constraints, and tarnished reputations. At the same time health care payers and providers everywhere have recognised that current health care expenditures are also unsustainable unless they deliver more demonstrable care and cost benefit over the long term.



Cross-industry approaches to R&D Portfolio Management

Tuesday, 26th June 2007

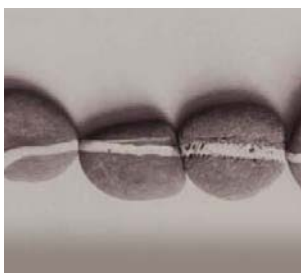
Keynote Speakers:

Ulrich Betz, Head Strategic Innovation & Research Portfolio Management, Merck Serono
Hans Hoogkamer, TRACLEER Life Cycle Leader, Actelion
Frank Lehmann, Head of Finance & Business Development Nestlé Research Centre

While the cost of R&D has increased dramatically, the probability of success in development has decreased due to the pursuit of more difficult and complex targets and indications. Organisations are forced to deliver more products through basic research and development with limited resources and budgets, and to deliver projects on budget, while achieving milestones. Firms must seek new scientific and operational methods to maintain competitive advantage and ensure long term success, with a focus on portfolio and budget optimization, clinical decision making, resource allocation and risk management.

How can companies achieve a balance between operational and strategic focus in portfolio management? How to successfully integrate project, resource and financial management? What metrics do we use to measure the throughput of our organization? What lessons can be learned from other industry sectors?

On the commercial side, the ideal portfolio approach looks beyond the classic product focus to the broader value proposition for physicians, patients, and payors. Consideration is given to complementary products, including diagnostics, devices and other therapeutics, that will deliver the greatest outcome value and provide the strongest market position.



Symbiotic relationships? Strategic alliances in Life Sciences

Tuesday, 27th March 2007

Keynote Speakers:

Esteban Pombo-Villar, Head of Strategic Alliances Management, Novartis
Ged Yardy, Director Strategic Alliances and Operations, Actelion

There is widespread discussion of dramatic changes in the pharmaceutical industry, including reduced focus on classic blockbusters and more emphasis on personalised therapies. Many of the dramatic advances in proteomics, genetics and pharmaco-genomics have come from biotech start-ups and academic labs.

How do large life sciences companies manage alliances to leverage their potential? What can young firms do to secure the relationship and protect IP whilst maximising funding for growth? How can these different perspectives be aligned to the benefit of the industry? How should companies decide that an alliance is worthwhile? How do partners ensure good capability fit, strategic fit and cultural fit?

Large pharma companies are taking radical measures to publicise their current pipelines and actively seek outside collaborations. Some are also setting up separate small internal units focussing on collaboration, even in competition with classic in-house developments. These changes are certainly impacting all participants in the pharmaceutical industry.



Transparency: Passing the litmus test
Thursday, 14th December 2006

Keynote Speakers:

Jermyn Brooks, CFO and Member of the Board, Transparency International

Evelyne Lemaire, Global Pharmaceutical Leadership Team, PwC

With headlines spotlighting unethical behaviours and fines, there is increasing focus by investors, regulators, consumers groups and the media on the sales and marketing practices of the pharmaceutical sector. Companies have responded by signing up to industry standards and putting in place publicly disclosed policies governing sales and marketing practices.

How can pharmaceutical companies increase confidence in their legal and regulatory compliance control mechanisms? What are the emerging trends and good practices regarding reputation management? What is the impact of global legal and regulatory trends on the pharmaceutical industry?



The Importance of Venture Capital in Life Sciences
Tuesday, 27th June 2006

Keynote Speakers:

Jean-Philippe Tripet, Founder and Managing Partner, Aravis

Andre Müller, Founding Member and Vice Chairman, Actelion

Life Science companies are facing ever increasing pressure to bring new products to market faster and more efficiently. The challenge of strengthening the pipeline and finding "blockbusters" relies on complementing strong internal R&D with innovative products and technologies from start-ups and emerging organizations.

At the same time, the potential sources of early and late stage funding are becoming more dynamic, global and diverse. Overall, 2005 was the second best financing year ever for the European biotech industry, with €3.2 billion raised in equity financing — including venture capital, IPO's and follow-ons.

Why is the Biotech / Life Science industry attractive for Venture Capital companies? What are VC's particularly looking for in target companies? How different is the role of VC's in Biotech compared to other industries? What are the emerging trends in Venture Capital? How significant is the "value add" from VC's? What can industry learn from VC's and what can VC's learn from industry? What impact does the convergence of Biotech and Medtech have on VC funding?



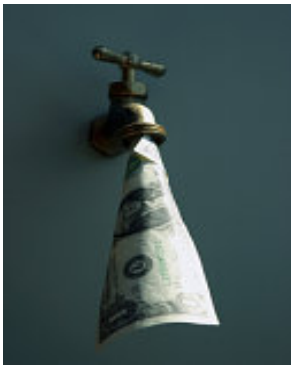
Living with Risk: The Life Sciences Dilemma
Tuesday, 4th April 2006

Keynote Speakers:

Walter Stürzinger, Chief Risk Officer, UBS
Creighton Twiggs, Corporate Risk Manager, Clariant International

The global Life Sciences arena is becoming increasingly complex, interlinked and regulated. Companies have invested significant time and resources on processes and systems to assess and manage risk more effectively. The basic “no surprises” mission of risk management is to help protect companies from preventable losses. However risk management can serve a more strategic function. In understanding clearly where and how risks arise, how they can be most effectively managed in line with the organizations risk appetite, and the positive impact of managing reputations, Life Science companies can positively impact the market perception and valuation. In addition, risks are often opportunities and with that perspective, take on an entirely new dimension.

What lessons can be learned from the financial services industry? What market value is assigned to effective Risk Management? What are the benefits of a focussed risk strategy? How do you instil risk management within the corporate culture? Are risk management expenditures an investment or a cost? How do you measure the returns and effectiveness of risk management initiatives?



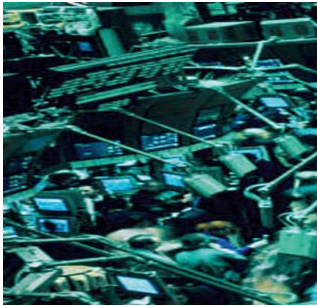
The Right Stuff – what it takes to go public
Monday, 5th December 2005

Keynote Speakers:

Mr. Harry Welten, CFO, Arpida AG
Dr. Yvonne Wegmann, Vice President, Head of Issuers & Investor Relations, SWX

The illustrious IPO – a milestone in the life of any firm large or small. From a business perspective, it represents a right of passage in the development cycle of a young firm signalling their commercial strength and competitive viability. From a financing perspective, it marks a critical turning point as a firm moves from private investment to public markets to secure the capital needed to finance company growth and expansion. Since 2003, investment in the life science sector has picked up. Europe in particular has experienced a small boom in IPO’s that is expected to flow into 2006 surpassing even the US in total IPO launches.

The benefits of an IPO or “going public” are many. It brings fresh capital, brand recognition, prestige, and the ability to attract management and skilled labour. However, with it also comes increased management vulnerability, regulatory compliance and media exposure. What are the characteristics of a company ready for an IPO? What are the right market circumstances and conditions to go public? What pitfalls can you avoid? Are IPO’s critical for the survival of the life science industry?



Beyond Portfolio Management - What's Next?
Tuesday, 30th August 2005

Keynote Speakers:

Yann Bonduelle, Valuation and Strategy Group,
PricewaterhouseCoopers
Michael Montesana, Director, Pharmaceutical R&D Operations,
PricewaterhouseCoopers

Product portfolio management has evolved as a way to control costs, quantify and minimize risks, and decrease time to market for new therapies. Traditional methodologies for portfolio management assumed static conditions throughout the development cycle. But the variables affecting the biopharmaceutical industry are anything but static and include on one side, the unpredictable forces of science and nature and on the other, the equally unpredictable forces of shareholders, federal regulators, financial payers, the healthcare lobby and discontented consumers.

How can product portfolio management be adapted in such a dynamic business environment? How can it be integrated into other business processes for a holistic and streamlined approach to product development?

ABOUT THE SERIES

As part of our quest for continuous improvement, we survey all participants at every event. All participants consistently confirm their desire to attend future BioBreakfasts and rate an average of at least 8/10 for all major deliverables. Executives routinely report positively on their experiences, including observations such as:

- "The participants were very good and the questions searching - the seminar was one of the best organised events I have attended".
- "Networking -Validation of hypothesis based on which we are conducting our business"
- "Extremely useful. Excellent chance to talk with colleagues in industry"

ABOUT FIRST TUESDAY

First Tuesday is an independent Think Tank focused on enabling strategic dialogue amongst key players at the intersection of business, policy, and technological innovation.

First Tuesday's unique methodology for Think Tanks builds upon scenario planning, conversational methods, workshop structures, and facilitation and visual techniques. It leverages the power of different perspectives and experiences to develop new insights into the complex and evolving issues of today - and tomorrow - and to generate actionable results.

Innovation. Knowledge. Insight. **First.**

OUR SERVICES

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February 2008

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Would you like to learn more about the services of First Tuesday? Please contact our Executive Producer Chris Gopsill at +41 76 339 1381 or chris.gopsill@firsttuesday.com

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