

Challenges in the antibacterial market Resistance demands action

Executive Briefing

November 14th 2010,
Munich, Germany

Mark your calendar as the dates have been set for the 4th Antibacterial Market Executive Briefing. Join us on November 14th, 14:00 to 18:00, in Munich, Germany to learn why resistance demands action.

Please forward this email to your colleagues who could benefit from participation in this highly focused briefing.

Kind regards,
Ursula Theuretzbacher

Executive Briefing presented by the Center for Anti-Infective Agents (CEFAIA)

Challenges in the antibacterial market Resistance demands action

The economic environment shows signs of recovery including encouraging signals of available venture capital. Challenges are obvious and remain abundant. Yet challenges bring opportunity. In particular, emerging and growing resistance pressure demands action as national and international campaigns consider incentives for antibacterial R&D, regulatory measurement, and influencing partnering incentives. To be successful in the rapidly changing drug development arena requires early knowledge of these powerful influences, market approaches, viewpoints, partnerships, and clinical practices. Be prepared to adapt your antibacterial R&D strategies to a volatile environment!

This Executive Briefing will focus on emerging trends and opportunities and provide you tools to guide strategic decision making as they illuminate influences that will make or break the success of your anti-infective business!

We will address challenges and opportunities for partnership as well as highlight key opportunities in the current market and forward 10 years. We will take an in-depth look at global initiatives to advance antibacterial drug development, national campaigns to curb resistance development, and their consequences for current business models and strategies. We will discuss aspects of regulatory viewpoints, likely political influences on prescribing habits, and the ever changing competitive landscape.

Program:

- * **Current market overview** - facts and figures for the antibacterial market, existing drugs and therapies
- * **Resistance** - dominating the future of antibacterial drugs
- * **The new competitive landscape** - 10 years and beyond
- * **Emerging trends** - global initiatives to curb resistance and promote antibacterial R&D, regulatory strategies
- * **Development & market challenges** - regulatory demands and recent experience,

differentiation in a crowded market

* **Success strategies** - reacting to emerging trends early, attracting investors and partners, flexible business models. Learn from company case histories - transforming major challenges into major success.

Where & When

November 14, 2010, 14:00 - 18:00

The day before the BIO-Europe Conference in Munich, Germany

Who should attend?

Business development professionals in the anti-infective field, CEOs, alliance management professionals, and scientists who have interaction with business development. As networking and discussion is part of the event, you will benefit from the deep experience of other attendees.

Cost: 590€ early bird registration by Sept 30th, 690€ after Sept 30th

Reserve your seat now as attendance is limited!

To register, please send contact details to

u.theuretzbacher@cefaia.com

Ursula Theuretzbacher, Ph.D, Founder, CEnter For Anti-Infective Agents (CEFAIA)

Dr. Theuretzbacher's work to generate research portfolios, discover and assess licensing opportunities, and develop optimal R&D strategies in the anti-infective field has been vital to the business success of numerous start-up and established companies. Dr. Theuretzbacher offers an integrated approach based on scientific expertise, knowledge of the anti-infective market, and international presence to help her clients put in place strategy and tactics to maximize returns on investment. An internationally sought after speaker and author, her highly regarded textbooks, scientific articles, and reviews accepted by leading scientific journals are significant additions to the anti-infective frontier. As an invited speaker and professional organization board member, Dr. Theuretzbacher actively participates at the highest levels of the professional anti-infective communities.

CEnter For Anti-Infective Agents (CEFAIA)

The Center for Anti-Infective Agents (CEFAIA) is a private independent consulting institute that provides high-level support to both start-up and established pharmaceutical and biotech companies worldwide in their pursuit of anti-infective drug development and licensing programs. Founded in 1988 by Dr. Ursula Theuretzbacher, CEFAIA has extensive experience assisting companies to establish research portfolios, assess in-licensing opportunities, and streamline R&D strategy. Based in Vienna, Austria, CEFAIA has established an international reputation as the goto specialist for antibiotics and antifungals in science and business. Our clients include startup, as well as mid-stage and industry leading pharmaceutical companies in Europe, North America, and the Asia with a focus on anti-infective agents.

For more information or to register, please send contact details to u.theuretzbacher@cefaia.com