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■ 5<sup>th</sup> Annual ■

# Diagnos<sup>t</sup>ics Asia 2010

Pinpointing Opportunities for Commercialization,  
Expansion and Partnership

24 - 26 August 2010 | Hilton Singapore

## Distinguished Panel of Speakers Include

- Dr Giorgio Roscigno, *CEO, FIND, Switzerland*
- Dr Doris-Ann Williams, *Director General, British IVD Association, UK*
- Sanjeev Johar, *Regional Head – Asia Pacific, Diabetes Care, Roche Diagnostics, Singapore*
- Richard Ding, *CEO, BioTheranostics, a BioMerieux Company, USA*
- Deepak Tripathi, *Director, Tulip Group of Companies; President, Association of Diagnostics Manufacturer of India*
- Dr Donald B Chalfin, *Global Medical Director, Health Economics & Outcomes Research (HEOR), ADD/AMD, Abbott, USA*
- Dr Victor Shi, *President, Asia Pacific, Qiagen*
- Dr K.R.S. Krishnan, *Senior Executive Director, Research and Development and Strategic Planning, HLL Lifecare Limited, India*
- Dr Klaus Lindpaintner, *Senior Vice President & CSO, Strategic Diagnostics Inc, USA*
- Dr James Ho, *CEO, Peking Union Lawke Diagnostics, China*
- Dr Henry Li, *Chief Medical Officer, KingMed Diagnostics, China*

## PLUS Pre-Conference Workshop 24 August 2010 Tuesday

Intellectual Property and Commercialization Strategies for  
Companion Diagnostics Development & Personalized Medicine

“The meeting was very inspirational”

Endang Hayaranda, Prodia Clinical Laboratories

## 8 Reasons Why You Must Attend

- 1 Analysis of **drivers and barriers** in the booming diagnostics markets of Asia and globally
- 2 Discover **business models and partnership opportunities** in the upcoming companion diagnostics area
- 3 Identify **key strategies** for diagnostics **business expansion** in Asia
- 4 Hear from end-user & industry leaders on **diagnostics application and product innovation** trends
- 5 Understand **key regulatory and scientific issues** in products approval in Asia and the regulated US/EU markets
- 6 Learn about **pricing and reimbursement** structures in Asia and the impact of the 'pay-by-performance' concept
- 7 Examine **commercialisation models and the investment landscape** for diagnostics technology globally
- 8 Assess the impact of **companion diagnostics and personalized medicine** on the future of the diagnostics industry

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an inform<sup>a</sup> business

## Why You Should Attend?

The **Asian in vitro diagnostics (IVD) market** has, over the past few years, **been the only region experiencing close to a double-digit growth rate**. Recent estimates valued this market at **US\$ 3.2 billion**.

While an ageing population and widening health insurance penetration are advancing growth opportunities, divergent country-specific social, economic, political and healthcare issues threaten to impede overall market development. Diversified regulations on product approval and burgeoning pricing reimbursement policies are keeping both existing and would-be players on their toes.

Over the past few years, this shift has encouraged rising numbers of academic researchers, diagnostics technology companies, biotech firms and the pharmaceutical industry to increase their efforts in developing new available technology to capitalize on diagnostics.

In addition, POC and Companion Diagnostics pose new challenges in applying the appropriate business model and commercialization pathway, requiring solutions through collaboration from all stakeholders.

**IBC's 5<sup>th</sup> annual Diagnostics Asia 2010 summit** is developed closely with the community to offer you insights from leading companies in the region on how they plan to build their capabilities to succeed in the dynamic and global diagnostics market. From lab to hospital to home, discover their formula to commercializing and developing products to fulfill different demands from each segment.

“ Good opportunity for networking and updating our technologies eg business information ”

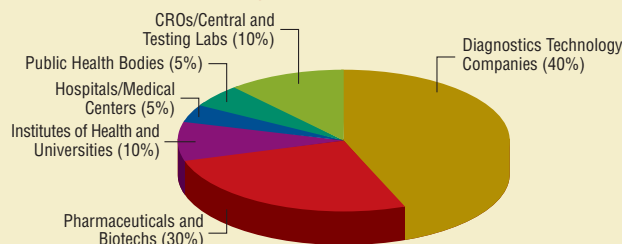
Jing Cheng, CapitalBio Corporation

## Who Should Attend

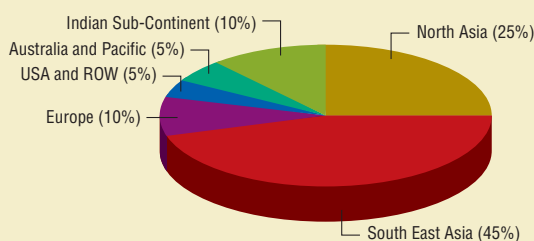
Chief Executive Officer, Chief Scientific Officers, Chief Medical Officer, General Managers, Vice Presidents, Directors, Managers, project/team leaders, Senior Scientists, Engineers, Development and Technical/Application Specialists, Consultants and Analysts working in the following areas:

Alliance Management • Analytic Service • Assay Development • Bioanalysis • Bioanalytic • Bioassay • Biological Sciences • Biomarker Discovery/Development • Business Development • Cellular & Molecular Devevelopment • Central Lab • Clinical Diagnostics • Clinical Discovery Technologies • Clinical Pharmacology • Clinical Research • Department of Virology • Drug Discovery and Development • Genomics Business Development • Genomics Research • Human Genetics • Infection Disease Office • Inflammation and Immunology • IVD Office • Licensing & Business Development • Marketing & Sales • Micro Array/ Bioanalytic • Molecular Diagnostics • Molecular Research • Pathology • Pharmacogenomics • Pharmacokinetics & Drug Metabolism • Product Development • Professional Diagnostics • Proteomics/ Genomics Programmes • R&D • Regulatory Affairs • Safety Assessment • Science and Technology • Strategic Alliances • Testing Lab • Translational Medicine

## From the Following Industries



## By Geography



## Past Attending Companies Include

- Advanced Industrial Science & Technology
- Bayer (South East Asia) Pte Ltd
- Bio\*One Capital Pte Ltd
- Biomedical Strategy Consultants Pte Ltd
- British High Commission
- Cofco International (Beijing) Ltd
- Diasorin Ltd
- Dnaform
- Dx Assays Pte Ltd
- Embassy of Israel
- Embassy of Switzerland
- Environmental Health Institute
- Exploit Technologies Pte Ltd
- Genome Institute of Singapore
- Hong Kong University of Science & Technology
- Human Diagnostics Asia Pacific Pte Ltd
- I-dna Biotechnology Pte Ltd
- Innogene Kalbiotech Pte Ltd
- Institute of Materials Research & Engineering (Imre)
- Institute of Microelectronics (Ime)
- Nanyang Polytechnic
- National University of Singapore
- Ngee Ann Polytechnic
- Pg-p Company Pte Ltd
- Postech
- Raintree Ventures Pte Ltd
- Roche Diagnostics Asia Pacific Pte Ltd
- Rockeby Biomed (Singapore) Pte Ltd
- Royal Netherlands Embassy
- Singapore Health Services Pte Ltd
- Sp Integrated Marketing Communications Services Pte Ltd
- Spencer Stuart & Associates (S) Pte Ltd
- Stmicroelectronics Asia Pacific Pte Ltd
- Sysmex Asia Pacific Pte Ltd
- Sysmex Corporation
- Temasek Holdings Pte Ltd
- Tyco Healthcare Pte Ltd
- Veredus Laboratories Pte Ltd
- Zohar Co Pte Ltd

**0830 Conference Registration**

**0900 Opening Remarks from Conference Chair**

## MARKET LANDSCAPE & BUSINESS OPPORTUNITIES

**0910 Development of New Diagnostic Platforms and Its Implications for Emerging Economies**

Laboratory diagnostics, as established in western economies, are technically demanding and still too expensive for broad implementation in emerging and developing economies. On the other hand, the need for reliable, easy to perform, affordable diagnostic tests is steadily increasing in those countries due to the high burden of infectious diseases and, more recently, also non-communicable illnesses. FIND has worked within the framework of private-public-partnerships towards the development and implementation of novel diagnostics suited for settings typically found in emerging and/or developing economies. Platform technologies, clinical data and successful implementation strategies will be illustrated.

**Dr Giorgio Roscigno, CEO, FIND, Switzerland**

**0955 Achieving Success in Consumer Care– Meeting Diversified Demands in the Asian Market**

Ageing population and industrialization has contributed to Asia's growing market for diabetes and cardiovascular care. With widespread public acceptance of diagnostics for disease management, companies such as Roche, Bayer, and Abbott are looking for double digit growth in the region. This session will discuss the factors which can lead to success in the diagnostics business.

**Sanjeev Johar, Regional Head – Asia Pacific, Diabetes Care, Roche Diagnostics, Singapore**

**1040 Morning Refreshments**

**1110 Building a Successful Diagnostics Business Model in the Era of Personalized Medicine**

Personalized medicine has been hailed as an emerging trend in healthcare. Much debate exists related to the sustainability of the business model for diagnostics companies. This presentation will identify challenges and returns in the diagnostic industry, explore partnership models and propose a framework to seize the growth opportunity of personalized medicine.

**Richard Ding, CEO, BioTheragnostics, a BioMerieux Company, USA**

**1155 The New Role of the Independent Laboratory in Personalized Medicine**

- Overview of personalized medicine and companion diagnostics
- The market for companion diagnostics
- How can the independent laboratory assist in the development of personalized medicine?
- Partnership case study

**Dr Henry Li, Chief Medical Officer, KingMed Diagnostics, China**

**1240 Networking Luncheon**

## HEALTHCARE POLICY ANALYSIS

**1400 IVD Approvals in Asia – Launching your Products in the Region**

- Comparing the IVD approval regulations among China, India, Singapore and South Korea
- Overview of the latest Asian /ASEAN harmonisation efforts in the area of medical device and diagnostics regulation

**1445 Regulation Landscape in EU– Entering Highly Regulated Markets**

- Highlighting the differences in obtaining marketing approval for lab-based, POC and self -testing diagnostics
- Understanding regulatory requirements in EU markets compared to Asian markets

**Dr Doris-Ann Williams, Director General, British IVD Association, UK**

**1530 Afternoon Refreshments**

## BUSINESS EXPANSION IN ASIA & BEYOND

**1600 The Opportunities & Challenges Posed by the Indian IVD Market**

- Understanding the market size, market segments & drivers for growth of in-vitro diagnostics in the Indian market
- What are the types of diagnostic tests performed in India and how is this expected to change?
- Market entry routes and policy framework for diagnostics in India
- Overcoming the low margins and intense competition
- Addressing intellectual property related issues

**Deepak Tripathi, Director, Tulip Group of Companies; President, Association of Diagnostics Manufacturer of India**

**1645 Moving Beyond Asia – Expanding Successes to the Global Arena**

- Global Reach: Partnership model vs direct marketing
- Capacity: Green field investment vs M&A
- 'War of Patents': How to avoid the pitfalls in regulated markets
- Regulation: Quality assurance and regulatory compliance
- Manufacturing capacity: Close to supply or close to consumer?
- Business strategy and case study

Panelists:

**Dr K.R.S. Krishnan, Senior Executive Director, Research and Development and Strategic Planning, HLL Lifecare Limited**

**Deepak Tripathi, Director, Tulip Group of Companies; President, Association of Diagnostics Manufacturer of India**

**Dr James Ho, CEO, Peking Union Lawke Diagnostics, China**

**1730 Chairman's Remarks and End of Conference Day One**

0900 Opening Remarks from Conference Chair

**PARTNERSHIP STRATEGIES FOR COMPANION DIAGNOSTICS**

**0910 Molecular Diagnostics as a Value Driver of Pharma/ Pharma as a Value Driver for Molecular Diagnostics**

Molecular diagnostics is viewed as key to the future of pharmaceuticals and an essential aspect of the move toward personalized medicine. While improving healthcare and patient outcomes, it is imperative that the pharma industry's understanding of both targeted drug discovery and drug commercialization is fully leveraged to enable innovative diagnostics to be put into clinical practice and influence physician decision-making. This session will focus on these elements and provide case studies on how companies have applied their discovery and development approach, to work toward bringing innovative companion and stand-alone diagnostic tests to market.

**0955 Co-Development of Companion Diagnostics and Therapeutics, a Joint Force between Drug Innovator and Diagnostics Developer**

While there is much excitement and enthusiasm around the development of predictive companion diagnostic biomarkers that will accompany molecularly targeted therapies in clinical practice, significant scientific, logistic, regulatory and health economic challenges exist for all key stakeholders. These issues and thoughts on potential solutions will be presented from the perspective of diagnostics developers.

Dr Victor Shi, *President, Asia Pacific, Qiagen*

**1040 Morning Refreshments**

**1110 From Biomarkers to Companion Diagnostics: Opportunities and Challenges of Rx-Dx Co-Development**

A major component of success in developing targeted cancer therapy is the appropriate integration of biomarkers into all stages of drug development. Challenges of implementation of biomarker programs reside in understanding cancer pathways, thoughtful selection of testing technology, and constant dialogue throughout the co-development process. Here, examples will be provided to illustrate approaches to ensure efficient translation of biomarkers into future companion diagnostics.

Dr Klaus Lindpaintner, *Senior Vice President & CSO, Strategic Diagnostics Inc, USA*

**MOLECULAR DIAGNOSTICS IN CONSUMER MARKETS**

**1155 Health Economics & Outcomes Research - How to determine Cost Effectiveness and Justify the use of Molecular Diagnostic Tests and Companion Diagnostics?**

As new diagnostic tests which involve the latest molecular and genomic technologies emerge, it is vital that clinicians, laboratory professionals, and administrators and alike need to understand the full economic ramifications for health care systems, these new diagnostic tests, and the full ramifications for health care systems and society in general. Cost-effectiveness analysis and related approaches are increasingly used to assess the economic impact of drugs, devices, and diagnostics are increasingly employed by governments and payers in their decision-making processes with respect to approval, coverage, and reimbursement. This lecture will review some of the basic fundamentals of health economics and outcomes research (HEOR) with specific applications to molecular and companion diagnostics.

Dr Donald B. Chalfin, *Global Medical Director Health Economics & Outcome Research (HEOR), ADD/AMD, Abbott, USA*

1240 Networking Luncheon

**1400 Delivering Molecular Diagnostics to Consumer Markets**

Molecular diagnostics in the form of genetic testing has generated a great interest among the public, government and medical care providers. However, technology reliability, regulation and cost per case continue to be major hurdles for genetic, metabolic, and proteomic analysis. This session will highlight strategies and methodologies to make molecular diagnostics available to consumers.

Dr K.R.S. Krishnan, *Senior Executive Director, Research and Development and Strategic Planning, HLL Lifecare Limited, India*

**INVESTMENT OPPORTUNITIES**

**1445 Healthcare Reform and Opportunities for the Asian Diagnostics Industry**

Cost reduction of medical care is a key component of healthcare reforms happening globally. The diagnostics industry is positioned to become a major beneficiary. This session will analyse the prevailing healthcare environment and its impact on market size, growth segments & business opportunities for the diagnostics industry in Asia.

Simranjit Singh, *Associate Director, Healthcare Practice, Frost & Sullivan*

**1530 Afternoon Refreshments**

**1600 Clinical Diagnostics: Fulfilling the Demands of Medical Practice via Technology Innovation**

Diagnostics is a key part of model healthcare services. From leading disease diagnosis, assisting in the treatment process to use in post care to patients, it is involved in the entire disease management process. This session will provide insights from healthcare services providers on how technology should develop to meet the demands of medical practice in Asia. An analysis of the China market will be highlighted as well.

Dr James Ho, *CEO, Peking Union Lawke Diagnostics, China*

**1645 From Diagnostics to Pharmacodiagnosics and How to Win on New Ground?**

Diagnostics is an ideal investment target for VC/PEs due to the cash flow structure and business life cycle. However, Pharmacodiagnosics presents a different game, with drug development lead times of 8-12 years compared with 2-5 years in diagnostics development. In this session, we will discuss the key factors which may lead to success in this new arena.

- What are the key business hurdles? i.e. regulatory compliance, assay validation, IP, pricing & reimbursement, regulation environment, healthcare policy, outcome evaluation
- What do investors expect out of their investment in pharmacodiagnosics projects compared to diagnostics? And what are the key factors to convince investors to make a buy decision?
- What types of business models to consider in the commercialization process? Is it really that different? What we can learn from traditional diagnostics business models?

Panelists:  
Dr Nancy Chang, *Chairman, Senior Managing Director, Asia, OrbiMed*

Dr Victor Shi, *President Asia, Qiagen*

Richard Ding, *CEO, BioTheragnostics, a BioMerieux Company*

**1730 Closing Remarks and End of Conference**

INVESTMENT PANEL

## Beware of Imitations!

### Attend IBC's 5th Annual Diagnostics Asia

- Targeted, director-level meeting for diagnostics technology professionals in pharmaceutical companies, clinical testing labs and diagnostics technology providers
- The ONLY Conference in Asia for diagnostics industry professionals focusing on business expansion, partnership and product innovation strategies
- Unique focus on latest initiatives and emerging diagnostics – Pharmaceutical partnerships and companion diagnostics development

## Pre-Conference Workshop | Tuesday 24 August 2010 0900-1700 hours

### Intellectual Property and Commercialization Strategies for Companion Diagnostics Development & Personalized Medicine

*This workshop will take place from 09:00 – 17:00, with morning and afternoon refreshment breaks and lunch. Registration begins 30 minutes before the workshop commences.*

Recent advances in our understanding of the impact of genomic factors on disease have led to patient-specific diagnostic and therapeutic alternatives. It has made it possible to differentially diagnose (Dx) and treat (Rx) patients in a manner that optimizes clinical outcome. As a result, a new product development paradigm has emerged that takes diagnosis into account based on a combination of genomic and phenotypic information in assessing a course of treatment and prognosis.

Intellectual property and commercialization strategies for companies involved in personalized medicine and the development of Dx/Rx products must take into account this new paradigm in order to participate at all levels of the value chain. These strategies will provide key barriers to entry in areas of critical commercial importance and address the regulatory/payor push for reduced cost and increased effectiveness.

#### Workshop Objectives

This workshop will showcase the impact of this new development model and include discussion of IP and commercialization strategies for the development of companion diagnostic products. Case studies of currently marketed Dx/Rx products will illustrate their role and impact, particularly in the treatment of cancer. This workshop will also explore the strategic opportunities in the Dx/Rx space to support the development of products for personalized medicine.

- Overview of Companion Diagnostics and Personalized Medicine
- Case Studies of Current Companion Diagnostics
- R&D and IP Portfolio Development for Companion Diagnostics and Personalized Medicine Products
- Strategic IP and Commercialization Issues for Future Market Opportunities

#### Workshop Co-Led by



**Janet M. McNicholas**  
Ph.D., J.D., Intellectual Property Law, K&L Gates LLP

Janet McNicholas is particularly noted for her achievements in the areas of biotechnology, pharmaceutical products and medical products. She serves as patent counsel to biotechnology and pharmaceutical companies, including start-up and emerging growth companies. During her more than 20 years of practice as a patent attorney and a corporate attorney, Dr. McNicholas headed the biotechnology patent practice at McAndrews, Held & Malloy, and served as patent counsel for XOMA.

Prior to practicing law, she conducted research in immunology, molecular biology, biochemistry and genetics at Stanford University and at the California Institute of Technology through a post-doctoral fellowship awarded by the Arthritis Foundation.



**Jeremy Grushcow**  
Ph.D., J.D., Business Law, Ogilvy Renault LLP

Jeremy Grushcow's practice focuses on life science, cleantech and other technology-intensive transactions. He has represented private equity firms, investment banks, operating companies and founders in connection with public and private offerings, mergers and acquisitions, joint ventures and other strategic transactions, licensing and outsourcing agreements, operating and service agreements and ongoing disclosure advice.

Prior to joining the firm, Mr. Grushcow practised in the area of intellectual property transactions and in capital markets at two US-based international law firms.

#### Sponsorship and Exhibition Opportunities

IBC has a global track record of consistently attracting senior decisions makers from the biopharmaceutical industry for deal-making and networking. Product & service exhibitions are also a key part of our program. The Diagnostics Asia conference delivers a targeted audience of IVD manufacturing suppliers, reagent manufacturers, technology solution providers, consultants and professional service delivers for maximum networking and branding opportunities. Leverage our marketing campaign and secure your onsite presence with a number of lead-generating, networking, and branding packages including:

- Conference sponsor • Technology tutorial • Networking reception • Exhibition stand
- Site visit • Masterclass / Technical workshop

For further information, please contact Janice Tan, Business Development Manager via email @ [Janice.tan@ibcasia.com.sg](mailto:Janice.tan@ibcasia.com.sg) or phone on 65-6835 5101

“The conference enables most up-to-date information and communications and also exchange of ideas between different continents of the world”

Rosliza Ibrahim, Sime Darby Technology

