

✕ **PHACILITATE:**



TRADE MISSION NAVIGATING ASIA

26-28 JUNE 2018

Tuesday 26th June InterContinental Grand Seoul Parnas

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8.00 *Networking breakfast - please arrive promptly at 8am to be seated at your table*

The strategic Korean advanced therapeutics landscape; why should the West collaborate with Korean partners?

9.00 **Welcome note**
Byeonggun Lee, Vice Chairman, CKD Pharm

9.05 **Key considerations in technology commercialization & market expansion; The western perspectives**
ISCT

9.20 **Strategic attractiveness of Korea to the west: why Korea?**

- Korean advanced therapy landscape
- Market attractiveness and accessibility
- Preclinical & Clinical Development Infrastructure
- Reimbursement

Prof. MD. Sora Park, Inha University School of Medicine

9.35 **The Korean government R&D investment**
Jungwon Kim, General Director, Office of R&D Policy, Ministry of Science & ICT

9.50 **The Korean regulatory environment: understanding the regulations at a practical level**
Daecheol Kim, Director, Biopharmaceutical & Herbal Medicine Bureau, MFDS (The Korean Ministry of Food and Drug Safety)

10.10 **Everything you need to know about establishing business partnerships in Korea**

- The who's who

- Business landscape: who should the west be building relationships with in the Korean advanced therapies sector to establish successful partnerships
- Where can the western companies build value in Korea to aid faster product approvals?

David Kim, CEO, MaSTherCell Korea & Cure Therapeutics Inc

10.35 *Morning Coffee and networking*

Striving towards commercialisation of advanced therapies in Korea; insights into what has been successful in the west

Chair: Hunch Cho, Director, Korea Drug Research Association

11.00 **Market overview US & EU: What direction is the West taking in the advanced therapy market from both a clinical and new technology perspective?**

CGTC

11.20 **Case study- Western Biotech: overcoming the challenges in managing the commercialisation of an advanced therapy product**

- How can we adopt these learning's and apply to the Korean advanced therapies market?
- What does the business model look like?

KITE / Novartis

Partnering Opportunities

11.40 **Korean biotech showcase**

Seungshin Yu, Ph.D., Executive Director, Strategic Business Development, ViroMed Co., Ltd.

11.55 **Western biotech showcase**

12.10 **Korean biotech showcase**

Antonio Lee, Ph.D., Global Head, Business Development, MEDIPOST Co., Ltd.

12.25 **Western biotech showcase**

12.40 **What does a successful vein to vein business model look like in the west; logistics, tracking, traceability and manufacturing under the microscope**

4 separate case studies bought together to represent an idealistic overview of a successful supply chain experience

1.00 **Close of content and networking lunch**

2.00 **3.5 hours of 121 partnering meetings - Pre-scheduled on the Phacilitate networking tool**

5.00 Networking drinks

7.30 Partnering dinner at Phylkyungjae