



A|S|A|P® EUROPEAN ALLIANCE SUMMIT

4-5 NOV.2021 • VIRTUAL



Pierre Meulien, Executive Director, Innovative Medicines Initiative
"Accelerating Innovation through Public Private Partnerships"



Kevin Boverie, Intelligence Strategic Relationships Manager, Airbus Defence and Space
"Building an Ecosystem of Partners in the Downstream Segment of the Space Industry"



Dr. Christoph Huwe, CSAP, Director, Strategic Alliance Management, Bayer
"Collaboration of Alliance Management and Business Development across the Alliance Lifecycle"



Frank Grams, SVP Alliance Management & Head BD Europe, Everest Medicines
"Building and Maintaining Alliance Management Functions in Different Environments"



Walid Benzarti, Director for Innovation, Research & Technology, Thales Group
"Building an Ecosystem of Innovation"



Jacques Vermeulen, Director Future Cities, Nokia
"Smart City Ecosystem Frameworks & Strategies"



Stefan Walke, Global Head Alliance Management, Boehringer Ingelheim
"Managing (Academic) Alliances at Discovery Stage - Opportunities and Challenges"



Michal Dunaj, Director Strategic Portfolio & EU Operations, T-Labs, Telekom Innovation Laboratories, Deutsche Telekom
"Antifragility" Enabled by Industry-University Partnership: How T-Labs Academia and Exploration Contribute to Robustness/Resilience of DT"



Søren Bro, Group Director, Head of Ecosystems & Partnerships, Grundfos
"How to Leverage Innovation Vehicles and External Talent to Increase Speed and Innovation"



Julie Little, Associate Director Strategic Alliances, Cancer Research
"Multi-Stakeholder Public-Private Partnerships for Drug Development"



Steve Twait, VP, Alliance and Integration Management, AstraZeneca



Knut Sturmhoefel, PhD, Global Head Alliance Management, Novartis
Building a Community of Alliance Ambassadors to Ensure a Collaborative Culture"



Alessandro Maloberti, Director Partner Ecosystem, STMicroelectronics
"Business Development via Partnership: Semiconductor Industry"



Reza Ghahary, Director Innovation Networks, Evonik
"Facing the Sustainability Shift: The Role of Partnerships across Industries and Sectors"



Mark van Helvoort, Program Manager Public-Private Partnerships, Magnetic Resonance Imaging, Philips
"Healthy Collaborations"



Ard-Pieter de Man, Professor, VU University Amsterdam
"Digital Ecosystems: Orchestrating, Co-Creating and Curating your Online Ecosystem"



Andrea Monaci, Marketing & Strategy Director IT Services, Ricoh
"Digital Ecosystems: Using Platforms to Bring your Partnerships to the Next Level"



Paolo Guglia, Innovation Manager, Fincantieri
"Partnerships to Decarbonize Maritime, a Hard-to-Abate Sector"



Annick De Swaef, CEO, Belgian Road Research Center
"Impact of COVID on Partnership Development, a CEO Perspective"



INTEGRATION, SEPARATION & ALLIANCES
BTD
BEYOND THE DEAL

Day 1, November 4, 2021

08.30 – Welcome and Networking in Lounge

09.00 – **ASAP Introduction**

09.15 – Building an Ecosystem of Partners in the Downstream Segment of the Space Industry

Kevin Boverie, Intelligence Strategic Relationships Manager, Airbus Defence and Space

10.00 – Building and Maintaining Alliance Management Functions in Different Environments

- Challenges in building up and maintaining an Alliance Management function in different environments
- The differences between Big Pharma and Biotech and also between companies in the US/Europe and Asia

Frank Grams, SVP Alliance Management & Head BD Europe, Everest Medicines

10.45 – AstraZeneca Business Development Presentation

Steve Twait, VP, Alliance and Integration Management, AstraZeneca

11.30 – Virtual Networking Break

12.00 – “Antifragility” Enabled by Industry–University Partnership: How T–Labs Academia and Exploration Contribute to Robustness/Resilience of DT

- Long term versus short term partnerships with universities and research institutes.
- Marriage of exploration and creativity combined with DT business processes.
- The corporate research to support strategy and business mission, helping to decrease dependency on 3rd parties, improving technology & products, brand reputation and making the company robust and flexible when facing the disruptions.
- Moreover we need cross-segment anticipation of the future in the widest sense.
- Explore and evaluate possible scenarios on telekom periphery to bring on the market the best one for the company and its customers. The probing (experimental research) phase is particularly important in unknown and uncertain environments

Michal Dunaj, Director Strategic Portfolio & EU Operations, T–Labs, Telekom Innovation Laboratories, Deutsche Telekom

12.45 – Building a Community of Alliance Ambassadors to Ensure a Collaborative Culture and Faster Go-to-Market

- You need an alliance mindset to be Partner of Choice
- Recognize that managing alliances is not (just) a job of “the” Alliance Managers
- Managing our alliances beyond the BD&L alliances
- How to strengthen the alliance culture, competencies, and capabilities in the organization
- Building an enterprise wide AM Community

Knut Sturmhoefel, PhD, Global Head Alliance Management, Novartis

13.30 – Lunch Break

14.30 – Building an Ecosystem of Innovation

Walid Benzarti, Director for Innovation, Research & Technology, Thales Group

15.15 – Managing (Academic) Alliances at Discovery Stage – Opportunities and Challenges

Stefan Walke, Global Head Alliance Management, Boehringer Ingelheim

16.00 – How to Leverage Innovation Vehicles and External Talent to Increase Speed and Innovation

Søren Bro, Group Director, Head of Ecosystems & Partnerships, Grundfos

16.45 – Virtual Networking Break

17.15 – Partnerships to Decarbonize Maritime, a Hard-to-Abate Sector

Paolo Guglia, Innovation Manager, Fincantieri

18.00 – Business Development via Partnership: Semiconductor Industry

The semiconductor devices are key components to create new products. The creation of an ecosystem of Partners is key to reduced development time, create new business opportunities and enter in new markets.

- Semiconductor key building blocks for Innovation
- Partnership Objectives
 - Easy adoption and usage of semiconductor components
 - Reduce risks, development costs and time to market for customers
 - Enter new markets & create new business models
- Key Components for Success
 - Selection of Partners (rules and processes)
 - Digital & Traditional Marketing
 - Create partnership company culture
 - Integration in Business Processes and Tools
- Use cases
 - IoT Development Platforms
 - Preventive Maintenance for Industry 4.0
- How to measure success
 - Marketing KPI
 - Business KPI

Alessandro Maloberti, Director Partner Ecosystem, STMicroelectronics

18.45 – Closing Remarks from the Chair and End of Day 1

Day 2, November 5, 2021

09.00 – Opening Remarks

09.00 – Accelerating Innovation through Public Private Partnerships

Pierre Meulien, Executive Director, **Innovative Medicines Initiative**

09.45 – Multi-Stakeholder Public-Private Partnerships for Drug Development

- New alliance business models for pharma in the drug discovery and development ecosystem
- Working with academics as the innovators
- Relations with charities, consortia, etc.

Julie Little, Associate Director Strategic Alliances, **Cancer Research**

10.30 – Impact of COVID on Partnership Development, a CEO Perspective

- Dealing with the immediate impact of COVID on BRRC's operations
- Strategic realignment with external stakeholders after the first COVID wave
- Increased competitiveness or new era for cross-industry collaborations?
- The urgency for next-generation leadership development

Annick De Swaef, CEO, **Belgian Road Research Center**

11.15 – Virtual Networking Break

11.45 – Smart City Ecosystem Frameworks & Strategies

- Why cities must take an ecosystem approach to smart city projects
- Understand the smart city ecosystem framework and tailor it to your smart city vision
- The key value creators (governments, businesses, communities, citizens)
- The use of digital ecosystems to improve outcomes: safety, health, jobs, environmental quality, energy, transportation, economic development, etc.
- Capability layers: value, innovation, governance, policy & data/connectivity
- Bring to market both physical and digital services for smart cities

Jacques Vermeulen, Director Future Cities, **Nokia**

12.30 – Collaboration of Alliance Management and Business Development across the Alliance Lifecycle

- Causes of alliance failure that can be influenced by collaboration of Alliance Management and Business Development
- Business Development-type tasks handled by Alliance Management throughout the alliance lifecycle for optimal alliance value
- Current alliance model developments and their impact on the interaction between Alliance Management and Business Development

Christoph Huwe, Ph.D., CSAP, Director Strategic Alliance Management, Open Innovation & Digital Technologies, **Bayer Pharmaceuticals**

13.15 – Lunch Break

14.15 – Facing the Sustainability Shift: The Role of Partnerships across Industries and Sectors

Reza Ghahary, Director Innovation Networks, **Evonik**

15.00 – Digital Ecosystems: Orchestrating, Co-Creating and Curating your Online Ecosystem

- Orchestration has become a new buzzword in ecosystem thinking. It sounds good, but what does it mean (if anything)?
- What are pitfalls in managing ecosystems around platforms and how to avoid them?
- What are the unique characteristics of platform based ecosystems and is there still a role for alliance managers when everything moves online?

Ard-Pieter de Man, Professor, **VU University Amsterdam**

15.45 – Virtual Networking Break

16.00 – Digital Ecosystems: Using Platforms to Bring your Partnerships to the Next Level

Andrea Monaci, Marketing & Strategy Director IT Services, **Ricoh**

Closing Remarks from the Chair and End of Summit



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WHY YOU SHOULD ATTEND

Thought Leader Global and The Association of Strategic Alliance Professionals are proud to co-organise our 6th European Alliance Summit. Whether you have a mature corporate alliance and partnership strategy, are looking to benchmark with others in this space (to continually improve your framework and ecosystem), or are at an earlier stage of entering into new alliances and partnerships, this event provides an ideal community for you.

Setting up an alliance management function is an important first step. One must lay the groundwork for the long-term success of both alliances and joint ventures. Often businesses that may have competed in the past must be brought together, and this requires building trust and bridging cultural barriers. Both the research and development side as well as the sales / go-to-market side need to have best-practice in place for the partnership to succeed. Often the most lucrative alliances are in new markets and in emerging market countries. There are significant cultural, HR, legal and operational risks to manage in these partnerships.

Leadership and governance are important focus areas to cover. There is a significant transition period in the creation of an alliance, and a strong transition plan must be put into place. Both innovation and sales results are the key goals of new partnerships. However, companies must encourage a joined workforce to bring about the performance. Trust and cooperation must be embedded to demonstrate this joined workforce. Performance and governance must be adequately implemented and monitored, so that goals are met and value is created. Attend this forum to benchmark how other organisations are managing their alliance strategies; hear their perspectives - both success stories and lessons learned. Utilise this event to learn from their experiences, compare solutions and take away actual strategies that you can use to drive transformation in your enterprise

WHO SHOULD ATTEND:

CEO, CFO, COO, GM, Directors, Managers of: Alliances, Partnerships, Joint Ventures, Corporate Development, Corporate Strategy, External Innovation, M&A, Operations, Indirect Sales, GTM, Open Innovation, R&D, Channel

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