



FOURTH HANSEATIC INDIA COLLOQUIUM Healthcare, Biotechnology and Pharmaceutical Sciences

30.10.2009, 9:30 – 18:00 h

**Conference Room of Allianz Deutschland AG,
Sprinkenhof, 7th Floor, Burchardstrasse 8, 20095 Hamburg**

A Report on the Proceedings

The fourth Hanseatic India Colloquium as a part of the India Week celebrations in Hamburg is an annual event with a focus on the bilateral business relationship between Hamburg and India. However, its reputation has expanded beyond the borders of Hamburg as again this year, the list of participants that exceed 100 registrants included many who have come not only from all over Germany but also from neighbouring European countries. Approximately, 20% of the participants were from India reflecting its true Indo-German character.

The event highlighted the progress India has made in recent years in the sectors of life sciences and healthcare, and provided a platform for promoting Indo-German business networking and cooperation in healthcare, biotechnology and pharmaceutical sciences.

The topics were carefully chosen to suit the interests of German CEOs and potential investors participating at the events. The organisers have been evidently successful in doing this as Dr. S Bialojan, the Executive Director & Head of European Life Science at Ernst and Young commented: "...Most attractive, however, was the perfect agenda, that you have put together with highly up-to-date and interesting topics combined with excellent speakers."

The proceedings began with an opening address by Dr. Vinod Kumar, the Consul General of India, Hamburg, followed by a "Welcome speech" by the State Secretary Mr. Bernd Reinert, Ministry of Science & Research of Free and Hanseatic City of Hamburg.

The focus of the first business session chaired by Dr. Amal Mukhopadhyay, Founder and Director of ELGA Biotech, Hamburg was on "The role of Biotechnology in Drug Development". Dr. Bialojan opened the session by discussing the strong impact of the global financial crisis on the capital flow to Biotech industry but stressed that the industry will overcome the crisis by adapting more sustainable business models, and reinventing itself. This reinvention process according to Dr. Bialojan should be based on improving the R & D productivity, development of personalised medicine, focus on bio-generics and the need of cross-border partnerships to save costs. Dr. Jens Würthner from Glaxo Smith & Kline gave a perspective from a multinational company with respect to challenges and opportunities in the emerging markets and he too stressed the need for cooperation between biotech and pharma industries on one hand and a trans-national cooperation on the other. He also mentioned that GSK is very focussed on developing drugs for neglected diseases in developing countries which is being driven by increased capital inflow in early stage research and effective public-private partnership. Looking at the future, GSK will have a key focus on expanding its bio-pharmaceutical capability to 20% of its pipeline through increased R & D

and co-operation with innovative biotechs. Dr. Ashok Rattan, the CEO of one of the largest group of CRO in India, Fortis Clinical Research Group, emphasized the need for a qualified, cost-effective and fast service in clinical research business. The key focus of his talk was to highlight the advantages of India to deliver in all areas of clinical research. The facilities and net work of Fortis Health Care group throughout India was highly impressive. Mr. Sisir Gupta, the COO of Venus Pharmaceutical GmbH, a daughter company of Chandigarh-based Venus Pharma, presented a case study on how an India Company can position itself globally by adopting a right strategy to enter German market. It was clear from his talk that German market is one of the most attractive markets for Indian pharmaceutical companies and is a place to be for global expansion.

This session was followed by a special lecture delivered by Mr. M. Anthony of Allianz Germany AZ wherein a very interesting and innovative project of Allianz specially curved out for emerging economies like India and Indonesia was presented. This is the micro-insurance project for healthcare targeting low-income group population. In Europe, of course Health insurance is available to almost everyone, but In India it is a different story. This project run by Bajaj Allianz and CARE India is now attempting to provide a health-insurance cover to the low-income group in line with microfinance system. Mr. Anthony said that "...with a weekly premium of as low as Rs. 20/- members can be insured for a sum up to Rs. 5000/-- in medical costs". This project in the line of mutual insurance initiated in Tamil Nadu has already covered close to 500 families. This is in the process of up scaling currently to cover several lakhs of families.

The Lunch break not only presented some tasty German specialty food but also an opportunity to the participants for an effective networking and to catch up with each other.

The session after the lunch was dedicated to highlight the knowledge and expertise available in India in its traditional medicine, the Auyrveda system and plants as an important source of products for health. Dr. S. Banerji of Plantachem GmbH, Berlin and Dr. M. Suar of KIIT School of Biotechnology, Bhubaneswar discussed how modern scientific and technological application can complement traditional knowledge to bring plant-based medicine closer to the patients bed-side.

The key focus of the third business session was a discussion on technology co-operation in R & D. "... This is a high priority area for Indo-German co-operation as the Germans have highly innovative technologies in drug discovery area and Indians have the expertise to implement these in a most cost-effective and timely manner" according to Amal Mukhopadhyay. In this session, most appropriately chaired by Anu Acharya, CEO of the technology-savvy company, Ocimum Biosolutions, Hyderabad, Mr. S. Bettadpura of Polyclone Bioservices, Bangalore presented the power of in-silico biology and bioinformatics in developing successful business relationship with German partners. Dr. M. Piontek CEO of Artes Biotechnology GmbH, Langenfeld spoke about their innovative technology in the production of biologics by recombinant technology with case-studies of their co-operation with Indian partners like Wockhardt and Transgene Vaccines later acquired by the Serum Institute of India. Dr. Klaus Maleck, the CFO, of the Hamburg-based Evotec AG, one of the most cash-rich and successful biotech companies in Germany discussed their long-term plans in India and their expansion into Indian market by acquiring 70% stake in Mumbai-based company, Research Support International Limited. Evotec says that this acquisition will provide both important capacity expansion and complementary drug discovery and chemistry capabilities to its existing discovery platform in a cost-effective location. In the last presentation of this session, we heard about a paperless highly standardized solution for regulation and control of pharmaceutical manufacturing processes according to the rules laid down by various regulatory authorities in developed market from Mr. F. Grabow of WERUM Software & Sytem AG, Lueneburg. WERUM has already made first experience in India and is focussed on enabling Indian companies to ensure quality according to international standard for export.

Bringing innovative technology and products into India immediately raise the question of the protection of IPR. "If we bring new technologies into India are there adequate safe guards to protect our innovation..." asks Dr. Thomas Kolzau, Head of Business Development IPB AG, Hamburg. To answer questions such as this, the next session was devoted to a discussion on intellectual property and its relevance to Indo-German business cooperation. Two experts, one on German law, Dr. Ralf Kirsch of Hamburg and the other on Indian law, Ms. Sunita Sreedharan, New Delhi very competently discussed the nuances of German and Indian laws to protect the intellectual property.

The speedy resolution of patent infringement suit brought in by a multinational company against the distribution of a cheaper version of retroviral drugs in Africa by an Indian generic manufacturer a few years ago, was an example of the power of media and public opinion in health care sector. In the final session, with the conference hall still full, Ms. V. Roychowdhury, Editorial Head, Express Pharma, Indian Express Newspapers, Mumbai chose exactly this aspect and made a vibrant presentation highlighting the role of media and communication in mobilising public opinion which is so relevant for a public-interest domain such as healthcare.

In the evening, a networking reception at the Hotel Hafen Hamburg with a clear panoramic view of the river Elbe and the adjoining port-area provided a perfect backdrop for relaxed discussions among participants to muse over the days proceedings and to forge future partnerships. The reception with a very attractive buffet was organised and hosted by HWF, Hamburg Business Development Corporation and the Norgenta, North German Life Science Agency.

Walking through the floor at the reception, one could not resist overhearing many positive comments on the day's proceedings. Ms. Anu Acharya was very clear in her assessment: "This was the second time I attended the conference. The quality of people that attended and the subjects of discussion are very relevant from an Indian company's perspective. Dr. Mukhopadhyay puts in his very best in getting Indian companies and German companies together." According to Mr. Bettadpura: "The Hanseatic colloquium was a wonderful two-way bridge for Indian and German life science companies - it provided a first-hand opportunity to exchange notes on each other's scientific and market strengths".

Dr. Rattan summed up his first-time experience at this Colloquium. "Hanseatic India Colloquium 2009 provided an excellent opportunity for interaction between Indian and German scientists and entrepreneurs. I am sure a combination of Indian "can do" attitude and German "management acumen and attention to details" would make a winning combination in the global environment."