

Aug 8th , 2010

ICPM 2010 –
Conference Scientific Program
“ New Era in Pharmaceutical Medicine ”

OCTOBER 23, 2010 (Sat) - Day 1

Pre-conference

14:00 – 17:30

Pre-conference workshops

Topics:

- 1 Data and Safety Monitoring Board – roles & functions
- 2 Career development for pharmaceutical physicians

20:00

Welcome reception

Aug 8th , 2010

**ICPM 2010 –
Conference Scientific Program
“ New Era in Pharmaceutical Medicine ”**

OCTOBER 24, 2010 (Sun) - Day 2

Theme: Where are we? Current status in developing new medicines

8:30 – 10:00	<p>Plenary Session</p> <p>Keynote speech on topics of</p> <ul style="list-style-type: none"> - Global R&D Strategy - Drug Development Innovation in China - Academic and Industry Collaborations on Clinical Development 	<p>Chairpersons : L. Su(China), G.Nell (Austria)</p> <p>Jean-Jacques Garaud (Roche) Wang Xiaoliang(CPA, China) DH Lee (Korea)</p>
10:00 – 10:30	Coffee	
10:30 – 12:30	<p>Innovations in clinical development</p> <ul style="list-style-type: none"> - Bridging strategy for different ethnics populations - Opportunities of clinical development in China - Phase 0 studies in oncology: a valuable strategy? - Developing vaccines for chronic diseases 	<p>Chairpersons : YS.Lee (Korea) D.Criscuolo (Italy)</p> <p>J. Powell (China) K. Atkin(AZ, China) G. Guidi(Novartis) D.Criscuolo (Genovax, Italy)</p>
12:30 – 14:00	Lunch & Poster Display	
14:00 – 17:00	<p>1. Regulations and Harmonization</p> <ul style="list-style-type: none"> - EU clinical trials directive; 6 years of experience - Partnership in Harmonization - PMDA role in Japanese environment - Asian regulations as compared to other regions 	<p>Chairpersons : H.Lee (Korea) R.v.Olden (Netherlands)</p> <p>F.Sweeney – EMA HD. Chern (TW) M.Hirata - PMDA H. Lee(Korea)</p>

Aug 8th , 2010

2. Roles of Medical Marketing in today's market place

- Medical marketing activities in China
- The role of emerging markets in medical affairs
- Marketing a global drug in Latin America
- Orphan drugs: an ethical viewpoint

Panel discussion: medical governance

The role of the Chief Medical Officer in the pharmaceutical industry

Chairpersons : M. Wang(China) L.Collia (Argentina)

R. Chen(China)

RP. Dong(US)

L.Collia(Argentina)

Yann Le Cam

Aug 8th , 2010

ICPM 2010 –
Conference Scientific Program
“ New Era in Pharmaceutical Medicine ”

OCTOBER 25, 2010 (Mon) - Day 3

Theme: Issues and Challenges in Drug Development

8:30:00 – 10:00	Plenary session: Different Roles of Different Markets in Developing New Medicines Experiences sharing on clinical developments in Asia, Latin America and USA <ul style="list-style-type: none">- Innovation model of drug development with external partnership- The contribution of LatAm sites- ACRES program	Chairpersons : F. Jiang(China) D.Chee (Korea) F. Jiang(China) G. Kesselring (Brazil) G. Koski (USA)
10:00 – 10:30	Coffee	
10:30 – 12:30	Managing risks <ul style="list-style-type: none">- Risk management plans in drug development- PhV audit and inspection in EU- Pharmacovigilance in the market place	Chairpersons : S. Xue(China), S. Nishuma (Japan) S.Nishuma (Japan) K.Perkins(UK) S. Xue(China)
12:30 – 13:30	Lunch & Poster Display	
13:30 – 15:30	Enhancing the value of medicine 1. Outcome research & Pharmacoeconomics <ul style="list-style-type: none">- The role of large population studies	Chairpersons : JQ Fang (China) J. Schenk (Germany) J. Schenk (Germany)

Aug 8th , 2010

	<ul style="list-style-type: none"> - Defining the value of a new drug - “Pay for results”: is it the right approach? <p>2. Lessons learnt from Oncology Drug Development</p> <ul style="list-style-type: none"> - Accelerating oncology portfolio in Asia - Investigator Perspectives: Opportunity and challenges of running oncology trials in China 	<p>JQ Fang (China) R.van Olden (GSK)</p> <p>Chairpersons : G. Chen(China) JP Deslypere (Singapore) G. Chen(China) Y.Wu(China)</p>
<p>15:30 – 16:00</p>	<p>Coffee</p>	
<p>16:00 – 18:00</p>	<p>Skills & competencies</p> <p>1. Quality and Ethics Consideration</p> <ul style="list-style-type: none"> - How to improve the study quality –from CQA viewpoints - Quality and capability development for Asia Pacific - Health Authority Inspections in China <p>2. Clinical Operations strategies under financial constraints</p> <ul style="list-style-type: none"> - Patient recruitment strategy - Operational excellence to improve efficiency - Managing clinical studies from Singapore 	<p>Chairpersons : DH.Lee (Korea) H. Chen(China) L. Hilton (China) J. North (UK) JJ Li(SFDA, China)</p> <p>Chairpersons : QA Jiao(China) P. Stonier (UK) M.Lim(Singapore) J. Liu(China) JP.Deslypere (Singapore)</p>

Aug 8th , 2010

CPM 2010 –
Conference Scientific Program
“ New Era in Pharmaceutical Medicine ”

OCTOBER 26, 2010 (Tue) - Day 4

Theme: Future drivers

8:30 – 12:00	Plenary Session Topics on new advances in pharmaceutical medicine <ul style="list-style-type: none">- Translational Medicine- Personalized Medicine- Education in Pharmaceutical Medicine in Europe- Education in Pharmaceutical Medicine in USA	Chairpersons : N. Xu(China), F.Buhler (CH) L. Villa(Ludwig Institute, Brazil) JG Shin (Inje University, Korea) F.Buhler (CH) C.Peck (US)
12:00 – 13:00	Closing Ceremony IFAPP General Assembly ICPM 2012 at a glance	