



ASAP[®] EUROPEAN ALLIANCE SUMMIT

13-14 OCT.2022 • AMSTERDAM

Hear from **30 Directors of Strategic Alliances, Partnerships, Ecosystems and Innovation**
Two 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 and other industries)

Move freely between either stream during the course of the event

Carolina Castillo, VP Strategic Alliances & Partnerships, American Express
Sami Istephan, Vice President Global Alliances, BAE Systems Applied Intelligence
Mario Joao, Corporate VP, Partnership Ecosystems, Wood
Anne Høyer, Head of Strategic Partnerships, Danfoss
Roberto Fernandez Hergueta, Head of Digital Ecosystems and Emerging Technologies, NTT Data
Luigi Bonfatti, Senior Director, Global Head, Divestment Business Unit & Strategic Partnerships, GSK Vaccines
Urs Schleuniger, Head of Alliance Management, Roche
Thomas Hainzel, Head of Ecosystem Partnerships, Nokia
Paul Hengeveld, Head of Cloud Ecosystems, Tidwit
Frank Grams, SVP Alliance Management & Head BD Europe, Everest Medicines
Houssain Maada, Global Director Strategic Alliances, Philips
Knut Sturmhoefel, Global Head Alliance Management, Novartis
Murat Akturk, Global Director for Innovations & Partnerships, GE Healthcare
Holger Liebig, Executive Director, Partnership Center of Excellence, Parexel International
Ard-Pieter de Man, Professor, VU University Amsterdam
Derek Wright, Senior Director Strategic Alliances, Signify

Markus Kropf, VP, Head of Global Alliance Management, Merck
Patrick Benz, Senior Director Alliance Management, Janssen
Ekrem Yigitdöl, Managing Director, Open Industry 4.0 Alliance
Julie Edwards, Senior Alliance Manager, Boehringer Ingelheim
Laurent Valroff, WW Global Alliances Lead, Dassault Systemes
Floris van Ommeren, Global Ecosystems Director, Arcadis
Jan Twombly, President, The Rhythm of Business
Stephane Gervais, EVP Strategic Innovation and Partnership, Lacroix Group
Michael Roch, CAAM and Chief Commercial Officer, allianceboard
Jukka Muhonen, Vice President, Global Business Development & Alliance Management, Orion Corporation
Dr. Christoph Huwe, CSAP, Director, Strategic Alliance Management, Bayer
Antoine Vigneau, Senior Director - Biosamples Head of Alliances and Technology, AstraZeneca
David Ashur, Head of Strategic Business Development, Egis Pharmaceuticals
Annick De Swaef, CEO, Belgian Road Research Center
Sophie Lismonde, Lecturer and Co-Managing Partner, Consensa
Tabasum Farzaneh, Senior Strategic Alliances Executive, Cancer Research Technology
Jasper de Gou, Chief Transformation Officer, Dümme Orange

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.

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

9+ different industries represented including **pharma/life sciences**, energy, **technology**, consumer goods, manufacturing, oil/gas, infrastructure, financial services, etc. in two unique streams.

Emerging Trends: Industry 4.0, Internet of Things (IoT), Artificial Intelligence, Life Science Ecosystems, Digital Transformation, Academic Alliances, Digital Ecosystems, IP, Startup Partnerships, Divestments, Energy Industry, Innovation, Emerging Technologies, Sustainability, etc.

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Dassault Systemes Sustainability and Alliances: How to Monetize?
Bayer Collaboration between Alliance Management & Project Management
BAE Systems Building an Alliance Team & Business Model in the Tech Space
Roche, Novartis & Everest Training, Leadership and the Evolving Value of Alliance Management

NTT Data How to Create a Consortium in the Area of Emerging Technologies (with Digital Ecosystems)

Danfoss Importance of a Strong Ecosystem on a Purpose Driven Journey

Dell The Alliance Reboot: Shedding Legacy Relationships for Better Focus
Lacroix Group Case Study: IoTContinuum, a Successful Partnership in the IoT World: Bringing Together the Value Chain with the Right Partners

Egis Pharma Alliances to Strengthen Position in a New Therapeutic Field

Boehringer Ingelheim Supporting Flexible Alliance Structures

American Express Partnerships... What Do They Really Mean and What are the Implications?

Philips Alliance Relationship Management: Health Check Techniques on the Strength and Success of Partnerships

Wood Building an Ecosystem of Innovation

Tidwit Ecosystem Enablement

VU Alliance Capability vs Ecosystem Capability: What's the Difference?

Arcadis Innovative Ecosystem Partnerships (Start-up/Scale-up/Corporate) to Improve the Current Service Offering and to Find New Business Models
The Rhythm of Business Top Five Opportunities for Getting a Little Better Every Day

AstraZeneca Alliance Management during Global Crises: Delivery, Behaviours and Compromises

Janssen, Merck, Orion, GSK Collaboration of Alliance Management & Business Development across the Alliances Lifecycle

Belgian Road Research Center The Importance of Alignment Between Stakeholder Management and Alliance Management in R&D&I

Signify The 7 Deadly Sins of Strategic Alliances

GE Healthcare Digital Ecosystems: Orchestrating, Co-Creating and Curating your Online Ecosystem

Nokia Ecosystem Partnerships Fueling Industry 4.0

Parexel Evolution of Strategic Partnerships in the Pharma/CRO industry

Open Industry 4.0 Alliance Intellectual Property Mgmt in R&D Alliances

Cancer Research Technology An Innovative Drug Discovery Pharmaceutical Alliance Model in the Context of the Launch of Cancer Research Horizons

Swarovski How Companies Work Together in the Age of Innovation

Consensa Be Competitive, Be Collaborative: How to Cultivate Collaborative Behavior in Complex and Interdependent Partnership Relations

Day One: Thursday, October 13, 2022			
08.30	Registration and Coffee		
09.00	Chairman's Opening Address and ASAP Introduction		
09.30	<p>Panel Discussion: Training, Leadership and the Evolving Value of Alliance Management</p> <ul style="list-style-type: none"> • Setting the scene: panelists describe their partnership philosophy and AM model • How to enable your AM model with training (training of AM team vs training stakeholders) (leadership) • AM value contribution <ul style="list-style-type: none"> ◦ What the company brings into the partnership besides IP): depending on the AM business model (AM's relationship with R&D, BD, etc) ◦ Strengthening the strategic part of AM: AM as a facilitator or catalyst ◦ How does AM help business commercial leaders drive their strategy? (shift from bank to front end for AM: a customer engagement model) ◦ Changing commercial models: how different kinds of bus. relationships are becoming alliances <p>Urs Schleuniger, Head of Alliance Management, Roche Frank Grams, SVP Alliance Management & Head BD Europe, Everest Medicines Knut Sturmhoefel, Global Head Alliance Management, Novartis</p>		
10.15	<p>Sustainability and Alliances: How to Monetize?</p> <p>Laurent Valroff, Worldwide Global Alliances Lead, Dassault Systemes</p>		
11.00	Morning Coffee and Networking		
11.30	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; padding: 5px;"> <p>Alliance Relationship Management: Health Check Techniques on the Strength and Success of Partnerships</p> <p>Houssain Maada, Global Director Strategic Alliances, Philips</p> </td> <td style="width: 40%; text-align: center; vertical-align: middle; padding: 5px;"> <p>To be filled</p> </td> </tr> </table>	<p>Alliance Relationship Management: Health Check Techniques on the Strength and Success of Partnerships</p> <p>Houssain Maada, Global Director Strategic Alliances, Philips</p>	<p>To be filled</p>
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12.15	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; padding: 5px;"> <p>Paddling in Sync – Collaboration between Alliance Management and Project Management</p> <ul style="list-style-type: none"> • A key interface for alliance managers, that can be utilized for the benefit of an alliance, is with project management. Along these lines in the session the following topics will be discussed: • Role differentiation of alliance management and project management • Alliance value creation by building and maintaining a collaborative relationship • Examples and experiences from real-life alliances <p>Dr. Christoph Huwe, CSAP, Director, Strategic Alliance Management, Bayer</p> </td> <td style="width: 40%; padding: 5px;"> <p>5 Alliance Management Analytics that Really Matter</p> <p>In this session you will learn:</p> <ul style="list-style-type: none"> -The 5 key alliance management analytics that your alliance function should actively manage across your organization and why they matter -How to best operationalize these analytics for your alliance management team and across your organization -Simple tips to get started building sustainable alliance analytics <p>Michael Roch, CAAM and Chief Commercial Officer, allianceboard Louis Rinfret, Founder and CEO allianceboard</p> </td> </tr> </table>	<p>Paddling in Sync – Collaboration between Alliance Management and Project Management</p> <ul style="list-style-type: none"> • A key interface for alliance managers, that can be utilized for the benefit of an alliance, is with project management. Along these lines in the session the following topics will be discussed: • Role differentiation of alliance management and project management • Alliance value creation by building and maintaining a collaborative relationship • Examples and experiences from real-life alliances <p>Dr. Christoph Huwe, CSAP, Director, Strategic Alliance Management, Bayer</p>	<p>5 Alliance Management Analytics that Really Matter</p> <p>In this session you will learn:</p> <ul style="list-style-type: none"> -The 5 key alliance management analytics that your alliance function should actively manage across your organization and why they matter -How to best operationalize these analytics for your alliance management team and across your organization -Simple tips to get started building sustainable alliance analytics <p>Michael Roch, CAAM and Chief Commercial Officer, allianceboard Louis Rinfret, Founder and CEO allianceboard</p>
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13.00	Lunch Break		

Exhibits Open

14.00	<p>Strategic Alliances to Strengthen Position in a New Therapeutic Field</p> <ul style="list-style-type: none"> • New strategic initiative within the company • Required resources to execute the strategic direction • The rationale of the deal • Business interpretations of this specific deal • Hurdles and solution, lessons learned <p>David Ashur, Head of Strategic Business Development, Egis Pharmaceuticals</p>	<p>Ecosystem Partnerships Fueling Industry 4.0</p> <p>Thomas Hainzel, Head of Ecosystem Partnerships, Nokia</p>
14.45	<p>An Innovative Drug Discovery Pharmaceutical Alliance Model in the Context of the Launch of Cancer Research Horizons</p> <p>Tabasum Farzaneh, Senior Strategic Alliances Executive, Cancer Research Technology Jeremy Carmichael, SVP Corporate Development, Astex Pharmaceuticals</p>	<p>Talkers Talk, We Implement! The Open Industry 4.0 Alliance started the internationalization and scaling of open & interoperable I4.0 solutions. By members, for members and Operators of factories & warehouses Ekrem Yigitdöl, Managing Director, Open Industry 4.0 Alliance</p>
15.30	Afternoon Coffee and Networking	
16.00	<p>Top Five Opportunities for Getting a Little Better Every Day Operational excellence in the fundamentals of alliance management is something every professional strives for—every day. Drawing upon two years of assessments, evaluations, and roundtables, this presentation shares the top five core practices that tend to get overlooked amidst the urgencies of the day. Focusing on getting a little bit better in their execution helps alliance teams:</p> <ul style="list-style-type: none"> • Be more agile • Make better decisions • Have more valuable and productive partnerships <p>Jan Twombly, CSAP, President, The Rhythm of Business</p>	<p>Ecosystem Enablement With growing complexity and scale of Ecosystems, how do you make sure your Ecosystem stays up-to-date on the knowledge and skills they need. Paul Hengeveld, Head of Cloud Ecosystems, Tidwit Christophe Girault, Head of Customer Success, Tidwit</p>
16.45	<p>Alliance Management during a Crises: Delivery, Behaviours and Compromises</p> <ul style="list-style-type: none"> • Defining the reach and impact of the crisis • We need to deliver, the question is WHAT to deliver • You need a partnership to Leverage a Partnership • Understanding, evolving and adapting for success • The need for a longer term memory for continued success <p>Antoine Vigneau, Senior Director – Biosamples Head of Alliances and Technology, AstraZeneca</p>	<p>The Importance of Alignment Between Stakeholder Management and Alliance Management in R&D&I</p> <p>Annick De Swaef, CEO, Belgian Road Research Center</p>
17.30	<p>Be Competitive, Be Collaborative: How to Cultivate Collaborative Behavior in Complex and Interdependent Partnership Relations</p> <p>Sophie Lismonde, Lecturer and Co-Managing Partner, Consensa</p>	<p>Case Study: IoTContinuum, a Successful Partnership in the IoT World: Bringing Together the Value Chain with the Right Partners</p> <ul style="list-style-type: none"> • The benefits of partnership when a topic is too complex, • What are some of the key success factors of partnership across value chain • How a partnership offering can be transformational <p>Stephane Gervais, EVP Strategic Innovation and Partnership, Lacroix Group</p>
18.15	Closing Remarks from the Chair and End of Day 1	

Day Two: Friday, October 14, 2022

09.15	Partnering for Sustainability – the Importance of a Strong Ecosystem on a Purpose Driven Journey	
	Anne Høyer , Head of Strategic Partnerships, Danfoss	
10.00	Positive Influence: The Alliance Professional’s Superpower You have knowledge, insight, and understanding of your partners that no one else does. That gives you the power to guide your alliances to find innovative approaches to overcome differences and align actions, drive decisions, and solve problems. It is simultaneously the most valued skill and the most difficult to master for an alliance professional. This session offers a simple process of inquiry for systematically making use of that knowledge to create value and manage risk. Jan Twombly , CSAP, President, The Rhythm of Business	
10.45	Collaboration of Alliance Management and Business Development across the Alliance Lifecycle <ul style="list-style-type: none"> • Setting the scene from each panelist’s AM model • The role and relationship between AM and BD seen from each panelist’s perspective • The differences between AM and BD leaders • What are the biggest issues seen in your organization? Markus Kropf , VP, Head of Global Alliance Management, Merck Patrick Benz , Senior Director Alliance Management, Janssen Jukka Muhonen , Vice President, Global Business Development & Alliance Management, Orion Corporation Luigi Bonfatti , Senior Director, Global Head, Divestment Business Unit & Strategic Partnerships, GSK Vaccines	
11.30	Morning Coffee and Networking	
	Stream A:	Stream B:
12.00	Supporting Flexible Alliance Structures – Each Partnership is Different and Unique Julie Edwards , Director Alliance Management, Boehringer Ingelheim	Building an Ecosystem of Innovation <ul style="list-style-type: none"> • The approach to Innovation • A new way of working • Your journey to success Mario Joao , Corporate VP, Partnership Ecosystems, Wood
12.45	How Enablement Supports Strategic Alliances Acceleration Marc Rauch , Director Global Strategic Alliances, Dassault Systemes	Innovative Ecosystem Partnerships (Start-up/Scale-up/Corporate) to Improve the Current Service Offering and to Find New Business Models Floris van Ommeren , Global Ecosystems Director, Arcadis
13.30	Lunch Break	

14.30	<p>The Evolution of Strategic Partnerships in the Pharma/CRO industry</p> <p>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?</p> <p>Holger Liebig, Executive Director, Partnership Center of Excellence, Parexel International</p>	<p>The 7 Deadly Sins of Strategic Alliances</p> <p>Derek Wright, Senior Director Strategic Alliances, Signify</p>
15.15	<p>Partnerships... What Do They Really Mean and What are the Implications?</p> <p>Carolina Castillo, VP Strategic Alliances & Partnerships, American Express</p>	<p>Alliance Capability vs Ecosystem Capability: What's the Difference?</p> <ul style="list-style-type: none"> • The new challenges digital ecosystems pose compared to alliances • How to seamlessly integrate your digital ecosystem with your organization • Which alliance capabilities become outdated in ecosystems • A governance framework for digital ecosystems <p>Ard-Pieter de Man, Professor, VU University Amsterdam</p>
16.00	Brief Afternoon Coffee and Networking	
16.15	<p>People and Alliances – How to Set-up and Maintain a Successful Cooperation</p> <p>Jasper de Gou, Chief Transformation Officer, Dümmen Orange</p>	
17.00	Closing Remarks 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 8th 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.
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.
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