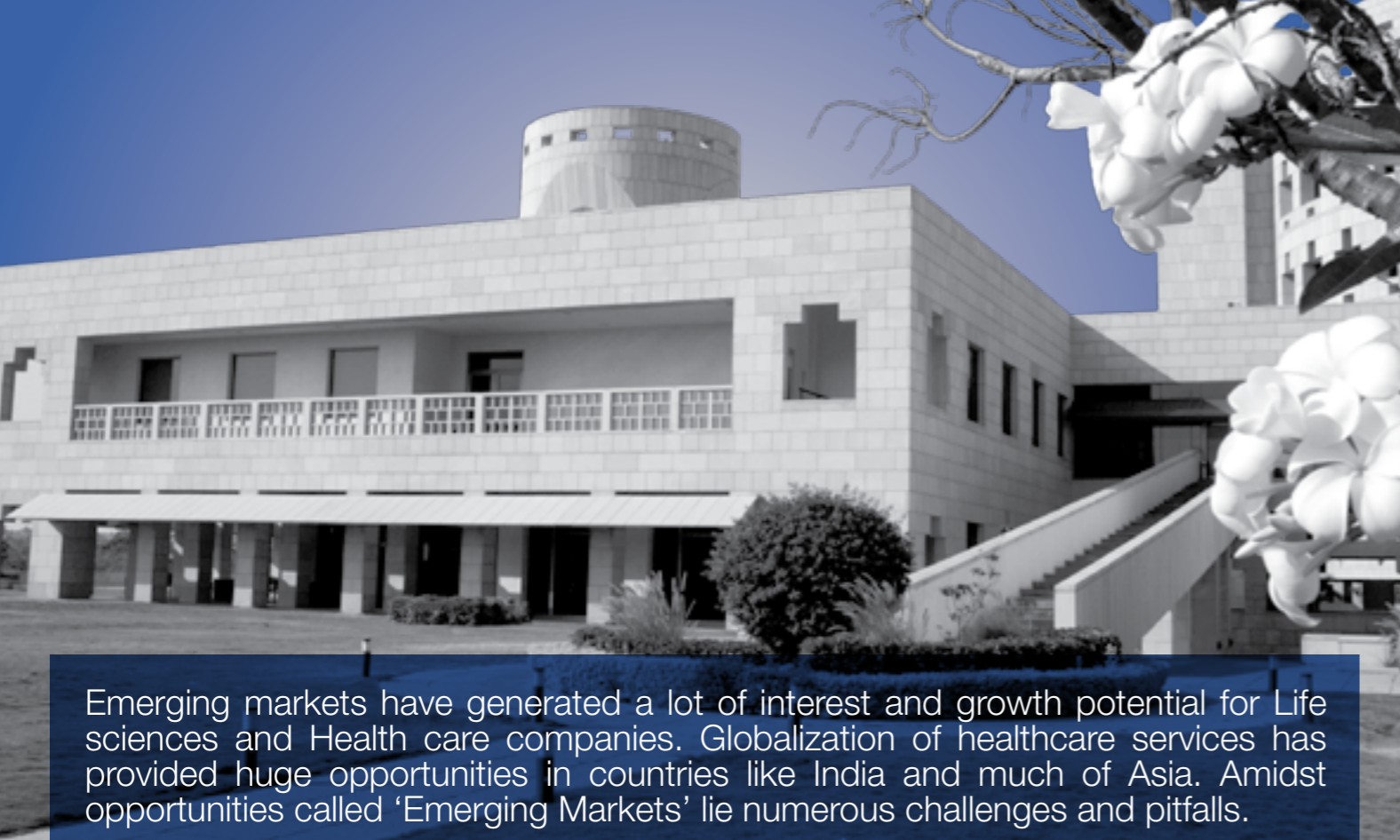




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The ISB
Healthcare and
Pharma Conclave
Lens on Emerging Markets



Emerging markets have generated a lot of interest and growth potential for Life sciences and Health care companies. Globalization of healthcare services has provided huge opportunities in countries like India and much of Asia. Amidst opportunities called 'Emerging Markets' lie numerous challenges and pitfalls.

The ISB Healthcare and Pharma Conclave intends to further probe into the changing dynamics of the industry, and trace the road ahead. In line with our theme, some of the topics that would be covered include funding and investment issues in emerging markets, health insurance, medical tourism, and many such pressing issues that the industry counters.

Day 1 - Focus on Healthcare Delivery Systems

Investments in emerging markets

New Playfields

The burgeoning economic growth of Asian countries with billion plus people, the new found economic power and unmet needs - what more could the investor ask for? What is the roadmap for the global investor to benefit by creating value? What are some of the insightful experiences? Who are the players most likely to succeed in future? - These are some of the questions the conclave will seek answers to.

Healthcare Tourism

Eastward Ho

With the quality of healthcare improving significantly in the Asian region, countries like India, Thailand and Singapore are becoming destinations for over a million "medical tourists" from the US and European region.

Panel Discussion

South East Asia as a leading global player in healthcare industry by 2020:

Optimism or reality?

Each member from a panel of six eminent speakers will address this theme, followed by Q&A

- What makes Asia stand apart in the Healthcare industry?
- 2nd and 3rd tier cities as emerging markets of healthcare
- How can IT enhance the efficiency of the Healthcare Delivery system?
- Role of management training in Healthcare – is specialisation good?
- PPP in Healthcare – is it viable?
- Revolution of Health insurance in emerging markets.



Day 2 – Pharma Age

Are we Future Ready?

Emerging economies present new opportunities for global pharmaceutical companies.

However these opportunities are not free of challenges and pitfalls. Dealing with issues like growing R&D costs, shrinking margins in generics market and stringent regulatory laws propels us to look at the other side of the coin.

Through speaker sessions and panel discussions, we will analyze the situation through a 'specialist lens'.

The pharmaceutical value chain and the opportunities for the Emerging Markets

In the major stages of the pharmaceutical value chain, improving efficiency for a speedy ROI has become a critical factor to ensure the success of the company. This presents tremendous opportunities for Emerging markets throughout the Pharmaceutical Value chain, from collaborative research to manufacturing, development and clinical trials outsourcing. What can be done to tap these opportunities?

Concluding Panel Discussion:

- Pharmaceutical R&D: Is the pipeline running dry? Exploring the alternatives.
Each member from a panel of six eminent speakers will address this theme, followed by a of Q&A
- Growth of Generics in emerging markets: dealing with wafer thin margins.
- Role of IT in pharma industry: Drug Discovery and Clinical Research.

- Biopharmaceuticals and Genomics: harbingers of hope.
- Regulatory framework: In need of resuscitation?
- How to deal with spiralling R&D costs??
- Prescription to OTC shift: Offshoot of drying pipeline?

The business of Health

A Business Plan Competition

ISB Health care club, announces the launch of a unique business plan competition 'The business of health' to reach across to budding entrepreneurs focussing on the innovation in the healthcare industry of emerging markets. The contest lays a spotlight on promoting innovation and entrepreneurship in diverse functionalities covering the widespread domains of healthcare and life sciences.

Schedule- Day 1

- 10.00 – 10.45: Welcome & Keynote speakers
- 10.45 – 11.30: 1st Speaker session and Q&A
- 11.30 – 11.45: Tea Break
- 11.45 – 12.30: 2nd Speaker Session and Q&A
- 12.30 – 13.45: Panel discussion
- 14.00 -15.00: Lunch
- 15.00 – 16.00: Interactive session with students.

Schedule Day 2

- 10.00 – 10.45: Welcome & Keynote speakers
- 10.45 – 11.30: 1st speaker session and Q&A
- 11.30 – 11.45: Tea Break
- 11.45 – 13.00: Panel discussion
- 13.00 – 14.00: Lunch
- 14.00 – 16.00: B-Plan Competition Presentations