



MARBC

Mid-Atlantic - Russia Business Council (MARBC)

14th Semi-Annual Russian-American Innovation Technology Weeks (RANIT-BIO)

Agenda



June 23 - 30, 2011

Philadelphia, PA - Washington, D.C.

The 14th Semi-Annual Russian-American Innovation Technology Week (RANIT – BIO)

Welcoming Ceremony

June 23, 2011

Philadelphia City Hall, Conversation Hall (Room 201)
Broad Street and Market Street
Philadelphia, PA



City Hall

Organized by:

The Mid-Atlantic - Russia Business Council

Supported by

The City of Philadelphia, State of Pennsylvania, State of New Jersey, Philadelphia U.S. Export Assistance Center of the U.S. Commercial Service, World Trade Center of Greater Philadelphia, World Trade Center Delaware, Pennsylvania Bio, Bio New Jersey, Delaware Bio, University City Science Center, Select Greater Philadelphia, Greater Philadelphia Life Sciences Congress, Ben Franklin Technology Partners, Pharmaceutical Research and Manufacturers of America, National Association of Seed and Venture Funds, Innovation America, U.S. Chamber of Commerce, American Chamber of Commerce in Russia, Association of the Russian Pharmaceutical Manufactures, The Russian Union of Industrialists and Entrepreneurs, Chamber of Commerce and Industry of the Russian Federation, Moscow Entrepreneurs Association

2:00 Welcoming

Val Kogan, President, Mid-Atlantic - Russia Business Council

Michael Nutter, Mayor, City of Philadelphia (invited)

Carol Brooks, Manager of International Trade and Diplomatic Liaison, City of Philadelphia Department of Commerce

Linda Gardner, Center for Trade Development, Pennsylvania Department of Community & Economic Development

Gail Kronig, Southeast Regional Director, Pennsylvania Governor's Action Team

Antonio Ceballos, Director, U.S. Export Assistance Center Philadelphia

Linda Conlin, President, World Trade Center of Greater Philadelphia

Jeanne Nevelos, VP & Chief Business Development Officer,
Select Greater Philadelphia

Therese Flaherty, Director, Wharton Small Business Development Center

John Gallagher, Board Member, United States Industry Coalition

Richard Bendis, President and CEO, Innovation America

Bonnie Grant, Executive Director, Greater Philadelphia Life Sciences Congress

Steve Tang, President and CEO, Science Center

Andrew Rudman, Associate Vice President, International Affairs,
Pharmaceutical Research and Manufacturers of America

Gary Litman, Vice President for Europe and Eurasia, U.S. Chamber of Commerce



3:00 Session 1

Russian-American Innovation Cooperation

Harvey Bronstein, Senior International Economist, U.S. Small Business Administration

James A. Jaffe, President and CEO, National Association of Seed and Venture Funds

Maxim Golovinov, Head of Division, Department of International Cooperation, RUSNANO

Yury Gogotsi, Distinguished University Professor and Trustee Chair Director,
Drexel Nanotechnology Institute



4:00 Session 2

Innovation Development in Russian Regions Establishing and Developing Pharmaceutical and Bio Industry Clusters in Russia

*Senior representatives of the local governments will present local clusters development, regional policies on attracting investments and discuss current pharmaceutical projects development.
Development of a Bio clusters and pharmaceutical clusters in Russian Regions.*

Gennady Churikov, First Vice Governor, Volgograd Regional Administration

Eduard Noskov, Vice Governor, Kirov Regional Administration



6:00 pm – 7:30 pm

Reception at the Ben Franklin Technology Partners of Southeastern PA

*Building 100 Innovation Center,
4801 S. Broad Street, Suite 200,
The Navy Yard, Philadelphia, PA*

*Rose Ann Rosenthal, President, Ben
Franklin Technology Partners/SEP*

10:00 am – 12:00 pm

Roundtable at the University City Science Center

*3711 Market Street,
Philadelphia, PA*

*Richard Bendis, President,
Innovation America*

*Jeanne Mell, VP Marketing
Communications, University
City Science Center*

Russian-American Life Sciences Conference

June 24, 2011

KPMG's 36th Floor Conference Center,
1601 Market Street,
Philadelphia, PA

Co-organized by:

**The Mid-Atlantic - Russia Business Council and
Pharmaceutical Research and Manufacturers of America,**

Supported by **Synovate Comcon,**
Sponsored by **AstraZeneca, Merck, Amgen and KPMG**

Description: As Russia and the U.S. look to reset economic relations, one of the most innovative and fast-growing sectors are pharmaceuticals. Business models are changing rapidly as emerging markets like Russia develop the resources and expertise to make the transition from manufacturing to all stages of the innovation cycle. Major projects in chemical drugs, biologicals, vaccines, nanotechnology, and medical device design are underway or are planned for the mid-term. This conference will look at the policies that enable innovation in Russia and the U.S. It will then focus on several practitioners of innovation to find best practices in Russian-US partnership and cooperation.

8:30 Welcoming Remarks

Val Kogan, President, Mid-Atlantic - Russia Business Council

Andrew Rudman, Associate Vice President International Affairs, Pharmaceutical Research and Manufacturers of America

Jerry Maginnis, Office Managing Partner, KPMG LLP

Mary Lisa Madell, Director, Europe and Eurasia, Office of Global Health Affairs, Department of Health and Human Services

Christopher Molineaux, President, Pennsylvania Biotechnology Association

Debbie Hart, President, BioNJ

Bob Dayton, President, Delaware Bio

Joe Zilcosky, Business Development Leader, Delaware Economic Development Office

9:00 Session 1-2

Market Regulation and Government Intentions

Overview of the recent regulatory reform. Implementation of the Pharma 2020 Strategy: major objectives, challenges and progress. An update on the status of ongoing activities in the Working Groups, including plans for enhancing collaboration between the United States and Russia in the areas of public health and biomedical research, and the policy priorities in these areas. How will WTO accession impact upon the industry? What are the possible threats and benefits for local and international pharmaceutical companies? What senior leaders from the international and local pharmas, potential investors and sectors associations think about the current regulatory environment?

Government Views

Oleg Fomichev, Deputy Minister of Economic Development of Russian Federation

Ministry of Education and Science of Russian Federation

Gennady Churikov, First Vice Governor, Volgograd Regional Administration

Eduard Noskov, Vice Governor, Kirov Regional Administration

Harvey Bronstein, Senior International Economist, U.S. Small Business Administration

Mary Lisa Madell, Director, Europe and Eurasia, Office of Global Health Affairs, Department of Health and Human Services

Industry Views

Andrew Rudman, Associate Vice President International Affairs, Pharmaceutical Research and Manufacturers of America

Gennady Shirshov, Executive Director, Union of Professional Pharmaceutical Organizations

James Class, Director, Global Public Policy, Merck

Paul Moen, Director, International Corporate Affairs, Amgen

Discussion

11:30 Break

11:45 Session 3

Market Review, Analysts Panel (organized with Synovate Comcon)

This expert panel, featuring presentation from leading market research experts and industry analytics, will give global and local outlook for the pharmaceutical industry, review the latest developments in the Russian pharmaceutical sector, and analyse possible scenarios for the future development of the industry.

Benjamin Munblit, Head of Analytics & Consultancy, Synovate Comcon
Market Overview, Forecasting and Potential Market Growth, Key Market Drivers

Oleg Feldman, Head of Healthcare, Synovate Comcon,
Key Market Players: Marketing Strategy and Medicines Promotion on the Russian Pharma Market

12:30 Lunch

Russ Gantt, Head of Regional and Emerging Markets Licensing for Strategic Partnering & Business Development, AstraZeneca

1:30 Session 4

Assessing Innovation in Life Sciences in Russia and Emerging Markets: Industry Perspectives (organized with AstraZeneca)

Innovation. *Pharma is suffering from a growing innovation gap in the areas of novel targets, reliable translation models and other segments of early stage research. Pharma are eager to find solution to this problem and have various extent sought solutions in Asia and other emerging areas. Q: A) What Russia do to help in this area, B) What are the potential deal structure well suited to the Russian landscape.*

Cost of Innovation. *Innovation has to be delivered at the right price. R&D cost – particularly cost of attrition - is out of control and is stifling Pharma's ability to take risk. How can Russia help to manage a) preclinical cost, b) clinical development cost.*

Licensing Opportunities. *Is Russian Pharma mature enough to deliver R&D pipe-line opportunities for in licensing? What are some of the examples?*

Moderator: **Jit Patel**, Business Development Director (IMED), pre-clinical licensing in CNS/Neuroscience, AstraZeneca

Eugeniy Kuznetsov, Business Development & Communication Director, JSC Russian Venture Company

Helena Lifshitz, Bio Medical projects Lead, Skolkovo

Gennady Shirshov, Executive Director, Union of Professional Pharmaceutical Organizations

Andrew Rudman, Associate Vice President International Affairs, Pharmaceutical Research and Manufacturers of America

2:45 Session 5

Investments in Russian Pharma Market

Venture Investments Across the Ocean

Key aspects of the pharmaceutical industry development and analysing how transparency, access to medicines and pricing influence business and investment environment of the sector.

Tatiana Nikolenko, Director, Programs in Life Sciences, RUSNANO

Roman Velechinskiy, Managing Director, Department of Investment operations, Russian Bank for Development

Terrance McGovern, Managing Director, Numoda Capital Innovations

Stephen Sammut, Venture Partner, Burrill & Company

3:30 Break

3:45 Session 6

Legal and Regulatory Issues in the Russian Pharmaceutical Industry

Legal Issues in Clinical Trials. Opportunities for Russia in Global Clinical Trials

The legal framework of clinical trials regulation in Russia – what are the key challenges and how they can be overcome? Exploring potential of clinical trials and pharmaceutical research and development in Russia. Legal issues in developing, negotiating and enforcing outsourcing agreements.

Session 7

New Areas for Partnership

Russel E. Kaufman, President & CEO, The Wistar Institute

Oleg Korzinov, Director, Center for Biopharmaceutical cluster “Northern” Development

Vidadi Yusibov, Executive Director, Fraunhofer USA Center for Molecular Biotechnology

Elena Vasserman, Senior Research Investigator, School of Medicine, University of Pennsylvania



4:45 – 5:00 Closing Remarks

Tom Koncsics, Partner, Life Sciences Practice, KPMG

Val Kogan, President, Mid-Atlantic - Russia Business Council

2011 BIO International Convention



WALTER E. WASHINGTON
CONVENTION CENTER

June 27-30, 2011

Walter E. Washington Convention Center,
801 Mount Vernon Place NW,
Washington, DC

Description: The BIO Convention is the world's largest and most impressive exhibition and conference for experts in the field of biotechnology. It is the most important venue to meet and exchange high-level dialogue with industry stakeholders, members of the U.S. Administration and industry participants from over 60 countries. The Russian participation is organized by the Mid-Atlantic - Russia Business Council.

Russia – Related Sessions

June 28, 4:00

Russia Country Seminar - [International Case Studies](#)

Russia: Launching Innovation: Russia's Bio-Infrastructure and Life Sciences Sector **(Organized by the Mid-Atlantic - Russia Business Council)**

This panel will review the latest policy and activity developments in the Russian innovative life sciences sector, as well as US perspectives on future opportunities for cooperation and collaboration with Russian institutions. . Panel includes top leaders of Russian and multinational biotechnology companies, as well as influential government officials.

Welcoming Remarks

Val Kogan, President, Mid-Atlantic - Russia Business Council

Christopher P. Molineaux, President of Pennsylvania Biotechnology Association

Debbie Hart, President of BioNJ

Moderator: James Class, Director, Global Public Policy, Merck

Oleg Fomichev, Deputy Minister of Economic Development of Russian Federation

Sergey Tsyb, Director, Chemical and Technological Complex and Bioengineering Technologies Development of the Ministry of Industry and Trade of Russian Federation

Nikita Belykh, Governor, Kirov Regional Administration

Gennady Churikov, First Vice Governor, Volgograd Regional Administration

Tatiana Nikolenko, Director, Programs in Life Sciences, RUSNANO

Eugeniy Kuznetsov, Business Development & Communication Director, JSC Russian Venture Company

Igor Goryanin, Head of Skolkovo Biological and Medical Technology Innovation Center



June 28, 7:30

Russian Delegation Reception

(Organized by the Mid-Atlantic - Russia Business Council)

June 29, 8:30

Russian Biopharma: At the Edge of Ambitious "Pharma2020" Governmental Program
(Organized by R-Pharm and Torrey Pines Investment)

The panel will present reports of the current state and future potential of biopharma in Russia, from inventors to markets. High level of speakers will provide the most comprehensive perspective on Russian biopharma.

Moderator: **Nikolai Savchuk**, Director and Managing Partner, Torrey Pines Investment

Sergey Tsyb, Director, Chemical and Technological Complex and Bioengineering Technologies Development of the Ministry of Industry and Trade of Russian Federation

Allan Gabor, Europe Regional President, Pfizer

Viktor Kharitonin, Chairman, Pharmstandard

Alexei Repik, Chairman, R-Pharm

Igor Rukavishnikov, General Manager, Genzyme Corporation

Patrick Verheyen, Vice President, New Ventures, Johnson & Johnson

June 29, 10:00

Emerging Markets: The Future of Growth for Biologics
(Organized by Merck)

While industry analysts routinely point to the major Emerging Markets as the source for future growth, many Emerging Markets present new challenge to the life sciences industry. This panel will bring together leading business executives with senior government officials to talk about how Emerging Markets are shaping business thinking and what impact they will have on the future of the biotech sector.

June 29, 3:45

Worldview 2011: Scientific American's Regional Bio-innovation Scorecard

Presentation of Scientific American's annual review of individual country programs and policies aimed at growing local innovative biotechnology sectors.

Panel discussion focused on BRIC countries, Brazil, Russia, India and China, and their efforts to build local biotechnology hubs. The session will highlight what countries are doing well, and what countries could be doing better to foster biotechnology.

Fareed Zakaria, International Editor, Newsweek; Host, CNN; Author, New York Times; Editor-at-Large, Time Magazine; Columnist, Washington Post

June 30, 5:00

Closing Ceremony of the 14th Russian-American Innovation Technology Week (RANIT) and Reception

(Organized by the Mid-Atlantic - Russia Business Council and the Center of Culture and Science of the Russian Federation in Washington, D.C.)



Center of Culture and Science
Embassy of the Russian Federation
1825 Phelps Place, NW,
Washington, D.C.