

2017 ASAP European Alliance Summit

Owning Your Ecosystem & Building the Future

November 2–3, 2017 London



Hear from 30 Directors of Strategic Alliances, Partnerships, Ecosystems and Innovation
2 Dedicated Streams of Presentations to Tailor your Agenda

(Several events in 1: a full event for those interested cross-industry Alliance/Partnership Approaches, Partnerships Ecosystems and content for life sciences, technology companies, etc)
Plus an optional CA-AM workshop on November 1st led by Annick de Swaef [event link](#)

Move freely between either stream during the course of the event

GUEST SPEAKERS

Emmanuel De Visscher, VP, Global Alliance Partners, Xerox
Nickolas Meyer, Strategic Alliance Manager, Siemens Building Technologies
Rob Middel, Head of External Alliances, Janssen, Johnson & Johnson
Graham Cross, Director of Innovation and Commercial Alliances, Unilever
Ivo Rutten, Head of Alliances, Philips Lighting
Peter Simoons, Executive Coach, Simoons & Company
Vaibhav Kadikar, Former Head Strategic Partnerships Syngenta
Elke Dittrich-Wengenroth, VP External Innovation Therapeutics, Bayer
Steve Twait, VP, Alliance and Integration Management, AstraZeneca
Emma Barton, Director, Alliance and Integration Management, AstraZeneca
Angela Boyhan, Head, Alliance Management Centre of Expertise, UCB
Sally Wang, VP, Global Alliances & Partnerships, International SOS
John Maltby, Director, Strategy & Partnerships, Control Risks
Celine Carlet, Director, Alliance Management & Business Development, Global Operations, Ferring
Erico Lima, Senior Lead Transaction Manager, DONG Energy
Michael Moser, Alliance Manager, Dassault Systemes

GUEST SPEAKERS

Frank Pohlgeers, Director, Head of New Digital Ecosystem, Deutsche Bank
Juergen von-der-Lehr, Managing Director and Head of Digital Innovation, Deutsche Bank
Hannes Erler, Director Open Innovation Networks, Swarovski
Paul Francis Walvik-Joynt, Engagement Director, Nets
Phil Westcott, Director, IoT Practice & Partnerships, IBM
Lidia Martin Pereda, Senior Director, Partners Management & Integration Office, Almirall
Frederic Bonfils, Corporate Alliance Management Director, Pierre Fabre
Andrew Cox, Senior Director - Corporate Strategic Alliances & Planning, Travelport
Wen Hwa Lee, Director - Disease Foundations Network & Strategic Alliances, Structural Genomics Consortium (SGC), University of Oxford
Ruben Garcia Santos, CSAP, Programme Manager Strategic Partnerships, Novo Nordisk Haemophilia Foundation
Annick de Swaef, President Benelux Chapter, ASAP
Michael Hilsenrath, Strategic Alliance Partner Business Development, Vodafone UK
Jeremy Ahouse, VP Alliances, Merus
Eveline Baumeister, Business Development Manager, Cisco
Amanda Willms, Alliance Management, Johnson & Johnson

Unique Features of this Event:

30 case study presentations from Alliance, Bus Dev and Partnerships Departments (all in-house), **Practical Insights and Unbiased information**

30+ Heads of Alliances, Corporate Partnering, Ecosystems and Business Development.

13+ different countries represented for a **truly global group** of perspectives

10+ different industries represented including **pharma/life sciences**, energy, **technology**, consumer goods, fintech, manufacturing, engineering, consumer goods, telecom, chemical, etc. in two unique streams.

Emerging Trends: Internet of Things (IoT), Cloud, Life Science Ecosystems, Artificial Intelligence, Telecoms, Digital Ecosystems, IP, Startup Partnerships, Financial Services, Energy Industry, Innovation, etc.

“Excellent event. Good to share ideas and network with like-minded European peers”
VP Strategic Alliances, Ipsen

Control Risks & International SOS Bi-Lateral Strategic Alliance Case
IBM The Ecosystem for Artificial Intelligence
Bayer's Partnership Portfolio in Pharma Research
Deutsche Bank Creating a New Ecosystem & Using Digital Platforms to Enter a New Market
Dassault Systemes Digital Ecosystems: Using Digital Platforms to Bring Partnerships to the Next Level
Philips Lighting Case Study on Creating Ecosystems and Alliances
Cisco Alliances Between IT Industry and with Leading non-IT Ecosystems
Xerox Relaunching an Unproductive Alliance and Turning it Around
Tieto How to get Started in Building and Orchestrating an Ecosystem?
Merus The Future of Managing Pharma Alliances
Ferring Managing More Alliances with Less Alliance Managers
UCB Centers of Excellence for Strategic Alliance Relationships
Syngenta Partnerships with Startups
Swarovski The New Logics of Innovation Ecosystems in a Hyper Connected World
Pierre Fabre Setting Up an Alliance Management Function
Siemens Scaling Alliance Management to Cover Multiple Partnerships
AstraZeneca Evolving Your Alliance Management Team as Corporate Priorities and the Portfolio Changes
Travelport's Strategic Partnership Journey (Case Study)
Nets Fintech Partnership Models: Technology and Innovation
AstraZeneca Coordination of Successful Externalisation Transitions
Almirall Build a Community of Alliance Ambassadors
Workshop: Gamification & Organisational Development for Alliances
Structural Genomics Consortium Using Open Source and Risk Sharing
JNJ Managing Complex Alliances to Develop a Vaccine for HIV Infection

“Lots of interesting presentations and insights. Great opportunity for networking which is extremely valuable”
VP Partnership Management, Deutsche Telekom UK

Day One: Thursday, November 2, 2017		
08.30	Registration and Coffee	
09.00	Chairman's Opening Address	
09.15	Case Study of a Large-Scale Bi-Lateral Strategic Alliance: Speakers from Both Parties Presenting their Perspective on the Partnership Sally Wang , VP, Global Alliances & Partnerships, International SOS John Maltby , Director, Strategy & Partnerships, Control Risks	
	Stream A: IT & Technology Ecosystems	Stream B: Lifesciences Alliances & Ecosystems
10.00	Alliances Between IT Industry Leaders and with Leading non-IT Ecosystems <ul style="list-style-type: none"> • Building trusted relationships • Managing alliances life cycles • Scaling and ecosystems evolution Eveline Baumeister , Business Development Manager, Cisco	Big Pharma Ecosystems: How Strategic Alliances Will Look Like in the Future <ul style="list-style-type: none"> • From licensing to alliances • R&D and academia • Bilateral alliances, portfolios and constellations • Ecosystems and the role of technology in them • Transitioning your alliances into ecosystems • Creating your own ecosystem where relevant Rob Middel , Head of External Alliances, Portfolio Delivery Operations, Global Clinical Development Operations, Janssen, Johnson & Johnson
10.45	The Ecosystem for Artificial Intelligence Phil Westcott , Director, IoT Practice & Partnerships, IBM	The Future of Managing Pharma Alliances Good alliance management allows business transactions to proceed under incomplete knowledge. Alliance management will increasingly help organizations handle greater business risk and strike deals with more unknowns by: <ol style="list-style-type: none"> 1. Engaging the complex interplay of functions from multiple parties as they mature from one-off deals to a portfolio of collaborations across all developmental stages and across franchises 2. Navigating the tensions between and developing the skills required for the roles of ambassador, operational manager and alliance leader Jeremy Ahouse , PhD, VP Alliances, Merus N.V
11.30	Morning Coffee and Networking	
	Stream A: Successful Ecosystems and Alliances	Stream B: Complex Alliances and Communities
12.00	How Many Years Does It Take to Change a Lightbulb? How creating a system of strategic alliances and extended ecosystems transformed the Philips Lighting organization from a traditional incandescent lamp based organization into a commercial LED powerhouse. In their presentation, Peter and Ivo will highlight the journey of Philips Lighting's transformation, the role of a non-copyable differentiator, and what type of contracts shape the foundation for the enabling ecosystems and alliances. Ivo Rutten , Head of Alliances, Philips Lighting Peter Simoons , Executive Coach, Simoons & Company	Evolving Your Alliance Management Team as Corporate Priorities & the Portfolio Changes <ul style="list-style-type: none"> • Connect alliance practitioners to share best practice • Upskilling your alliance managers to support other deal types (acquisitions and divestments) • Leveraging 3rd parties to meet surge demand in regulatory and patient safety • Establishing enterprise capabilities to operate as a contract manufacturing organization Steve Twait , VP, Alliance and Integration Management, AstraZeneca
12.45	Creating a New Ecosystem and Using Digital Platforms to Enter a New Market <ul style="list-style-type: none"> • Uncharted territory for alliance functions • Reshaping an entire market by building a strategy for collaboration with its stakeholders • Developing an ecosystem operating model and strategic implementation plan • Launching the ecosystem & bring your future suppliers, customers, developers on board Frank Pohlgeers , Director, Head of New Digital Ecosystem, Deutsche Bank Juergen von-der-Lehr , Managing Director and Head of Digital Innovation, Deutsche Bank	Case Study: Managing Complex Alliances to Develop a Vaccine for HIV Infection <ul style="list-style-type: none"> • Partnering with governments, academia, corporations and NGOs Amanda Willms , Alliance Management, Johnson & Johnson

Exhibits Open

13.30	Luncheon	
	Stream A: Building Ecosystems	Stream B: Innovation Ecosystems
14.30	<p>How to get Started in Building and Orchestrating an Ecosystem?</p> <ul style="list-style-type: none"> Offering solutions with partners <p>Riikka Pyykko, Head of Alliance Coordination, Tieto</p>	<p>The New Logics of Innovation Ecosystems in a Hyper Connected World</p> <ul style="list-style-type: none"> Why and how Innovation is Dramatically Disrupted by Hyper Connectivity and the Digital Revolution New Rules and Challenges for the Utilization of Innovation Ecosystems Logics Learnings and Recommendations from 3 years of Open Innovation Networks Transformation Journey <p>Hannes Erler, Director Open Innovation Networks, Swarovski</p>
15.15	<p>Digital Ecosystems: Using Platforms to Bring your Partnerships to the Next Level</p> <ul style="list-style-type: none"> Experience economy is driving complex partner ecosystems Empowering innovation and co-creation with centralized data access Today's partnerships need to collaborate more closely than ever before Operating the platform for your customer, suppliers and partners to facilitate ease-of-use <p>Michael Moser, Alliance Manager, Dassault Systemes</p>	<p>Bayer's Partnership Portfolio in Pharma Research</p> <ul style="list-style-type: none"> Collaboration models supporting external innovation Flexible approaches to interact with a diverse partner landscape Opportunities and challenges Management and future oriented development of the portfolio <p>Dr. Elke Dittrich-Wengenroth, VP External Innovation Therapeutics, Bayer</p>
16.00	Afternoon Coffee and Networking	
16.30	<p>Setting Up an Alliance Management Function in Your Organization</p> <p>Case study on setting up a new alliance function</p> <ul style="list-style-type: none"> Alliance-enabling your organisation Designing responsibilities and engagement levels Creating ambassadors for an alliance setup <p>Frederic Bonfils, Corporate Alliance Management Director, Pierre Fabre</p>	<p>Using Open Source and Risk Sharing for Drug Discovery</p> <p>Wen Hwa Lee, Director - Disease Foundations Network & Strategic Alliances, Structural Genomics Consortium (SGC), University of Oxford</p>
17.15	<p>Partnerships with Startups</p> <ul style="list-style-type: none"> The startup ecosystems How to partner, invest Which are the most relevant external stakeholders in the startup environment you are targeting Governance of incubating the startup How the framework can be shaped <p>Vaibhav Kadikar, Former Head Strategic Partnerships, Syngenta</p>	<p>Managing More Alliances with Less Alliance Managers</p> <ul style="list-style-type: none"> Improving efficiency and applying governance models to scale successful alliance best practice across multiple partnerships Doing more with less resources and less budget <p>Celine Carlet, Director, Alliance Management & Business Development, Global Operations, Ferring</p>
18.00	Closing Remarks from the Chair and End of Day One	

Day Two: Friday, November 3, 2017

09.00	Chairman's Opening Address	
09.15	<p>Relaunching an Unproductive Alliance and Turning It Around in a Dynamic Business Environment</p> <ul style="list-style-type: none"> • Healthcheck for your Alliance • Uncovering hidden areas of conflict and bringing issues to the surface • Dealing with disruptive evens such as mergers, divestments, restructurings and strategic change <p>Emmanuel De Visscher, VP, Global Alliance Partners, Xerox</p>	
10.00	<p>UCB's Alliance Management Strategy and Key Challenges in Launching the Alliance Management Center of Expertise</p> <p>Partnering is key to UCB strategy and Alliance Management plays a critical role. This presentation will outline UCB's Alliance Management strategy and highlight key challenges in launching the Alliance Management Center of Expertise at UCB</p> <p>Angela Boyhan, Ph.D., VP, Head, Alliance Management Center of Expertise, Patient Value Practices, UCB</p>	
10.45	Morning Coffee and Networking	
	Stream A: Various Types of Partnerships	Stream B: Case Studies and Organisational Development
11.15	<p>Scaling Alliance Management to Cover Multiple Partnerships</p> <ul style="list-style-type: none"> • Extending your alliance practices to include additional products, new markets, other kinds of partnerships • Involving more internal stakeholders while owning the process • Growing the alliance function with limited resources • Forming a centre of excellence <p>Nickolas Meyer, Strategic Alliance Manager, Siemens Building Technologies</p>	<p>Case Study on Travelport's Strategic Partnership Journey</p> <ul style="list-style-type: none"> • Setting up a strategic alliance function in a travel industry technology ecosystem • Forming our alliance framework • Organisational structure & governance • Challenges and lessons <p>Andrew Cox, Senior Director – Corporate Strategic Alliances & Planning, Travelport</p>
12.00	<p>Fintech Partnership Models: Technology and Innovation</p> <p>Paul Francis Walvik-Joynt, Engagement Director, Nets</p>	<p>Workshop: Gamification and Organisational Development for Alliances</p> <ul style="list-style-type: none"> • The power of storytelling techniques • Rewarding team collaboration, using game-like incentives • Online community building with virtual badges and more <p>Annick de Swaef, President Benelux Chapter, ASAP</p>
12.45	<p>Lunch Break</p> <p>See photos from last year's EU Alliance Summit: http://www.thoughtleaderglobal.com/alliance-summit-photos2016/</p>	

	Stream A: Partnership Models and Examples	Stream B: Build a Community of Alliance Ambassadors, Skillsets for Alliance Management and Transitions
14.00	<p>Case Study Presentation on DONG Energy Wind Power Partnership Model</p> <ul style="list-style-type: none"> World leader in offshore wind with 26 years' experience Over EUR 7.5 bn invested by partners alongside DONG Energy over the last seven years Unique partnership model with customized risk/return profile matching the investment strategy of the individual partner Equity partners ranging from pension funds to large scale corporates have become co-shareholders in DONG Energy's offshore wind projects <p>Erico Lima, Senior Lead Transaction Manager, DONG Energy</p>	<p>Building a Community of Alliance Ambassadors to Ensure a Collaborative Culture and Faster Go-to-Market</p> <ul style="list-style-type: none"> Stakeholder engagement process C-level sponsorship and management buy-in Sales force and marketing functional involvement Alliance management and brand implementation for partnership owned brands <p>Lidia Martin Pereda, Senior Director, Partners Management & Integration Office, Almirall</p>
14.45	<p>Partnering at Vodafone: A Case Study</p> <p>Michael Hilsenrath, Strategic Alliance Partner Business Development, Vodafone UK</p>	<p>Coordination of Successful Externalisation Transitions – a practical guide</p> <ul style="list-style-type: none"> Common skillsets required for alliance management and transitions Using deal timings to your advantage Mitigating the common risks to transition Equipping yourself for future transitions <p>Emma Barton, Director, Alliance and Integration Management, AstraZeneca</p>
15.30	Afternoon Coffee and Networking	
16.00	<p>Strategic Alliances in Global Health: The Challenging and Increasing Role of Cross-Sector Alliances in Accelerating and Sustaining Access to Health</p> <p>Ruben Garcia Santos, CSAP, Programme Manager Strategic Partnerships, Novo Nordisk Haemophilia Foundation</p>	
16.45	<p><i>Informal Discussion: Consolidation of Learnings from this Event</i></p> <ul style="list-style-type: none"> Takeaways and action steps to implement on strategic alliance management and partnership strategy Action plans for both mature alliance organisations and companies setting up a new alliance or partnership function Breakout Groups for Lifesciences, IT Industry, Cross-Industry Attendees 	
17.30	Closing Remarks of the Chair and End of Forum	

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- UK VAT is charged at the 20% VAT rate: All bookings include the documentation.
- (Ask ASAP about its optional AM Certification Workshop on November1st)
- If you cannot attend but still wish to observe the slides, order the presentations and participant list
- o ELECTRONIC DOCUMENTATION: £599

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WHY YOU SHOULD ATTEND

Thought Leader Global and The Association of Strategic Alliance Professionals are proud to co-organise our 4th 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 group.

Terms and Conditions:

1. Event Fees are inclusive of materials in the programme and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 6 days from receipt of invoice. Payment must be received before the conference date. A receipt will be issued upon payment. Due to limited conference space, we recommend early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We do reserve the right to refuse admission if payment has not been received on time.
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