



Updated: 29 April, 2025  
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conference website

4<sup>th</sup> Edition

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

- The biggest PPM conference focused on Generics in Europe



Munich | Germany



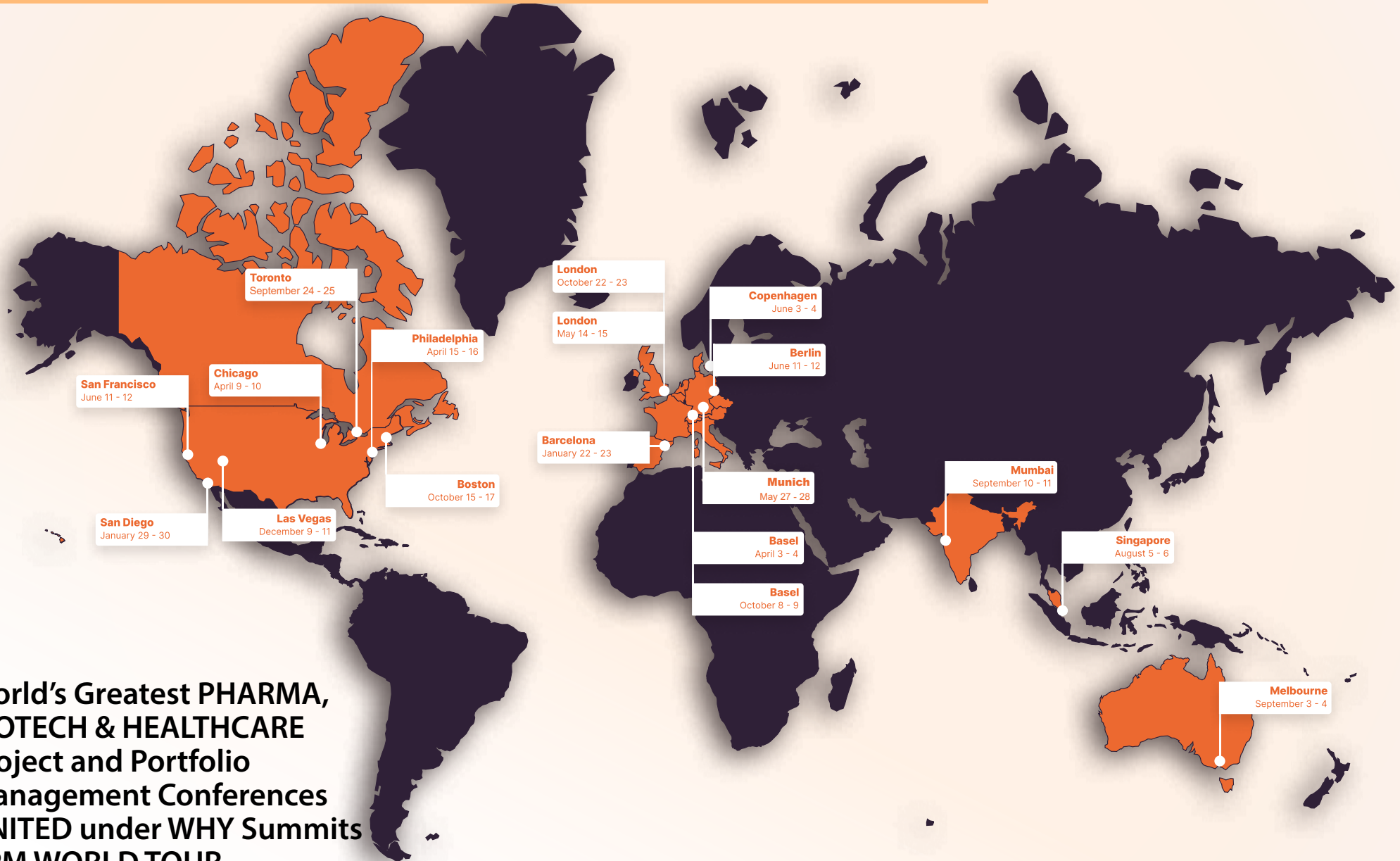
May 27 - 28 | 2025 - in-person event  
Hotel NH München Messe, Eggenfeldener Str. 100,  
D-81929 München, Germany

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# 2025 PPM Summits Worldwide



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

# Conference Themes



## Tuesday

May 27, 2025

Global vs. Emerging Market Opportunities

PM's role in Product Development

Going on Market – What to be Focused on?

Risk Management

## Wednesday

May 28, 2025

Business Development and Outsourcing

Strategic Partnerships for Economic Growth

Stakeholder Management Skills

Artificial Intelligence in Generic Formulation Projects  
– The Future of Pharma

# 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



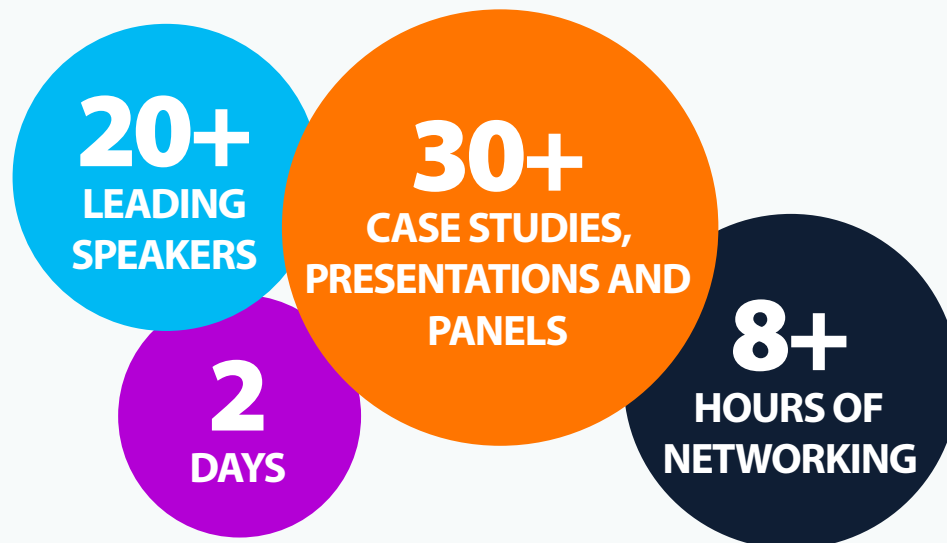
Workshops and Roundtables for a deeper dive into important topics in the Pharma industry now



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**



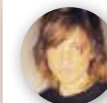
Last week there was an interesting and unique pharma conference in Munich: Global Project Management, Portfolio planning and Partnership for Generics. A shout-out to everyone that participated and attended my Lego workshop through which we explained the importance of managing our stakeholders, how we 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.

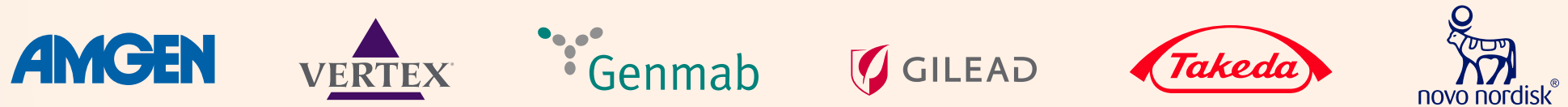


**Guillermo Ducay de la Riva**



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 Munich, 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 Munich!  
Best regards,

A handwritten signature in blue ink that reads "Andrea Beneová".

**Andrea Beneová**  
Event Producer

# Speakers



**Alla Kot**  
Head of Asia region  
**Farmak International**



**Anna Cyranka**  
VP, Head of Program and Portfolio  
Management  
**Alvotech**



**Bahadır Cakmak**  
Global Pipeline Director  
**Sandoz**



**Cornelia Lassen**  
Head of Portfolio Management  
**Dr. Reddy's**



**Hazem Yacoub**  
Co-Founder  
**Pi Pharma Intelligence**



**Florian Ivan**  
Managing Director  
**Rolf Consulting**



**Jo Kim**  
Head of Launch Europe  
**Sandoz**



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



**Michaela Horvat, PhD, MBA, PMP**  
Platform Program Lead Standard  
Generics  
**Sandoz**



**Raffaele Marranzini**  
CEO  
**Platflow**



**Robert Knerr**  
Head of Business Development and  
R&D, Member of the Management  
Board  
**Polpharma Group**



**Sara Iorio**  
Global Head Supply Chain and  
Operations  
**former Novartis**



**Sonu Dalsania**  
Director (Lead) Business Development  
**Dr. Reddy's**



**Stefanie Amend-Mall**  
Director Patient Safety HUB Europe  
**Sandoz**



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



# Agenda

## Day1

### GLOBAL VS EMERGING MARKET OPPORTUNITIES

**8:30 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**

**9:00 CASE STUDY:** GENERATIVE AI IN THE PHARMACEUTICAL PORTFOLIO MANAGEMENT

This session explores the transformative impact of Generative AI on pharmaceutical portfolio management. It will cover how GenAI can enhance the development, evaluation, and optimization of drug portfolios by providing actionable insights based on **vast datasets & key metrics like regulatory data and freedom to operate**.

Use cases will be presented during the session.

**Hazem Yacoub**, Co-Founder, **Pi Pharma Intelligence**

**9:30 PANEL DISCUSSION:** DEVELOPING PRODUCTS THAT QUALIFY FOR MULTIPLE MARKETS

This panel will focus on following questions:

- How can we develop products that qualify for different markets?
- How to tackle regulatory challenges of developing products that would qualify for multiple markets?
- How to create Strategic Alliances to develop products that qualify for multiple markets
- What B2B strategies to Break Commercializing and Marketing Barriers you have experience with?
- In/out-licensing tips to create a robust portfolio suitable for different markets

**Anna Cyranka**, VP, Head of Program and Portfolio Management, **Alvotech**

**Bahadır Cakmak**, Global Pipeline Director, **Sandoz**

**Jo Kim**, Head of Launch Europe, **Sandoz**

**10:00 NETWORKING BREAK**



**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!

### PM's ROLE IN PRODUCT DEVELOPMENT

**10:30 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

**Bahadır Cakmak**, Global Pipeline Director, **Sandoz**

**Cornelia Lassen**, Head of Portfolio Management, **Dr. Reddy's**

**Stefanie Amend-Mall**, Director Patient Safety HUB Europe, **Sandoz**

**11:00 CASE STUDY:** EXPAND YOUR PPM STRATEGY: THE IMPORTANCE OF PLM FOR EFFECTIVE PORTFOLIO MANAGEMENT

**Raffaele Marranzini**, CEO, **Platflow**

**11:30 ROUNDTABLE SESSIONS (60MIN)**

Both roundtable discussion topics are to run simultaneously twice in a row, so EACH DELEGATE CAN CHOOSE TO ATTEND all roundtable discussions.

**ROUNDTABLE 1:** EMERGING MARKETS – WHERE ARE THE OPPORTUNITIES

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

**ROUNDTABLE 2:** EFFECTIVE NEGOTIATION STRATEGIES FOR PHARMA LICENSING DEALS

**Alla Kot**, Head of Asia region, **Farmak International**

**12:30 LUNCH BREAK**

# Day1

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## GOING ON MARKET – WHAT TO BE FOCUSED ON?

**13:30**    **KEYNOTE:** GENERIC PRODUCT LAUNCH – HOW TO STAY PATIENT-CENTRIC?

Development and launch of generic and biosimilar products play a crucial role in expanding access to affordable healthcare options. This keynote will focus on embracing patient-centricity in product development and launch, ensuring that the needs and preferences of patients are at the forefront and discuss post-launch strategies, including lifecycle management, pharmacovigilance, and market share optimization.

**Jo Kim**, *Head of Launch Europe*, **Sandoz**

**14:00**    **KEYNOTE:** MASTERING SALES SKILLS FOR PHARMA BD MANAGERS

Pharma Business Development (BD) Managers will be equipped with advanced sales strategies specifically tailored for the pharmaceutical industry. From building client relationships to crafting compelling value propositions, this session will help participants refine their sales approach to achieve greater business success.

**Alla Kot**, *Head of Asia region*, **Farmak International**

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**14:30**    NETWORKING BREAK

**15:00**    **AFTERNOON ASK'N'LEARN ROUNDTABLE DISCUSSIONS (60MIN)**

Both roundtable discussion topics are to run simultaneously twice in a row, so EACH DELEGATE CAN CHOOSE TO ATTEND all roundtable discussions.

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

**Cornelia Lassen**, *Head of Portfolio Management*, **Dr. Reddy's**

**ROUNDTABLE 2:** BIOSIMILARS – OPPORTUNITIES, CHALLENGES, AND OUTLOOK

**Anna Cyranka**, *VP, Head of Program and Portfolio Management*, **Alvotech**

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

**ROUNDTABLE 3:** SUPPLY CHAIN RESILIENCE

**Sara Iorio**, *Global Head Supply Chain and Operations*, **former Novartis**

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**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!

**17:00**    **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!

# Day2

## BUSINESS DEVELOPMENT AND OUTSOURCING

### 8:30 **CASE STUDY: 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 case study. Gain a comprehensive understanding of navigating complex legal procedures and discover techniques to effectively address challenges. Discover the power of crafting innovative intellectual property strategies to unlock market potential and thrive in the fiercely competitive arena of generics and biosimilars.

### 9:00 **INTERACTIVE SESSION: SUSTAINABLE PROJECT MANAGEMENT FOR A REGENERATIVE FUTURE (60MIN)**

In this presentation, we will explore how sustainability can be integrated into project management by adopting holistic approaches that consider not just economic outcomes, but also environmental and social impacts. We'll dive into Green Project Management (GPM)'s key tools: the P5 Standard, a globally recognized framework for embedding sustainability into projects, and the PRISM methodology, which ensures that projects account for their entire lifecycle and broader impact on the planet and society. Attendees will learn how to apply these practices to create projects that drive positive change and contribute to a more sustainable future

- Integrate Sustainability into Projects: Discover how to embed environmental and social considerations into project management for long-term success.
- Master the P5 and PRISM Tools: Learn practical frameworks and methodologies to ensure your projects align with global sustainability standards.
- Drive Positive Impact: See how sustainable project management can enhance your organization's reputation and contribute to a more sustainable future.

**Florian Ivan**, Managing Director, **Rolf Consulting**

### 10:00 **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.

**Alla Kot**, Head of Asia region, **Farmak International**

**Robert Knerr**, Head of Business Development and R&D, Member of the Management Board, **Polpharma Group**

**Sonu Dalsania**, Director (Lead) Business Development, **Dr. Reddy's**

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

### 10:30 **NETWORKING BREAK**

## STRATEGIC PARTNERSHIPS FOR ECONOMIC GROWTH

### 11:00 **CASE STUDY: LICENSING AS A GROWTH ENGINE**

- How can strategic licensing drive innovation and growth in the generics industry?
- Where is the potential of licensing?
- How can regulatory and economic factors influence licensing decisions?
- Examples and case studies of successful licensing strategies.
- Emerging trends and opportunities

**Robert Knerr**, Head of Business Development and R&D, Member of the Management Board, **Polpharma Group**

### 11:30 **ROUNDTABLE DISCUSSIONS (60MIN)**

Both roundtable discussion topics are to run simultaneously twice in a row, so EACH DELEGATE CAN CHOOSE TO ATTEND both roundtable discussions.

#### **ROUNDTABLE 1: TO OUTSOURCE OR NOT TO OUTSOURCE**

**Cornelia Lassen**, Head of Portfolio Management, **Dr. Reddy's**

**Stefanie Amend-Mall**, Director Patient Safety HUB Europe, **Sandoz**

#### **ROUNDTABLE 2: BUSINESS DEVELOPMENT**

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

### 12:30 **LUNCH BREAK**

## STAKEHOLDER MANAGEMENT SKILLS

### 13:30 **PANEL DISCUSSION: BUILDING TOP NOTCH ALLIANCE NETWORKS**

Discover cutting-edge strategies to forge and manage strategic alliances, fostering collaborations that accelerate innovation, enhance production capabilities, and streamline distribution networks. Uncover insights on effective partner selection, negotiation tactics, and maintaining sustainable partnerships. Elevate your alliance-building prowess and exchange industry best practices.

**Anna Cyranka**, VP, Head of Program and Portfolio Management, **Alvotech**

**Robert Knerr**, Head of Business Development and R&D, Member of the Management Board, **Polpharma Group**



# Day2

**14:00 KEYNOTE: BEYOND THE DEADLINES: PRIORITIZING PEOPLE IN A RAPID INDUSTRY**  
What's the most important part of every project? We strongly believe it's the people behind it. In the dynamic and fast-paced generics and biosimilars industry, the pressure to innovate and deliver results is immense — but real, sustainable success comes from valuing and supporting the individuals and teams driving that progress. This session will explore how to find the right balance between high performance and human well-being, focusing on strategies that strengthen teams, foster resilience, and ensure long-term success.

**14:30 PANEL DISCUSSION: "BIG PHARMA VS. SMALL PHARMA: NAVIGATING OPPORTUNITIES AND CHALLENGES"**  
In the pharmaceutical landscape, both large multinational corporations (Big Pharma) and smaller, more nimble companies (Small Pharma) contribute significantly to the industry's evolution. This panel will explore the strategic, resource, and innovation differences between Big Pharma and Small Pharma, highlighting the distinct opportunities and challenges each encounters. Panelists will discuss how these organizations approach R&D, market access, regulatory hurdles, and partnerships. Attendees will gain valuable insights into how collaboration between Big Pharma and Small Pharma can drive growth, innovation, and competitiveness in the generics market.

**Bahadir Cakmak**, Global Pipeline Director, **Sandoz**

**Jo Kim**, Head of Launch Europe, **Sandoz**

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

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**15:00 NETWORKING BREAK**

**15:30 AFTERNOON ASK'N'LEARN ROUNDTABLE DISCUSSIONS (60MIN)**

Both roundtable discussion topics are to run simultaneously twice in a row, so EACH DELEGATE CAN CHOOSE TO ATTEND both roundtable discussions.

**ROUNDTABLE 1: BEHAVIOR OF INTERNAL STAKEHOLDERS IN PROJECT & PORTFOLIO MANAGEMENT AND ITS IMPACT ON SUCCESS**

**Alla Kot**, Head of Asia region, **Farmak International**

**ROUNDTABLE 2: INNOVATIVE VS. GENERICS: RETHINKING THE INDUSTRY**

**Sara Iorio**, Global Head Supply Chain and Operations, **former Novartis**

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**16:30 THAT'S A WRAP!**

# 2025 PPM Summits Worldwide

- 
- 1** 22 - 23 January, BARCELONA  
3<sup>rd</sup> Global Project Management, Portfolio Planning And Partnerships For Generics & Biosimilars
  - 2** 22 - 23 January, BARCELONA  
28<sup>th</sup> European Pharma and Biotech Project, Program and Portfolio Management Conference
  - 3** 29 - 30 January, SAN DIEGO  
American Strategic Portfolio Management in Life Sciences – West Coast
  - 4** 1 - 2 April , BASEL  
Pharma Partnering Conference
  - 5** 3 - 4 April , BASEL  
29<sup>th</sup> European Biopharma Project Program and Portfolio Management Conference
  - 6** 9 - 10 April, CHICAGO  
2<sup>nd</sup> American Medical Device Project & Portfolio Management Conference
  - 7** 15 - 16 April, PHILADELPHIA  
24<sup>th</sup> American Pharma and Biotech Project, Program and Portfolio Management Conference
  - 8** 13 - 15 May, SANTORINI, GREECE  
Pharma and Biotech Innovation and Leadership Summit
  - 9** 14 - 15 May, LONDON  
European Strategic Portfolio Management in Life Sciences
  - 10** 27 - 28 May, MUNICH  
4<sup>th</sup> Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars
  - 11** 3 - 4 June, COPENHAGEN  
Biopharma PPM in Clinical Research and Development Summit Edition
  - 12** 11 - 12 June, BERLIN  
2<sup>nd</sup> European Medical Device Project & Portfolio Management Conference
  - 13** 11 - 12 June, SAN FRANCISCO  
25<sup>th</sup> American Pharma and Biotech Project, Program and Portfolio Management Conference
  - 14** 5- 6 August, SINGAPORE  
Asian Pharma and Biotech Project, Program and Portfolio Management Conference
  - 15** 3 - 4 September, MELBOURNE  
Pharma and Biotech Project, Program and Portfolio Management Conference
  - 16** 10 - 11 September, MUMBAI  
3<sup>rd</sup> Strategic Project, Program and Portfolio Management Conference for Pharmaceuticals
  - 17** 24 - 25 September, TORONTO  
5<sup>th</sup> Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars
  - 18** 8 - 9 October, BASEL  
30<sup>th</sup> European Pharma and Biotech Project, Program and Portfolio Management Conference
  - 19** 15 - 16 October, BOSTON  
Innovations in CAPEX Project Delivery in Pharma and Biotech
  - 20** 15 - 17 October, BOSTON  
26<sup>th</sup> American Pharma and Biotech Project, Program and Portfolio Management Conference
  - 21** 9 - 11 December, LAS VEGAS  
2<sup>nd</sup> Annual PPM TOOLBOX SUMMIT

# Our Valued Partners, Past And Present





# 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: 29 April, 2025

for the latest programme 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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