



Updated: 16 January, 2025
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please download agenda on
conference website

3rd Edition

Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars

- The biggest PPM conference focused on Generics in Europe

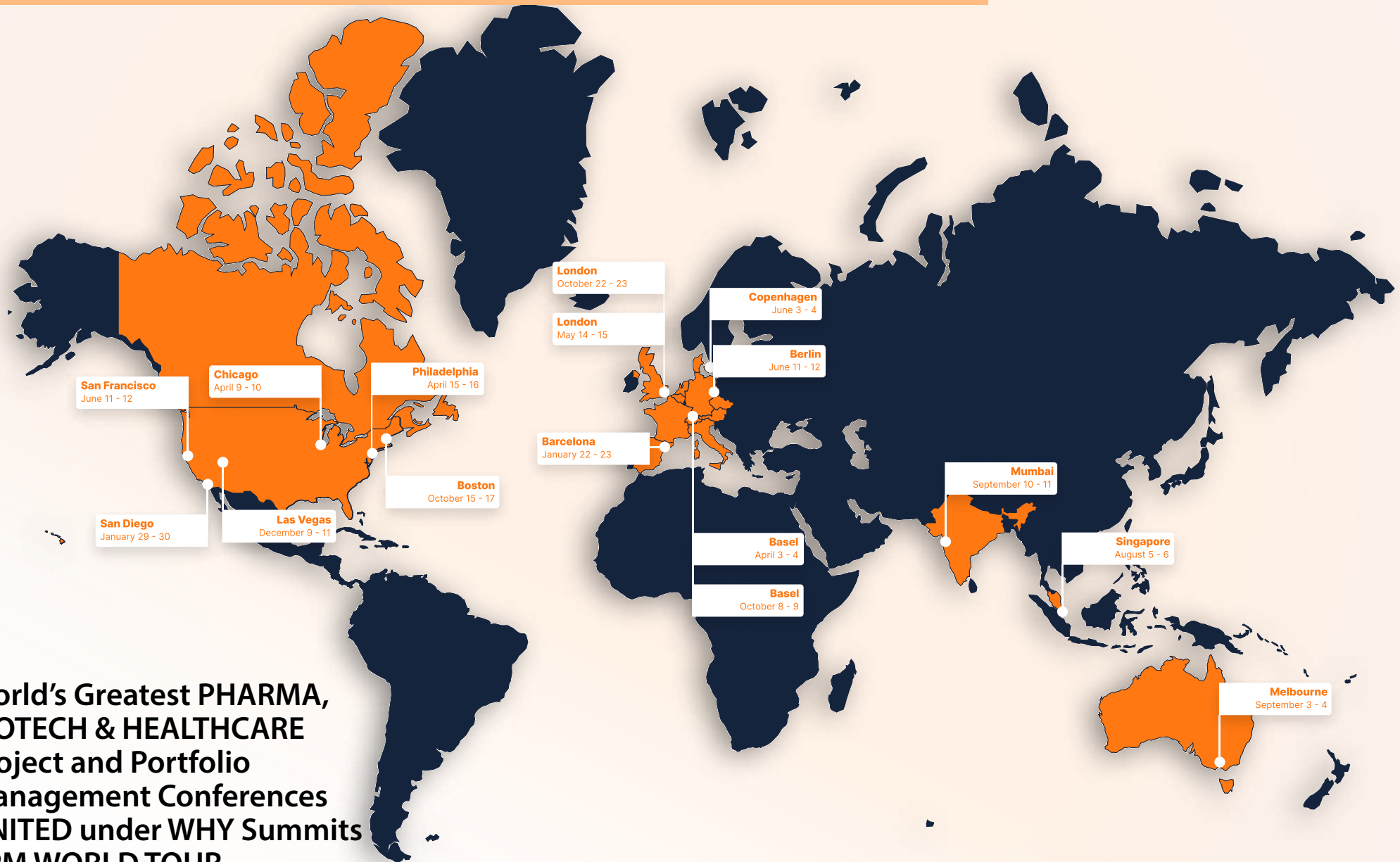


Barcelona | Spain



January 22 - 23 | 2025
in-person event

2025 PPM Summits Worldwide



World's Greatest PHARMA,
BIOTECH & HEALTHCARE
Project and Portfolio
Management Conferences
UNITED under WHY Summits
PPM WORLD TOUR

"ALWAYS BE CURIOUS"

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Conference Themes



Wednesday

January 22, 2025

Global vs. Emerging Market Opportunities

PM's role in Product Development

Going on Market – What to be Focused on?

Artificial Intelligence in Generic Formulation Projects
– The Future of Pharma

Thursday

January 23, 2025

Business Development and Outsourcing

Strategic Partnerships for Economic Growth

Stakeholder Management Skills

Hands on Learning Sessions

Reasons to attend



Friendly and highly stimulating atmosphere in a smaller circle (around 150 attendees per conference)



Fun icebreaking social events every evening with delegates, speakers and sponsors of the event



Creative and inspiring platform for fruitful discussion



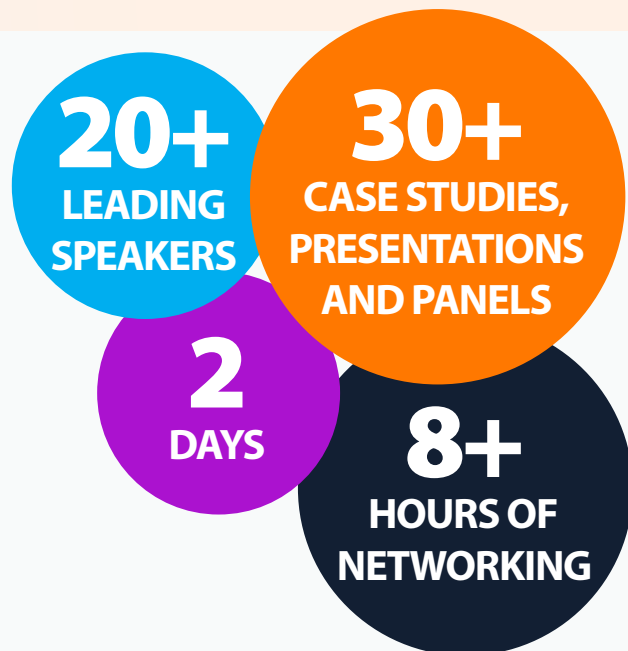
Workshops and Roundtables for a deeper dive into important topics in the Pharma industry now



Sharing new ideas and building strong connections



Big & SME Pharma and Biotech companies



Testimonials



"An event where everyone could participate in the conversation. Great mix of Panel discussion, round table and presentations that give the ability to network and meet everyone in the room."



Kelly Keen

Global Project & Portfolio Manager

Testimonials



Christine Weitbrecht



The careful selection of attendees made for a great exchange of ideas and best practices as well as many insightful conversations, especially at the afternoon roundtables. Looking forward to the next round at Why Summit in Munich 2025!



Konstantinos Chatzivarytis



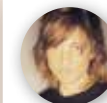
Last week there was an interesting and unique pharma conference in Munich: Global Project Management, Portfolio planning and Partnership for Generics. A shout-out to everyone that participated and attended my Lego workshop through which we explained the importance of managing our stakeholders, how we effectively communicate with them and how to make a team understand its mission and vision to motivate them and give them purpose. It was great being part of this conference and getting to meet pioneers of our field.



Anna Shestakova, MBA



Asking WHY? is a good way of staying hashtag#agile alongside career maturity. Why Summits encourages being curious, creating very open and inspiring atmosphere for professional talks. This time at 2nd PPM for Generics I was delighted to synchronize watches with passionate experts in Portfolio, Project and Business Development to a) see that the outstanding challenges and questions are the same (apart from war, of course) and b) what's more important - to get insights and ideas for future hashtag#growth!



Ana Gavaldá



Conferences like these offer a unique opportunity for industry professionals to exchange knowledge, network, and stay abreast of the latest trends and developments shaping the generics market. Hopefully, you gained valuable insights and connections to further enhance your work in this field.



Ahmed Saeed



It was a delight to participate as a speaker at the 2nd Global Project Management, Portfolio Planning & Partnerships for Generics conference hosted by Why Summits in Munich. The conference also provided a wonderful opportunity to connect with many brilliant minds in the pharmaceutical generic sector, allowing me to expand my network with numerous talented and knowledgeable professionals.



Guillermo Ducay de la Riva



It was truly my pleasure to be a part of this event, and I look forward to implementing the newfound wisdom and learnings into my daily work!

Industry Pioneers Attending From



Dear Colleague,



Navigating the complex world of generics & biosimilars requires exceptional portfolio prioritization, agile capacity management, resource allocation, and business development. To help you excel in this ever-changing landscape, we're excited to present a 2-day conference packed with in-depth content, interactive discussions, and valuable networking opportunities at the annual Global Project Management, Portfolio Planning and Partnerships for Generics Conference.

Join us in Barcelona, where industry leaders and fellow executives will come together at the nexus of science, business, and operations to advance Generic Formulation Projects, Business Development, and Strategic Partnerships. By attending, you'll gain cutting-edge tools, insights, and organizational strategies to enhance your strategic decision-making, optimize portfolio prioritization and resource planning, and foster value and resilience in your organization.

Here's what you can expect at the conference:

- Engage in dynamic, interactive discussions with industry experts and peers.
- Discover innovative solutions and strategies to tackle today's strategic partnership challenges.
- Build lasting connections with fellow executives and thought leaders in the field.
- Gain access to exclusive insights, tools, and best practices to optimize your decision-making process.
- Don't miss this unique opportunity to elevate your stakeholder management skills and network with key decision-makers.

Mark your calendar and join us for this game-changing event that will redefine your approach to project, program, and portfolio management in the generics industry

We look forward to seeing you in Barcelona!
Best regards,

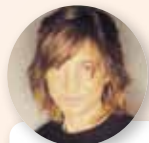
A handwritten signature in blue ink that reads "Andrea Beneová". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Andrea Beneová
Event Producer

Speakers and Panelists



Alla Kot
Chief Representative Officer
Farmak



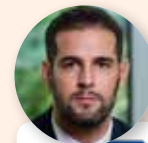
Ana Gavalda
Founder & CEO
Annion



Darina Iordanova
General Manager



Dave Lampard
Lifecycle and Portfolio Director
Aspire Pharma Ltd



David Ashur
Head of Strategic Business Development
Egis Pharmaceuticals



Deepak Murpani
CSO & COO
Andersen Pharma Poland



Devendra Ridhurkar
CEO
RidNova Pharmaceuticals



Elisabet Thorgeirsdottir
Head of Global Portfolio Coordination
Polpharma Group B.V.



Joan Ramon Cucarull-González
IP expert
Grupo Ferrer Internacional



Kamil Mroz
Senior Director, Project Management Advisor
GSK



Manuel Heim
Managing Director
M&L Consulting Services GmbH



Michelle Bridenbaker
Global Medical Information Lead
Recordati



Pablo Magnani
Chief Operating Officer
Towa International



Yann Barrault
Director Business Development
Luye Pharma



Sayan Sarkar
Head of Global Digitalization & AI
Tiefenbacher Group



Sigurdur Dadi Sigfusson
Vice President Business Development
Strides Pharma International AG

Agenda

Day1

GLOBAL VS EMERGING MARKET OPPORTUNITIES

9:00 **KEYNOTE:** UNLOCKING GLOBAL OPPORTUNITIES: A COMPREHENSIVE GUIDE TO SCALING YOUR GLOBAL SUCCESS
How to react quickly to market changes, deliver new products faster, and validate business decisions.
Manuel Heim, Managing Director, **M&L Consulting Services GmbH**

9:30 **CASE STUDY + WORKSHOP:** PORTFOLIO OPTIMIZATION FOR COMPANIES TARGETING GENERIC AND VALUE-ADDED MEDICINES. (60 MIN)
1. Portfolio Management: a holistic approach. Essentials of portfolio management. How to implement the role efficiently in the organization.
2. The generic industry landscape: Challenges and opportunities.
3. How to establish a strong generic portfolio.
4. Moving to VAMs-505(b)2 developments? Challenges and opportunities
5. **Interactive workshop:** How to evaluate and select Value Added Medicines. Identifying the value.
Ana Gavaldá, Founder & CEO, **Annion**

10:30 NETWORKING BREAK

PM's ROLE IN PRODUCT DEVELOPMENT

11:00 **CASE STUDY:** 505(B)(2) HYBRID DRUG OPPORTUNITIES
There is great potential in the 505(b)(2) pathway. The key is being selective and strategic about which products to develop, and then creating a careful plan for submission and launch

- How can companies successfully harness the potential of the 505(b)(2) pathway?
- How to evaluate the potential for 505(b)(2) products?
- What are the essentials for the right planning and strategy for 505(b)(2) products to increase the potential for strong sales and ROI?

Devendra Ridhurkar, CEO, **RidNova Pharmaceuticals**



17:30

NIGHT BEFORE THE EVENT - MEET & GREET

Welcome to our event! We are so honored and grateful to have you with us!

Come and join us for some drinks, where you will be able to do an early bird registration along with some firsthand networking! All the delegates will start arriving and we will all have a chance to get to know one another - the sooner the better. Drinks, conversations, handshakes, smiles, hugs, whether with your old or new friends from the industry - everyone is welcome!

11:30 **PANEL DISCUSSION:** OPPORTUNITIES AND CHALLENGES FOR DIFFERENT GENERIC DRUG TYPES

What Project and Portfolio Managers need to do to succeed in markets of different Generic drug types. We discuss the opportunities these markets are providing, what are the major challenges, and how to tackle them.

- Oral Solids
- Biosimilars
- Respiratory Products
- Sterile Injectables
- OTC

Darina Iordanova, General Manager
Devendra Ridhurkar, CEO, **RidNova Pharmaceuticals**
Ana Gavaldá, Founder & CEO, **Annion**

12:00 LUNCH BREAK

GOING ON MARKET – WHAT TO BE FOCUSED ON?

13:00 **KEYNOTE:** THE CHALLENGE OF GENERICS IN EUROPE
The generics sector in Europe faces critical challenges that threaten its sustainability. These challenges include price pressure, reduced margins, inflation impact and the lack of an infrastructure capable of self-supplying the entire supply chain necessary for its production. In addition, the high dependence on active ingredients and excipients from Asia, along with global logistical problems, is significantly increased costs. The situation is aggravated by the regulatory disparity between European countries and the absence of adequate incentives, especially in countries such as Spain. To guarantee the sustainability of the industry and continue to provide accessible, quality drugs, it is essential to harmonize European regulations, strengthen local production and develop effective support policies, as well as to promote European alliances between private companies and public entities.
Pablo Magnani, Chief Operating Officer, **Towa International**

Day1

ARTIFICIAL INTELLIGENCE IN GENERIC FORMULATION PROJECTS – THE FUTURE OF PHARMA

13:30 **WORKSHOP: AI IN HEALTHCARE (60MIN)**

1. Timeline of AI in healthcare
2. Recent AI technology advancement that breaks entry barrier
3. AI platforms – Use, **don't build (with examples)**

Sayan Sarkar, Head of Global Digitalization & AI, Tiefenbacher Group

14:30 NETWORKING BREAK

15:00 **ROUNDTABLE DISCUSSIONS (60 MIN)**

2 SETS OF ROUNDTABLE DISCUSSIONS

(each delegate can choose to attend 2 discussions; see the topics on next page)

16:00 **THAT'S A WRAP!**

But we still have something special and exciting planned! No need to rush to the train station or the airport, we still have some fun things planned for you!

EVENING NETWORKING PROGRAM - SPONSOR INVITES ONLY

Something is cooking up for the passionate, restless and energetic ones! We have a special experience planned for you, and we wouldn't want you to miss what will be an unforgettable evening!

Day 1 Roundtable Discussions

2 SETS OF ROUNDTABLE DISCUSSIONS

(each delegate can choose to attend 2 discussions)

1) **GENERIC COMPETITION IN EUROPE: STRATEGIES FOR ECONOMIC SUSTAINABILITY**

Pablo Magnani, Chief Operating Officer, Towa International

2) **PM'S ROLE IN PRODUCT DEVELOPMENT**

Deepak Murpani, CSO & COO, Andersen Pharma Poland

3) **BIOSIMILARS – OPPORTUNITIES, CHALLENGES, AND OUTLOOK**

Yann Barrault, Director Business Development, Luye Pharma

4) **REGULATORY CHALLENGES WITH FOCUS ON EMERGING MARKETS**

Devendra Ridhurkar, CEO, RidNova Pharmaceuticals

5) **EMERGING MARKETS – WHERE ARE THE OPPORTUNITIES**

Darina Iordanova, General Manager

Alla Kot, Chief Representative Officer, Farmak

Manuel Heim, Managing Director, M&L Consulting Services GmbH

Day2

BUSINESS DEVELOPMENT AND OUTSOURCING

- 9:00 **KEYNOTE:** CRAFTING EFFECTIVE PATENT LITIGATION STRATEGIES FOR GENERICS AND BIOSIMILARS
Uncover the intricate web of patent litigation within the realm of generics and biosimilars through this session. Gain a comprehensive understanding of navigating complex legal procedures and discover techniques to effectively address challenges reducing litigation risks. Discover the power of crafting innovative intellectual property strategies to unlock market potential and thrive in the fiercely competitive arena of generics and biosimilars.

Joan Ramon Cucarull-González, *IP expert*, **Grupo Ferrer Internacional**

- 9:30 **PANEL DISCUSSION:** HOW TO UTILIZE BD FOR SUCCESSFUL PARTNERSHIPS – TIPS & TRICKS
Gain valuable insights from a real-world examples that delve into the journey of a generics company in establishing and maintaining successful partnerships. Uncover the critical role of Business Development in identifying, evaluating, and structuring partnerships. Learn how to align BD strategies with PPM objectives to identify the right partners and opportunities.

Darina Iordanova, *General Manager*

Elisabet Thorgeirsdottir, *Head of Global Portfolio Coordination*, **Polpharma Group B.V.**

Masoud Yaghoubian, *Pharma Director – International*, **Fresenius Kabi**

Sigurdur Dadi Sigfusson, *Head of Business Development*, **Strides Pharma International AG**

Yann Barrault, *Director Business Development*, **Luye Pharma**

- 10:00 **CASE STUDY:** HOW START-UPS AND BUDDING PHARMAS ARE CONTRIBUTING TO GROWTH OF WELL-ESTABLISHED BIG PHARMA
- Few case studies
 - Make or buy - don't be limited by capacity or capabilities of your internal R&D limits
 - Agility is the need of the hour in generic industry today

Deepak Murpani, *CSO & COO*, **Andersen Pharma Poland**

- 10:30 NETWORKING BREAK

STRATEGIC PARTNERSHIPS FOR ECONOMIC GROWTH

- 11:00 **PANEL DISCUSSION:** POWER OF OUTSOURCING
Examine the advantages and drawbacks of outsourcing and insourcing strategies in the context of generic and biosimilar development. Discuss decision criteria to determine when to outsource specific project components and when to keep processes in-house. Discuss key considerations for selecting the right partners, negotiation tactics, and building mutually beneficial relationships. Explore how external expertise, specialized equipment, and advanced technologies from CROs can drive breakthroughs in research, development, and manufacturing.

David Ashur, *Head of Strategic Business Development*, **Egis Pharmaceuticals**

Elisabet Thorgeirsdottir, *Head of Global Portfolio Coordination*, **Polpharma Group B.V.**

Deepak Murpani, *CSO & COO*, **Andersen Pharma Poland**

STAKEHOLDER MANAGEMENT SKILLS

- 11:30 **INTERACTIVE INTERVIEW:** EXPLORING THE ESSENTIAL SOFT SKILLS FOR EFFECTIVE STAKEHOLDER MANAGEMENT IN PPM
Unlocking Stakeholder Success: Essential Soft Skills for Effective Management. Explore the critical soft skills required to navigate and influence stakeholder dynamics. Learn how to master communication, emotional intelligence, conflict resolution, and relationship-building techniques. Acquire the tools to cultivate lasting partnerships, mitigate challenges, and steer projects towards success by harnessing the power of interpersonal skills.

Alla Kot, *Chief Representative Officer*, **Farmak**

Elisabet Thorgeirsdottir, *Head of Global Portfolio Coordination*, **Polpharma Group B.V.**

- 12:00 LUNCH BREAK

- 13:00 **AFTERNOON ASK'N'LEARN ROUNDTABLE DISCUSSIONS (60MIN)**
2 SETS OF ROUNDTABLE DISCUSSIONS
(each delegate can choose to attend 2 discussions; see the topics on next page)

- 14:00 NETWORKING BREAK

HANDS-ON LEARNING SESSIONS

- 14:30 **WORKSHOPS**

A. REAL-WORLD USE OF AI IN LIFE SCIENCES

We will examine three strategies PMOs can use to raise productivity:

- Help frame the options available for AI in industry – with a case example in Medical Affairs & Patient Engagement
- Discuss concretely a 4-step model that will allow for greater success in the implementation of AI
- An opportunity to visualize your own AI project and receive feedback from the workshop attendees

Michelle Bridenbaker, *Global Medical Information Lead*, **Recordati**

B. AGILE IMPLEMENTATION IN DRUG DEVELOPMENT

Kamil Mroz, *Senior Director, Project Management Advisor*, **GSK**

- 15:30 THAT'S A WRAP!

Day2

Day 2 Roundtable Discussions

2 SETS OF ROUNDTABLE DISCUSSIONS

(each delegate can choose to attend 2 discussions)

1) TO OUTSOURCE OR NOT TO OUTSOURCE

David Ashur, *Head of Strategic Business Development*, **Egis Pharmaceuticals**

2) IP STRATEGIES FOR GENERICS AND BIOSIMILARS

Joan Ramon Cucarull-González, *IP expert*, **Grupo Ferrer Internacional**

3) BUSINESS DEVELOPMENT SKILLS

Alla Kot, *Chief Representative Officer*, **Farmak**

Sigurdur Dadi Sigfusson, *Head of Business Development*, **Strides Pharma International AG**

4) BUILDING TOP NOTCH ALLIANCE NETWORKS

Dave Lampard, *Lifecycle and Portfolio Director*, **Aspire Pharma Ltd**

2025 PPM Summits Worldwide

- 
- 1** 22 - 23 January, BARCELONA
28th European Pharma and Biotech Project, Program and Portfolio Management Conference
 - 2** 22 - 23 January, BARCELONA
3rd Global Project Management, Portfolio Planning And Partnerships For Generics & Biosimilars
 - 3** 29 - 30 January, SAN DIEGO
American Strategic Portfolio Management in Life Sciences – West Coast
 - 4** 19 - 20 March, MUNICH
4th Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars
 - 5** 26 - 27 March, TORONTO
5th Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars
 - 6** 3 - 4 April, BASEL
29th European Biopharma Project Program and Portfolio Management Conference
 - 7** 9 - 10 April, CHICAGO
2nd American Medical Device Project & Portfolio Management Conference
 - 8** 15 - 16 April, PHILADELPHIA
24th American Pharma and Biotech Project, Program and Portfolio Management Conference
 - 9** 14 - 15 May, LONDON
European Strategic Portfolio Management in Life Sciences
 - 10** 3 - 4 June, COPENHAGEN
Biopharma PPM in Clinical Research and Development Summit Edition
 - 11** 11 - 12 June, BERLIN
2nd European MedTech Summit 2025 - Medical Device Project & Portfolio Management Conference
 - 12** 11 - 12 June, SAN FRANCISCO
25th American Pharma and Biotech Project, Program and Portfolio Management Conference
 - 13** 5 - 6 August, SINGAPORE
Asian Pharma and Biotech Project, Program and Portfolio Management Conference
 - 14** 3 - 4 September, MELBOURNE
Pharma and Biotech Project, Program and Portfolio Management Conference
 - 15** 10 - 11 September, MUMBAI
3rd Strategic Project, Program and Portfolio Management Conference for Pharmaceuticals
 - 16** 24 - 25 September, NEW JERSEY
7th Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars
 - 17** 8 - 9 October, BASEL
30th European Pharma and Biotech Project, Program and Portfolio Management Conference
 - 18** 15 - 17 October, BOSTON
26th American Pharma and Biotech Project, Program and Portfolio Management Conference
 - 19** 22 - 23 October, LONDON
31st European Pharma and Biotech Project, Program and Portfolio Management Conference
 - 20** 9 - 11 December, LAS VEGAS
2nd Annual PPM TOOLBOX SUMMIT

Our Partners



Sponsorship



Additional sponsorship opportunities are available for those who wish to further customize their involvement.

Exhibiting

With a large and senior audience and decision makers, thoroughly selected, exhibiting at any Summit at 2024 PPM SUMMIT WORLD is a popular sponsorship option with great value for solution providers.

Sponsorship includes:

- Selected Summit Three Access Passes
- Exhibition space
- Helping to prearrange face to face meetings with selected participants

Dinner Sponsorship

2024 PPM SUMMIT WORLD TOUR will host a series of dinners. These dinners bring together thoughtfully selected groups of 15-20 peers from established pharma, biotech, healthcare, and medtech companies. The dines start with a 30 minute networking reception followed by a 60 minute seated dinner, with the option for participants to remain afterward to continue networking.

- Selected Summit Three Access Passes
- 30-minute reception, and 60 minute seated dinner

Speaking

Limited speaking opportunities are available for our sponsoring partners to demonstrate the expertise of their organization. Be sure to ask about these early so we can ensure your presentation flows seamlessly with the overall content. Speaking sponsorships has several options – keynote presentations, case study presentations, expert presentations, panel discussions, workshops or roundtable leadership. Speaking opportunities are available for experts in the field of Project and Portfolio Management, Contract Management, Consultancy, CMO, CRO, Data Management and Intelligence, Artificial Intelligence, Robotics, IoT and Digital Innovations.

Contact us

Updated: 16 January, 2025
for the latest programe update, please
download agenda on conference website



SPEAKING:

Andrea Beneová

andrea.b@whysummits.com



ATTENDING AND SPONSORING:

Srihari Kamban

shk@whysummits.com

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"ALWAYS BE CURIOUS"

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