

Innovation presentations from Merck, Novartis, Pfizer, Roche, Eli Lilly at Biosimilars & Biobetters 2013

Biosimilars & Biobetters Conference taking place in London on 1st & 2nd October 2013

LONDON, UK, July 23, 2013 /EINPresswire.com/ -- Building onto the success of last year, [Biosimilars & Biobetters](#) 2013 will showcase how biological therapeutics promises to be a radical step forward for many pharmaceutical companies pipelines, looking at how patent expiry dates are playing an important role in why many Pharma companies are pushing for innovative steps to be taken in this field.



The agenda aims to bring together pharma, biotech, CROs with regulatory bodies and legal experts explaining the advantages and disadvantages within this growing market, looking at case studies from those who are developing and distributing follow on biologics with analysis of key trends in biologic pipelines, methods in clinical trials for biosimilar approval, a review of emerging markets, assessment of biosimilar manufacturing, post approval strategy and future forecasting for follow on biologics.

“

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Jennifer Campbell, Merck Millipore

18 speakers from leading organisations will deliver innovative case-studies and presentations to include Novartis, Pfizer, Eli Lilly & Co, Roche, Merck Millipore, Harvest Moon Pharmaceuticals, Norwegian Medicines Agency and more. Two workshops, delivered by Novartis and Findacure will also cover the topical issues on Biosimilars the commercial reality and Linking Performance to Strategy in the Pharmaceutical Market: Developing your Marketing Plan

Keynote speakers include Josh Adelson, Pfizer will be presenting on: Pfizer biosimilars update: Where are we? What does the future hold? Other speaker also include Malcolm Mitchell, Eli Lilly & Co who will speak on: A clinical pharmacologist's view of Biosimilars.

>>>>Event highlights include:

- Discover guidelines issues by regulatory bodies such as the FDA & EMEA and how they impact your business model
- Understand market access pathways and see case studies on successful products
- Hear development processes from preclinical focussed research from big pharma companies
- Learn from expert legal opinions on intellectual property and patent protection programmes
- Evaluate global research co-operation producing blockbuster Biosimilars
- Develop clinical plan for biosimilar and biobetter drug design for your clinical trial - When is the right time to proceed

According to Jennifer Campbell, Merck Millipore who is speaking on day one "I am excited for this opportunity to interact with my industry colleagues in this dynamic market segment of biosimilars, and exchange cutting edge information which will help us to advance the industry"

Dale Butler, MD of event organiser SMi reported: 'response to this year's event has been extremely positive thanks to the strength of industry bodies and pharma specialists we have on board. We look forward to once again providing a Europe-wide platform for debate and knowledge-sharing amongst our varied communities, both in the lead up to and at the event itself'.

For the full conference programme and further information please visit:

www.smi-online.co.uk/goto/2013biosimilars-biobettters56.asp

Alternatively contact Fateja Begum on +44 (0)20 7827 6184 or email: fbegum@smi-online.co.uk

Sponsorship opportunities are available for this event, please contact Alia Malick on +44(0) 20 7827 6168.

About SMi Group

Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries.

We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. We hold events in over 30 major cities throughout the world including London, Paris and Singapore and to date have welcomed over 200,000 participants from 80 countries.

For more information, please visit www.smi-online.co.uk

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