



ASAIP® EUROPEAN ALLIANCE SUMMIT

4-5 NOVEMBER 2021

Hybrid Event in Brussels: Attend In-Person
Or Virtually!

Discount until September 24th!



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



Steve Twait, VP, Alliance and Integration Management, AstraZeneca



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



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



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



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



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



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



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



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



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



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



Stefan Walke, Global Head of Contract & Alliance Management, Boehringer Ingelheim
"Managing (Academic) Alliances at Discovery Stage - Opportunities and Challenges (Under Normal and Extraordinary Circumstances)"



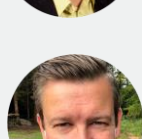
Andrea Monaci, Marketing & Strategy Director IT Services, Ricoh
"Digital Ecosystems: Using Platforms to Bring your Partnerships to the Next Level"



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"



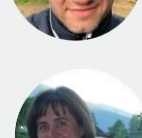
Paolo Guglia, Innovation Manager, Fincantieri
"Partnerships to Decarbonize Maritime, a Hard-to-Abate Sector"



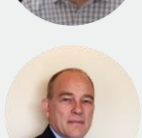
Søren Bro, Group Director, Head of Ecosystems & Partnerships, Grundfos
"How to Leverage Innovation Vehicles and External Talent to Increase Speed and Innovation"



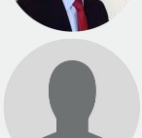
Alistair Dixon, Head of Alliance & Integration Management, UCB
"Expanding the Scope, Role and Remit of Alliance Management to Support and Add Value to all BD / M&A Activities in the Life Science Sector"



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



Holger Liebig, Senior Director, Strategic Partnerships, Parexel International
"The Evolution of Strategic Partnerships in the Pharma/CRO Industry"



Pierre Chehwan, VP Strategic Alliances & Institutional Relations, NAVYA Group



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 – Coffee and Networking

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 3d 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**

- 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

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 (Under Normal and Extraordinary Circumstances)**

Stefan Walke, Global Head of Contract & 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 – Coffee and Networking

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
- Alliances with Government Agencies and Ministries for Drug Development
- Working with academics as the innovators, funded by government agencies
- Relations with charities, patient organisations, consortia, etc.

Julie Little, Associate Director Strategic Alliances, Cancer Research

10.30 – Healthy Collaborations

- Patient health requires machine health
- Industry 4.0 in hospitals
- Predictive maintenance
- Data driven design
- Verification and Validation of AI

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

11.15 – Coffee and Networking

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 – Expanding the Scope, Role and Remit of Alliance Management to Support and Add Value to all BD / M&A Activities in the Life Science Sector

Alistair Dixon, Head of Alliance & Integration Management, UCB

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 – 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

15.45 – Brief Coffee and Networking

16.00 – 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

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

Andrea Monaci, Marketing & Strategy Director IT Services, Ricoh

17.30 – The Evolution of Strategic Partnerships in the Pharma/CRO Industry

While Contract Research Organizations (CROs) go back a long time, strategic partnering between pharmaceutical companies and CROs started over a decade ago. At that time, the industry responded to increasing budget pressures and resource constraints by shifting to more efficient outsourcing of clinical trials and associated services. Since then, a variety of outsourcing models for different settings have been developed. This presentation focusses on the evolution and value of strategic partnering, and examines the benefits, risks and opportunities when implementing different outsourcing models in varying client/CRO settings. How can partnerships be best adapted to help to create innovative solutions to clinical development challenges?

Holger Liebig, Senior Director, Strategic Partnerships, Parexel International

18.15 – Closing Remarks from the Chair and End of Summit



BOOKING: Scan and email this page to:
info@thoughtleaderglobal.com
 or Book Online at the following link:
<https://www.thoughtleaderglobal.com/registerasap>

Name _____
 Position _____
 Organisation _____
 Address _____

 Postcode _____ Tel _____
 Fax _____ Email _____
 VAT # _____

AUTHORISATION Signatory must be authorised to sign on behalf of contracting organisation

Name _____ Position _____
 Signature _____ Date _____

This booking is invalid without a signature

In-Person Discount Tickets (these fees expire Sept 24th:
 then fees increase by €400) add Belgian VAT to the fees

- o Non-Member Fee: €1749 Groups: €1549/person
- o Global Member Fee: €1319 Groups: €1119/person
- o Corporate Member Fee: €1369 Groups: €1169/person
- o Individual Member Fee: €1419 Groups: €1219/person

Virtual Discount Tickets (these fees expire Sept 24th:
 then fees increase by about €200)

- o Member Virtual Ticket: €449
- o Non-Member Virtual Ticket: €649

*Virtual tickets include live stream and available videos
 In-person ticketholders will also receive videos post-event*

*All safety measures will be followed at the venue based on the requirements of Belgium and the venue. Fees do not include Belgian VAT which is 21% and charged.
 An In-person ticket is transferable to colleagues, or can be converted into up to 3 virtual tickets*

Payment is by Invoice or Credit Card

(Please contact us for our bank details)

Credit Card MASTERCARD / VISA / DISCOVER / AMEX
 Payment is required within 5 working days

Card Billing Address _____

City _____ Postcode _____

Card Holder's Name _____

Card No _____

CVC or CVV Number (Last three digits on the back of the card): ____ _

Valid From _____ Expiry date _____

Signature _____

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

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.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge are allowed as long as they are made up to 15 days before the event. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by Thought Leader Global. Cancellations must be received in writing by mail or fax six weeks before the conference is to be held in order to obtain a full credit for any future Thought Leader Global conference. Thereafter, the full conference fee is payable and is non-refundable. Payment terms are six days and payment must be made before the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract, Thought Leader Global will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, Thought Leader Global decides to cancel or postpone this conference, Thought Leader Global is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
4. Client information is kept on Thought Leader Global's database and used by Thought Leader Global to assist in providing selected products and services which maybe of interest to the Client and which will be communicated by letter, phone, fax, email or other electronic means. If you do not want Thought Leader Global to do this please tick this box or simply contact us by email or phone and we will immediately comply with your request. Any information kept is securely stored and is basic information. For training and security purposes telephone calls may be recorded. Any contact from Thought Leader Global to the client is done for legitimate business purposes.
5. Copyright etc: All intellectual property rights in all materials produced or distributed by Thought Leader Global or ASAP in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
6. Important note: While every reasonable effort will be made to adhere to the advertised package, Thought Leader Global reserves the right to change event, dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that Thought Leader Global permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a credit note for the amount that the client has paid to such permanently cancelled event, valid for up to one year to be used at another Thought Leader Global event. No refunds, part refunds or alternative offers shall be made.
7. Thought Leader Global shall have no liability whatsoever for any indirect costs or expenses or any consequential losses howsoever incurred by the customer in any circumstances including for example, loss of profits, lost revenues, lost business opportunity, lost goodwill. Thought Leader Global acts as an organiser and co-ordinator of the event and will sub-contract all presentation duties and all course materials and accepts no liability for the acts or omissions of its sub-contractors or for any aspect of the information, views or data presented at any event
8. Events will be located within suitable conference venues in hotels, conference halls etc. Thought Leader Global will use its reasonable endeavours to ensure that such premises are suitable and appropriate for such events but shall have no liability for accidents, inconvenience, theft, loss, damage, non-availability of facilities, contraction of any illness or virus, or any other difficulty or loss at such event where this is beyond the reasonable control of Thought Leader Global.
9. Governing law: This Agreement shall be governed and construed in accordance with the law of The United States, and the parties submit to the exclusive jurisdiction of Hamilton Country. However Thought Leader Global only is entitled to waive this right and submit to the jurisdiction of the courts in which the client's office is located.