

# Pharma Law 2010

Update Thailand

November 18-19, 2010 @ Bangkok

THE LANDMARK BANGKOK  
A FIRST CLASS VENUE  
BANGKOK, THAILAND

## DISTINGUISHED SPEAKERS

❖ Respondek and Fan PTE. LTD.

~ Dr. Andreas Respondek

❖ Baker & McKenzie (Thailand)

~ Mr. William McKay

❖ DLA Piper Thailand Ltd.

~ Dr. Chanvitaya Suvarnapunya

❖ AstraZeneca (Thailand) Ltd.

~ Ms. Ajjima Jiravichai

❖ Tilleke and Gibbins International Limited

~ Ms. Radeemada Mungkarndee

❖ BAUMGARTENBRANDT (ASIA) LTD.

~ Ms. Sophia Jaeckel

❖ Weerawong, Chinnavat & Peangpanor Ltd.

~ Mr. Chinnawat Thongpakdee

❖ SIAM PREMIER INTERNATIONAL LAW OFFICE

~ Mr. Edward Kelly

❖ APISITH & ALLIANCE

~ Apisith John Sutham



## IN ASSOCIATION WITH

BAKER & MCKENZIE



RESPONDEK & FAN LTD  
ATTORNEYS AT LAW

Tilleke & Gibbins

a|b  
APISITH & ALLIANCE  
lawyers



BAUMGARTENBRANDT

## MEDIA PARTNER



LAWSON MARSH

*"I hear and I forget. I see and I remember. I do and I understand"*

Confucius

## KEY BENEFITS

- **Innovative Solutions-** A LM events conference is a guarantee of meticulous research into the topic; we come up with innovative ideas and are generally the first in niche fields. We are known, even by our competitors, to be a source of genuinely new ideas rather than 'me too', copycat products.
- **Depth of Knowledge-** Our information products are "narrow and deep" rather than broad and vague allowing our clients to get focused, highly targeted information that adds real value. This also means that networking opportunities are more focused on other like-minded people in smaller forums rather than huge, diffuse gatherings.
- **Tailoring the content to your situation-** Whilst the content is narrow and deep our "open mic" sections allow you to put all the speakers in the hot seat and pose your individual queries.
- **Interaction-** We always aim to allow delegates to intermingle as much as possible with the experts, lunch and breaks are devised to facilitate "getting stuck-in" so you can ask the difficult questions on a one to one basis to the speakers.
- **Panel Discussions-** Many of our conferences reject the traditional conference format in favour of just sitting you down round a table with the authorities on the topics so you can hammer out the issues that interest you.
- **Networking-** Networking opportunities are more focused on other like-minded people in smaller forums rather than huge, diffuse gatherings, so you will meet relevant people in your industry that share common goals and issues.

## WHO SHOULD ATTEND

### Within the pharmaceutical industry;

- Chief Legal Officers
- Head and Directors Legal Department, Legal Policy
- General Counsels
- Managing Counsels
- Assistant General Counsels
- Senior Counsels
- Counsels
- Heads and Directors of Competition Law, Intellectual Property, Patents, Licensing, Litigation from the department of Pharmaceutical, Healthcare, Biotechnology, Life science, EC Competition law, Intellectual Property, Patents, Litigation, Trademarks, Antitrust

### Pre-event Questionnaire

Our priority is to provide for your needs in regards to Pharma Law. To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly where your training needs lie. The completed forms will be analyzed by the trainer to ensure that the course is delivered to fit your requirement. We make sure the course is delivered at an appropriate level and that relevant issue will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

\*For Early Bird & Group Discount

Please contact at [registration@lawson-marsh.com](mailto:registration@lawson-marsh.com)

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## DAY 1 Thursday, 18 November 2010

09.00 **Chairman Opening Speech:**  
Synopsis of the day

12.00 Luncheon

09.15 **Session One**  
2010 Update on Thailand's Compulsory License Policy for Patented Medicines:  
- Recent Developments and Predictions for the Future  
**Mr. Edward J. Kelly**  
**Siam Premier International Law Office**

13.30 **Session Four**  
The best strategies for extending your patent lifecycle  
- Managing a patent filing strategy  
- Identifying and implementing a regulatory and patent extension strategy  
- Creating litigation support teams  
- Assessing potential competition  
- Understanding evidential issues for litigation in each territory

10.00 **Coffee Break**

**Dr. Radeemada Mungkarndee**  
**Tilleke and Gibbins International Limited**

10.30 **Session Two**  
Building and implementing a value-based anti-corruption compliance program in the pharmaceutical industry  
- Why compliance?  
- Objectives of an anti-corruption compliance  
- Assessment of compliance risks  
- Components of an anti-corruption compliance program

14.15 **Session Five**  
The interface between intellectual property rights and competition law:

**Mr. Apisith John Sutham**  
**Apisith & Alliance Ltd.**

**Dr. Ajjima Jiravichai**  
**AstraZeneca (Thailand) Ltd.**

15.00 **Coffee Break**

11.15 **Session Three**  
What to look out for in Licensing Agreements  
- An overview of know how and patent licensing agreements in the pharmaceutical industry.  
  
- Where do we find them, what forms do they take, why do we have them, what should they achieve?  
  
- Points to consider when licensing in (acting as a licensee) and licensing out (acting as a licensor).

**Mr. William McKay**  
**Baker & McKenzie Thailand**

15.30 **Session Six**  
The Sector Enquiry into pharma: latest developments and implications for the industry  
- Why a Sector Enquiry and why now?  
- What has happened so far?  
- What is the Commission really interested in?  
- Who should be involved in helping companies react and respond?  
- What can we do to influence the Commission's thinking?  
- What happens next?

16.15 **End of the Training Program**



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### DAY 2 FRIDAY, 19 November 2010

- 09.00 **Session One**  
Determining a strategy for successful litigation  
-Preparing for and coordinating the litigation  
-Choosing when to use  
-Seeking interim relief  
-The role of declaratory relief  
-Settlements: What to consider?  
**Mr. Chinnawat Thongpakdee**  
Weerawong, Chinnawat & Peangpanor Ltd.
- 10.00 **Coffee Break**
- 10.30 **Session Two**  
Multi jurisdictional and multi party product liability litigation: A practical approach  
-Class actions and consolidated actions: a different approach  
-Managing the aspects of various procedural litigation systems and avoiding conflicts in strategy  
-Evidence proceeding and disclosure obligation: how to protect your company from cross border evidence production?  
-Issues affecting the defense strategy: regulatory and promotional issues, interaction between settlement strategies and ongoing litigation  
-Culture and linguistic challenges
- 11.15 **Session Three**  
International agency and distribution agreements— a Thai law perspective  
-Basic aspects of agency and distribution agreements under Thai law  
-What to consider when setting up international distribution channels?  
-Which law is applicable? Understanding the role of private international law as well as Thai competition law  
-Recent rulings' by the Federal Supreme Court— what to look-out for when negotiating international agency and distribution agreements  
**Dr. Chanvitaya Suvarnapunya**  
DLA Piper Thailand Ltd.
- 12.00 **Luncheon**
- 13.30 **Session Five**  
Non-Disclosure and Confidentiality Agreements in Healthcare  
**Dr. Andreas Respondek**  
Respondek and Fan PTE. Ltd.
- 14.15 **Session Six**  
Panel Discussion: Challenges around State Procurement Contracts  
-Assessing risk  
-Working with commercial terms  
-Negotiating one-sided terms  
-The role of Industry Associations in this process
- 15.00 **End of the Conference**

#### Acknowledgement

I would like to thank all the leading visionaries, solution providers, associations, operators, end-users and delegates within the industry from Thailand and around the world who have contributed to and supported the Pharma Law 2010 Update Thailand. I would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of Lawson-Marsh we hope you have a rewarding, enjoyable and productive time. I personally look forward to meeting you all and working with you at our future conferences planned in 2011. See you in November.

- Project Manager

#### About Lawson-Marsh Media Group

Lawson-marsh is an integrated international Conference & Exhibition solution company with one stop service. Lawson-marsh provides professional event management services to clients in various industries, medical industries, architecture, IT, government sectors, produces international business events, conferences, summits and meetings with highly targeted audiences.

"In Lawson-marsh, you have our full attention"



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### REGISTRATION FORM

Fill in the form in BLOCK LETTER and fax it back at **+66 (0)2 940 2484** or [navalerd@lawson-marsh.com](mailto:navalerd@lawson-marsh.com) Lawson-Marsh Events Co., Ltd will confirm and inform the registration number after we received all your information. If you did not get any confirmation please contact Lawson-Marsh Events Co., Ltd immediately.

#### Registration

Registration Fee	Early Bird Rate Until September 30, 2010	Regular Rate Until November 07, 2010	Onsite Rate After November 07, 2010
<input type="checkbox"/> Delegate	<input type="checkbox"/> 20,000 THB	<input type="checkbox"/> 25,000 THB	<input type="checkbox"/> 35,000 THB
Add VAT ( 7%)	1,400 THB	1,750 THB	2,450 THB
Deduct Withholding Tax ( 3%)	600 THB	750 THB	1,050 THB
<b>Total</b>	<b>20,800 THB</b>	<b>26,000 THB</b>	<b>36,400 THB</b>

\* Group Registration (minimum 10 person) please contact **Lawson-Marsh Events Co.,Ltd Tel: +66 (0) 2 940 2483 Fax: +66 (0) 2 940 2484**

Please fill in and use (√) for your information. Please complete all your information

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1. Lawson-Marsh Events Co., Ltd will confirm receipt of payment via E-mail, *please bring confirmation letter for your convenience*
2. Please arrive the conference venue at least 30 minutes prior to your designated session for registration. We reserve the right to cancel or transfer your reserved seat to others after the session begins without any refund.
3. Full payment to be made within 15 days of signing the agreement.
4. After signing the registration 40% of the full registration will be retained.
5. Cancellation Four Weeks before the event , the client will be refund 60%. After that period no refund.

#### For Partnership Opportunities

There are a number of ways we can help your company market its products and services. Please feel free to contact **Mr. Sakib Nazmus** at [nazmus.sakib@lawson-marsh.com](mailto:nazmus.sakib@lawson-marsh.com) and for more information.