



## Fourth Hanseatic India Colloquium Healthcare, Biotechnology and Pharmaceutical Sciences

30th October 2009, 9:30 – 18:00 h

**Conference Room of Allianz Germany AG,  
Sprinkenhof, 7<sup>th</sup> Floor, Burchardstrasse 8, 20095 Hamburg**

### Programme

<b>09:00 h REGISTRATION</b>	
<b>09:30 – 10:00 h OPENING SESSION</b> Moderation: <b>Steffen Thormann</b> , Project Manager, Hamburg Business Development Cooperation (HWF), Hamburg, GERMANY	
Opening Address	<b>Dr. B. M. Vinod Kumar</b> , Consul General of India, Hamburg, Germany
Welcome Address	<b>Mr. Bernd Reinert</b> , State Secretary, Ministry of Science & Research of Free and Hanseatic City of Hamburg, Germany
<b>10:00 – 12:15 h SESSION I: BIOTECHNOLOGY &amp; DRUG DEVELOPMENT</b> Chair: <b>Dr. Amal K. Mukhopadhyay</b> , Founder and Director, ELGA Biotech, Hamburg, GERMANY	
Global trends in the Life Sciences Industry: Challenges of recent financial crisis	<b>Dr. Siegfried Bialojan</b> , Executive Director, Head European Life Science Centre, Ernst & Young GmbH, Mannheim, GERMANY
Opportunities and Challenges in Emerging Markets and Developing Countries	<b>Dr. Jens Würthner</b> Director, Translational Research Pharmacology & Discovery Medicine of GlaxoSmithKline, Stevenage, UK
<b>11:00 – 11:30 h Tea/Coffee Break</b>	
Multi-source Pharmaceutical products: how India can help	<b>Dr. Ashok Rattan</b> , CEO, Fortis Clinical Research Ltd. (FCRL), Sunflag Hospital & Research Center, Faridabad (Haryana), INDIA
Generic Formulation Development: Germany-India case study	<b>Mr. Sisir Gupta</b> , COO, Venus Pharma GmbH, Werne, Germany and Chandigarh, INDIA
<b>12:15 – 12:45 h SPECIAL LECTURE</b> <b>Mr. Michael Anthony</b> , Group Social Opportunities, Allianz SE, Munich, GERMANY: Micro-Insurance in Healthcare Sector: A pilot project of Allianz in India	
<b>12:45 – 13:45 h Lunch/Networking</b>	



<b>13:45 – 14:30 SESSION II: PHYTO-MEDICINE</b> Chair: <b>Prof. Dr. Oliver Rentzsch</b> , CEO, MEDREGIO, Lübeck, GERMANY	
Strategic approach for development of modern herbal medicine: The Role of Indian medicinal plants	<b>Dr. Sangeeta Banerji</b> , Research Associate, Plantachem GbR, Berlin, Germany
Future prospects of Herbal Biotechnology – Role of KIIT-TBI	<b>Dr. Mrutyunjay Suar</b> , Director & Head, KIIT School of Biotechnology, Bhubaneswar, INDIA
<b>14:30 – 16:00 h SESSION III: TECHNOLOGY COOPERATION IN R &amp; D</b> Chair: <b>Ms. Anuradha Acharya</b> , Founder & CEO, Ocimum Biosolutions, Hyderabad, INDIA	
Partnering models for effective molecular assay design and validation	<b>Sanjay Bettadpura</b> , Chief Business Development Officer, Polyclone Bioservices Pvt. Ltd., Bangalore, INDIA
Biosimilars: Indo-German cooperation in Technology Transfer	<b>Dr. Michael Piontek</b> , Managing Director, ARTES Biotechnology GmbH, Langenfeld, GERMANY
Combination of European and Indian Research Groups at Evotec	<b>Dr. Klaus Maleck</b> , CFO, Evotec AG, Hamburg, GERMANY
Bringing pharmaceutical compliance to pharmaceutical companies - Experiences in India	<b>Mr. Florian Grabow</b> , Sales and Business Consulting, Werum Software & Systems AG, Lüneburg, GERMANY
<b>16:00 – 16:30 h Tea/Coffee Break</b>	
<b>16:30 – 17:30 h SESSION IV: INTELLECTUAL PROPERTY: RELEVANCE TO INDO-EUROPEAN BUSINESS</b> Chair: <b>Dr. Thomas Kolzau</b> , Head of Business Development, IPB AG, Hamburg, GERMANY	
Recent Trends in European Patenting – Relevance to Indian Applicants	<b>Dr. Ralf D. Kirsch</b> , Biologist and Patent Attorney, GLAWE DELFS MOLL, Hamburg, GERMANY
Recent Trends in the Indian Patent Law	<b>Ms. Sunita Sreedharan</b> , Patent Attorney, Chief Executive Officer, SKS Law Associates, New Delhi, INDIA
<b>17:30 – 18:00 h SPECIAL SESSION: LIFE SCIENCES: MEDIA &amp; COMMUNICATION</b> Chair: <b>Steffen Thormann</b> , Project Manager, Hamburg Business Development Cooperation (HWF), Hamburg, GERMANY	
The role of Media in the growth of Life Sciences Industry in India	<b>Viveka Roychowdhury</b> , Editorial Head, Express Pharma, Indian Express Newspapers (Mumbai) Ltd., Mumbai, INDIA
<b>18:00 h CLOSE</b>	

**19:00 h:            Networking Reception, Hotel Hafen Hamburg, Seewartenstraße 9, 20459 Hamburg, Tel. 040 311130**