

# euroPLX Business Developer

Vol. 13 #6 | June | 2017

## Double Value: Reaping the Harvest Even After a Partnering Conference

Most partnering conferences provide value in return for the registration fee until the conference is over, but not beyond. With euroPLX, user account holders can make use of information and contacts as long as they maintain their accounts.

Not many business development managers are aware of and make use of the possibilities that a partnering event offers after a conference. This is astonishing but most probably owing to the fact that conference organisers usually do not provide tools that would allow attendees to make further use of the valuable business information which has been created before and at the partnering conference. For most organisers, the customer benefit ends when the conference is over. The paid-for services have been rendered, the conference has been held, why care about additional benefit?

Conference before, or several of them, you will find the tab „myHistory“ the next time you log in your user account. Click the tab and you will be presented with all euroPLX Conferences which you attended in the past. You will not only be able to access and download all your personal and customised conferences packages but, most importantly, access the online partnering information of previous euroPLX Conferences, use the tools to search for products and technologies, view the names of the attendees and contact them using convenient email templates or writing messages from scratch.

promising meetings results. It should also offer the possibility to exploit the useful stock of contacts and company information that an attendee was unable to consider during the conference. Attendees often make time for a meticulous review of the conference documents after the event only and there should be a possibility to contact the delegates of other companies that they did not have a meeting with.

Not to forget: business development objectives change. If your company decides to look for a new business opportunity, a marketing partner, or a licensing source, a keyword search through the partnering information of all conferences which you attended, and subsequent contacting of the respective delegates is invaluable. The information provided by attendees of a partnering conference keeps its value for quite some time after the conference and it would be a waste if it could not be used anymore. So keeping and using myHistory is an attendee's asset.

The only limitation is caused by the fluctuation of personnel in companies. If a previous attendee leaves the company you won't find the name anymore and will be unable to contact the person.

### BD People on the Move

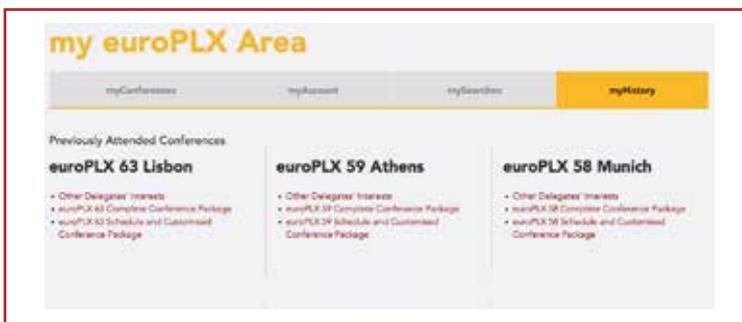
\* BioAxxone BioSciences, Inc.: **Catherine Angell Sohn**, Pharm.D., CLP, most recently senior vice president of worldwide business development and strategic alliances for GlaxoSmithKline plc has been hired to lead Corporate Development, including licensing and global partnering opportunities. (Press Release 20 Apr 2017)

\* Chanelle Medical Ltd.: **Blanca Iglesias**, who has been Senior Business Development Manager, left the company. (Pers Comm 15 Jun 2017)

\* Cipher Pharmaceuticals Ltd.: **Chris Watters**, previously Vice-President of Sales at GlaxoSmithKline, has been appointed to the new position of Vice President, Corporate Development. (Press Release 2 Jun 2017)

\* Institut Curie: **Yann Barrault**, who has been Senior Licensing & Industrial Partnerships Manager, left the company. (Pers Comm 10 May 2017)

\* Mesa Biotech Inc.: **Steven Sepulveda**, most recently served as Head of Sales and Corporate Alliances at Sekisui Diagnostics, has been appointed as Vice President Global Business



But the information created for and at a partnering conference is far too valuable to be left unused after the conference. euroPLX has introduced convenient tools to use this information after a conference, as long as an attendee maintains his user account.

If you have attended a euroPLX

This requires a different view of partnering conferences. Business development is an ongoing process, so why should a partnering platform stop supporting your work when the conference is over?

The reverse is true. The platform should support the necessary post-conference follow-ups on

Development and Channel Management. (Press Release 10 May 2017)

\* ProLung Inc.: **Ryan Snow** has been hired as the Director of Marketing and Business Development. (Press Release 11 May 2017)

## Company News

\* Acquisition: **ADMA Biologics, Inc.** a company that develops, manufactures, and commercializes specialty plasma-based biologics for the proposed treatment of immune deficiencies and prevention of certain infectious diseases, has completed its acquisition of the assets of **Biotest Pharmaceuticals Corporation's** Therapy Business Unit. 7 Jun 2017 ([www.admabiologics.com](http://www.admabiologics.com))

\* Licensing, Distribution: **Array BioPharma Inc.** and **Ono Pharmaceutical Co., Ltd.** signed a license, development and commercialization partnership for Array's late-stage novel oncology compounds, binimetinib and encorafenib. As a result of this agreement, Ono will receive rights to develop and commercialize binimetinib and encorafenib in Japan and South Korea. Under the terms of the agreement, Array will receive an upfront payment of \$31.6 million (¥3.5 billion) and retains exclusive commercialization rights for binimetinib and encorafenib in the United States, Canada and Israel. Array is entitled to receive up to an additional \$156 million (¥17.3 billion) if certain development and commercial milestones are achieved. 31 May 2017 ([www.arraybiopharma.com](http://www.arraybiopharma.com))

\* Acquisition: **Astellas Pharma Inc.** has completed the acquisition of **Ogeda SA** (formerly named Euroscreen SA, a drug discovery company located in Gosselies, Belgium, and Ogeda has become a wholly owned subsidiary of Astellas as of CET May 17, 2017. Under the share purchase agree-

ment executed between Astellas and Ogeda shareholders, Astellas paid EUR 500 million to acquire 100% of the equity in Ogeda. In addition, Ogeda shareholders will become eligible to receive up to EUR 300 million in further contingent payments based on progress in the development of fezolinetant, Ogeda's most advanced clinical program for the treatment of menopausal-related vasomotor symptoms. 17 May 2017 ([www.astellas.com/en/index.html](http://www.astellas.com/en/index.html))

\* Distribution: **Basilea Pharmaceutica International Ltd.** has entered into a license and distribution agreement with **Pfizer Inc.** for Basilea's marketed antifungal Cresemba (isavuconazole) for the treatment of life-threatening invasive mold infections. Pfizer will have the right to manufacture isavuconazole and to exclusively commercialize the drug in Europe (excluding the Nordics), Russia, Turkey and Israel. The company entered a similar agreement with **Avir Pharma Inc.** for Canada. 14 Jun 2017 ([www.basileapharma.com](http://www.basileapharma.com))

\* Acquisition: **Biogen Idec** has completed an asset purchase of **Remedy Pharmaceuticals'** Phase 3 candidate, CIRARA™ (intravenous glyburide). The target indication for CIRARA is large hemispheric infarction (LHI), a severe form

and mortality. Biogen will make an upfront payment of \$120 million to Remedy and may also pay additional milestone payments and royalties. 15 May 2017 ([www.biogenidec.com](http://www.biogenidec.com))

\* Name change: **Cornerstone Pharmaceuticals, Inc.**, a clinical-stage, oncology-focused pharmaceutical company, changed its corporate name to **Rafael Pharmaceuticals, Inc.** 5 Jun 2017 ([www.rafaelpharma.com/](http://www.rafaelpharma.com/))

\* Licensing: **Almac Discovery**, a biopharmaceutical company focused on discovering and identifying innovative therapeutics for the treatment of cancer, and **Debiopharm International SA** announced a collaboration to pursue the development of Almac Discovery's Wee-1 kinase inhibitor program. The Wee-1 kinase is a key regulator of a number of cell cycle checkpoints and inhibition of Wee1 can force arrested cells through the cell cycle leading to cell death. 20 Jun 2017 ([www.debiopharm.com](http://www.debiopharm.com))

\* Licensing and Distribution: **Helsinn Group** and **Purdue Pharma (Canada)** today announce that they have signed a distribution and licence agreement granting Purdue Pharma (Canada) exclusive rights to distribute, promote, market and sell ALOXI® (palonosetron

ing biopharmaceutical company, reports that the Company's name and ticker change from **Cellceutix Corp.** and "CTIX" is effective since June 9, 2017. 9 Jun 2017 ([www.ipharminc.com](http://www.ipharminc.com))

Advertisement - Position Offered



### Senior Business Development Manager and R&D Pipeline Associate

Chanelle Medical a developer & manufacturer of generic products. Chanelle Medical is looking for a Senior Business Development Manager to assist in achieving our sales budget. This position will assist in product selection. This role focus will be on Russian, CIS & Asian markets. The position can be based from home with requirement to travel. At least 5 years in pharma industry, including significant sales & negotiation experience. Contact [ucollins@chanellegroup.ie](mailto:ucollins@chanellegroup.ie)

This is a free service to a euroPLX Community Member.

of ischemic stroke where brain swelling (cerebral edema) often leads to a disproportionately large share of stroke-related morbidity

hydrochloride) in Canada. 6 Jun 2017 ([www.helsinn.com](http://www.helsinn.com))

\* Name change: **Innovation Pharmaceuticals, Inc.**, an emerg-