

# euroPLX Business Developer

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## “How to Really Use euroPLX” - a Successful Insider’s Best Practices (Part 1)

This is an update of “Best Partnering Practices in Generics Business Development”, an article and rich compilation of useful tips written in 2009 for the euroPLX Business Developer by Richard DiCicco, then President of TCI Technology Catalysts International and now Chairman of Harvest Moon Pharmaceuticals USA, Inc.

The purpose of this article is to educate business development professionals of how we obtain the maximum benefit from every meeting we have attended based on 43 trips to euroPLX since the year 2000. In 2009 we agreed with RauCon that out of 20,000 business development (BD) professionals, there are only 2,000 that engage in best partnering practices, and out of that number there are only twenty professionals that set the benchmark.

The 2009 article was flawed because it focused on the one-on-one meeting at euroPLX, not the preparation and follow-up. RauCon has expanded euroPLX to make it far easier to prepare

for the one-on-one meeting with the communication tool used to contact delegates before the priority phase. We use this tool to obtain all of the non-confidential information required in order to sign a CDA. The goal is use the one-on-one meeting for either disclosure of confidential information, adjusting a forecast to meet the batch size, or negotiating a term sheet or the definitive license agreement. We often accomplish this goal even before the one-on-one meeting, especially with those BD professionals that set the benchmark.

But the communication tool breaks down when a euroPLX delegate does not have access

to email while traveling. This becomes critical at the end of the priority phase when communication is required to verify why your company was (or should not be) selected for a meeting. Sometimes the verification email is ignored so it is wise to complain to the organizers which have a 100% success rate in enforcing the communication. Thank you, Norb!

Communication during the Run! phase is more relaxed because the schedules of benchmark BD professionals are full, including lunchtime slots.

For euroPLX 63 Lisbon we marked 80 favorites and we were the favorites of 14 companies. Because of our intensive pre-conference communication, we were able to narrow our favorites to 25 companies with which we met outside of the scheduled one-on-one meetings, thanks to the second most important tool: the euroPLX Table Tracker. This tool allows a delegate to find out which delegate is currently at what table and where they will be in the next half hour. Having attended euroPLX a total of 43 times, we have built close relationships with licensors and licensees so our meetings are well focused and do not take the full half hour. This allows us to limit our one-on-one

meeting to 20 minutes so we can meet the tracked delegate at the table where they are currently or where they are going to be. Using this technique allows us to have a minimum of 50 quality meetings at most euroPLX conferences.

The euroPLX business networking dinner is another opportunity to meet a table-tracked delegate or to continue negotiations. We found that the best way to meet a table-tracked delegate is to visit every table at dinner and ask if the table-tracked delegate is present. We have found and had a quality meeting with at least ten table-tracked delegates at dinner.

*(To be continued. The 2nd part will highlight the use of post-conference tools, milestones which are important for follow-ups, and common mistakes to be avoided.)*

### BD People on the Move

\* Acino International AG: Frequent euroPLX attendee **Patrick Tichy**, who has been Licensing Manager, left the company. (Pers Comm 13 Feb 2017)

\* Aurobindo Pharma Ltd.: Frequent euroPLX attendee **Ronaldo Steentjes**, who has been Managing Director of Aurex B.V., an Aurobindo Pharma company,

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and responsible for out-licensing, left the company to accept an opportunity at another pharma multinational. (Pers Comm 1 Mar 2017)

\* Bitop AG: Dr. **Silke Behne**, who has been Senior Business Development Manager, left the company in order to accept another challenge. (Pers Comm 13 Feb 2017)

\* NutraFuels, Inc.: **Ron A. Silver** has been engaged to advise and assist the company with new business development to accommodate International product distribution and the export of goods. (Press Release 14 Feb 2017)

## Company News

\* Acquisition: **Acino** signed a deal with certain subsidiaries of **Endo International plc** to acquire **Litha Healthcare**, a pharma group headquartered in Midrand, Johannesburg, with around 160 employees providing products and services to public and private hospitals, pharmacies, general and specialist practitioners, as well as government law enforcement programs. The deal is said to be worth around US\$100 million. 28 Feb 2017 ([www.acino-pharma.com](http://www.acino-pharma.com))

\* Acquisition: **Allergan plc** have entered into a definitive agreement under which Allergan has agreed to acquire **ZELTIQ** for \$56.50 per share, or \$2.475 billion, subject to customary adjustments. The acquisition enhances Allergan's global medical aesthetics portfolio. 13 Feb 2017 ([www.allergan.com](http://www.allergan.com))

\* Distribution: **APR Applied Pharma Research s.a.** announced a new strategic partnership with **Aghraas-Cigalah** – a leading Middle East pharmaceutical company – to commercialize the innovative wound cleanser **Nexodyn® AcidOxidizing Solution (AOS)** in United Arab Emirates, Saudi Arabia, Qatar, Omar, Kuwait and

Barhain. 13 Feb 2017 ([www.apr.ch](http://www.apr.ch))

\* Acquisition: **Catalent Pharma Solutions, Inc.** has completed the acquisition of **Accucaps Industries Limited** (Accucaps), the Canada-based developer and manufacturer of Over-the-Counter (OTC), high-potency and conventional pharmaceutical softgels. Financial details of the transaction have

not been disclosed. 16 Feb 2017 ([www.catalent.com](http://www.catalent.com))

\* Acquisition: **Cytori Therapeutics, Inc** has completed its acquisition of assets of privately held **Azaya Therapeutics, Inc.**, a leader in the research, development and manufacturing of nanoparticle therapeutics. 15 Feb 2017 ([www.cytori.com](http://www.cytori.com))

\* Acquisition: **Duchesnay Inc.** has acquired exclusive U.S. and Canadian rights to market and distribute **Osphena®** (ospemifene) from **Shionogi Inc.** **Osphena®** is the only oral, non-hormonal prescription medication indicated for the treatment of moderate to severe dyspareunia (painful intercourse), a symptom of vulvar and vaginal atrophy (VVA) due to menopause. The acquisition is effective immediately. 13 Mar 2017 ([www.duchesnay.com](http://www.duchesnay.com))

\* Acquisition: **Eli Lilly and Company** completed the previously announced acquisition of **CoLucid Pharmaceuticals, Inc.** for \$960 million. 1 Mar 2017 ([www.lilly.com](http://www.lilly.com))

\* Licensing and Distribution: **Mundipharma** and **Helsinn Group** have expanded their collaboration, signing amendments to licensing and distribution agreements for anti-emetic prophylactic agents **ALOXI®** and **AKYNZEO®** to cover a host of additional markets. Under the terms of the arrangement, Mundipharma has acquired all the rights for marketing, promotion, distribution and sales of **ALOXI®** and **AKYNZEO®** for an additional 30 countries in Africa as well as Iran, Pakistan and Indonesia. 14 Feb 2017 ([www.helsinn.com](http://www.helsinn.com))

\* Acquisition: **Jacobson Pharma Corp.** intends to acquire 70% interest in **Hong Ning Hong Group** (comprising "Hong Ling Hong Limited" and its Hong Kong subsidiary), at a total consideration of HK\$56 million. When the acquisition is completed, the Hong Ning Hong Group will become an indirect non-wholly owned subsidiary of Jacobson Pharma. 13 Mar 2017 ([www.jacobsonpharma.com](http://www.jacobsonpharma.com))

\* Acquisition: **Kalytera Therapeutics, Inc.** has successfully completed the previously announced acquisition of **Talent Biotech Ltd.** **Talent** is a privately held, Israeli-based company evaluating the use of CBD to prevent and treat

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#### Farmak is looking for new opportunities

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#### Looking for the best Licensing Partner?

Companies that are interested in out-licensing their products for successful marketing in the UK and Republic of Ireland should request to meet with **Kent Pharmaceuticals** at euroPLX Vienna. **Kent Pharmaceuticals** is a leading pharmaceutical company looking to further strengthen both its branded and generic pharmaceutical portfolio particularly in the hospital sector. Please contact us at [steve.short@kentpharm.co.uk](mailto:steve.short@kentpharm.co.uk) ...or discuss this opportunity with us at [euroPLX 64 Vienna!](http://euroPLX 64 Vienna!)

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 **Opportunity to licence**

**Douglas Pharmaceuticals** is a New Zealand FDA and GMP certified producer of pharmaceuticals exporting to over 35 countries. We are looking for new markets particularly in the Eastern EU where we have had limited contact to date. If you would like to have a chat about in licence opportunities please contact me on [carlp@douglas.co.nz](mailto:carlp@douglas.co.nz) ...or discuss this opportunity with us at euroPLX 64 Vienna!

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**Remedica**, member of the Ascendis Health group, is a European-based group specialising in the development, production and marketing of high quality, pharmaceutical products. It offers out-licensing opportunities such as anticancer products and products for HIV, hepatitis B and has pipeline consisting of more therapeutic areas. Please contact [businessdevelopment@remedica.com.cy](mailto:businessdevelopment@remedica.com.cy) ...or discuss this opportunity with us at euroPLX 64 Vienna!

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We have generics that are and will remain to be the only generic for the product's entire lifecycle. These "lifetime generics" are available for license. Reply to us at **Harvest Moon Pharmaceuticals USA** or meet us at euroPLX 64 Vienna to learn more. Be sure to read my article in this and the next issue of the euroPLX Business Developer. Please contact [rich.dicicco@harvestmoonpharma.com](mailto:rich.dicicco@harvestmoonpharma.com) ...or discuss this opportunity with us at euroPLX 64 Vienna!

Graft versus Host Disease. 16 Feb 2017 (kalytera.co)

\* Acquisition: **Recipharm AB** has concluded the acquisition of **Kemwell's** pharmaceutical businesses located in Bengaluru, India. The acquired business now known as **Recipharm Pharmservices Private Ltd**, was originally founded by Subhash Bagaria. It employs around 1 200 people and comprises both development services as well as commercial manufacturing of solid, semi-solid, liquid and topical products, with customer relations spanning decades. The acquisition price for the businesses in India amounts to INR 7 980 million (SEK 1 058 million) on a cash and debt free basis. 20 Feb 2017 (www.recipharm.com)

\* Name change: **Sigma Pharma-**

**ceuticals Ltd** is changing its name to **Sigma Healthcare Ltd** to better reflect its broader healthcare focus. 8 Mar 2017 (www.sigmaco.com.au)

\* Distribution: **Swedish Orphan Biovitrum AB** has entered into a 3-year agreement with **Valeant Pharmaceuticals Ireland** for the distribution of Ammonul® (sodium phenyl acetate and sodium benzoate) injection in Europe, the Middle East and North Africa. The new agreement replaces the current distribution agreement with **Valeant Pharmaceuticals North America LLC** for the same territory. Under the new agreement, Sobi will have exclusive rights and license for sales and distribution of Ammonul in Europe, the Middle East and North Africa until 31 December 2019 for named patient

use (NPU) programmes. 21 Feb 2017 (www.sobi.com)

\* Expansion: **Taiho Pharmaceutical Co., Ltd.** has established its subsidiary **Taiho Pharma Canada, Inc.** in Oakville, Ontario for the distribution of its first cancer product in the US. 7 Mar 2017 (www.taiho.co.jp/english/)

\* Acquisition: **Takeda Pharmaceutical Company Limited** completed the acquisition of **ARIAD Pharmaceuticals**. The transaction will be funded by approximately \$3.5 billion of new debt and the remainder from existing cash. 16 Feb 2017 (www.takeda.co.jp)

## euroPLX Newcomers at euroPLX 64 Vienna (1)

Since 22 years euroPLX is attended by companies that have never had a delegate at any of the previous euroPLX Conference. See who will attend a euroPLX Conference for the first time:

Based in Baku, Azerbaijan, **Avita Group of Companies** (www.

avita-az.com) are a multinational pharmaceutical distribution company for medicinal products, food supplements and medical devices with specialised teams and distribution networks in countries such as Azerbaijan, Georgia, Moldova, Kazakhstan, Kyrgyzstan and Uzbekistan.

**Conforma N.V.** (www.conforma.be) is a pharmaceutical company based in Destelbergen, Belgium, and specialising in the production and packaging of semi solids and liquids. Its contract manufacturing services range from product formulation and development to delivery of finished product, including small to medium size batches, and clinical trial quantities.

**Enaltec Labs Pvt. Ltd.** (www.enaltec.com) was founded more than ten years ago with the specific objective to develop and produce complex, small volume, technology driven products at competitive prices, thus providing the critical India advantage to generic formu-

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**Giellepi SpA** has developed a range of cutting-edge medical devices and food supplements in different therapeutic areas available under license or on private label basis. Latest developments include an innovative approach for treating vaginal infections, a product for digestive health, a line for pain management and a line indicated to cough and cold. Please contact [sara.dorna@giellepi.it](mailto:sara.dorna@giellepi.it) ...or discuss this opportunity with us at euroPLX 64 Vienna!

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lators across the world. The company's corporate office is located in Mumbai, India.

**Frike Pharma AG** ([www.frike-group.com](http://www.frike-group.com)) is an independent and diversified contract manufacturer for pharmaceutical products (semi solid, fluid forms and suppositories) with five individual production companies in five locations of Switzerland.

**Intertek (Schweiz) AG** ([www.intertek.com](http://www.intertek.com)) is a large, international service provider focused on quality assurance, testing, inspection and certification ser-

vices for a number of industries, including pharmaceuticals: GMP and CMC Laboratory Services, Bioanalysis Services, Regulatory and Toxicology Consulting, Pharmaceutical Auditing, Consumer Healthcare Clinical Trial Services, Pharmaceutical Manufacturing Support. The company is headquartered in Switzerland.

**Kingchem Life Sciences LLC** ([www.kingchem.com](http://www.kingchem.com)) is based in the US and China, and is operating from two distinct divisions in Pharma and Specialty Chemicals to serve the global marketplace with

the best combination of assets, people, and company culture. Kingchem offers wide-ranging chemical capabilities and services to customers around the globe in the Pharmaceutical, Agrochemical, Electronic, Fine and Specialty Chemical industries.

**Reagen Oy Ltd** ([www.rea-gena.com](http://www.rea-gena.com)) is based in Toivala, Finland. The company develops, manufactures, and supplies a large range of products mainly for use in hospitals, clinical laboratories and physician office laboratories, e.g. tests for infectious diseases, reagents, solutions.

**SastoMed GmbH** ([www.sastomed.de](http://www.sastomed.de)) is a German manufacturer of medical devices and wound care products marketed in Germany and exported to various other countries.

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