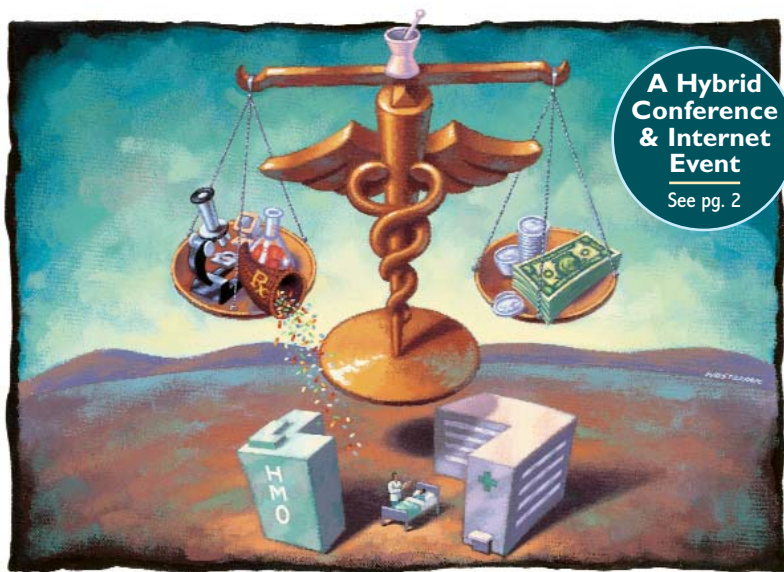


# THE FOURTH INTERNATIONAL PHARMACEUTICAL REGULATORY AND COMPLIANCE CONGRESS AND BEST PRACTICES FORUM

www.InternationalPharmaCongress.com



## May 17 – 19, 2010

Berlin, Germany  
Intercontinental Berlin

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Roeland van Aelst, Executive Director International, WW Office Health Care Compliance & Privacy (EMEA, Canada, Lat-Am, Asia-Pac), Johnson & Johnson, Brussels, Belgium

Paul B. Woods, BPharm, MA, MRPharmS, Global Compliance Policy Director, AstraZeneca, Co chair, EFPIA Informed Patient Task Force, Macclesfield, Cheshire, UK

### KEYNOTE SPEAKERS

Richard Bergstrom, MscPharm, Managing Director, Swedish Association of the Pharmaceutical Industry, Chairman, EFPIA Code Steering Committee, Chairman, IFPMA Code Compliance Network, Stockholm, Sweden

David O'Shaughnessy, Vice President and Compliance Officer, APIEM - Asia Pacific/Japan & Emerging Markets, GlaxoSmithKline, Brentford, Middlesex, UK

Frederique Santerre, Director Global Health Policy and Health Systems, IFPMA, Geneva, Switzerland

Heather Simmonds, Director, Prescription Medicines Code of Practice Authority, London, UK

Hildrun Sundseth, Founder, European Cancer Partnership, Board Member, European Institute of Women's Health, Former Head, EU Policy, European Cancer Patient Coalition, Brussels, Belgium

Matthijs M. van Blokland, Esq., Legal Counsel, Nefarma, Amsterdam, Holland

Paul Vincke, President, European Healthcare Fraud and Corruption Network, Brussels, Belgium

Russell Williams, President Rx&D, Vice Chair, IFPMA Code Compliance Network, Ottawa, Ontario, Canada

### PRECONFERENCE SESSIONS

- Preconference I: International Compliance Program Basics
- Preconference II: FCPA, Antibribery and Anticorruption in Asia and Middle East
- Preconference III: Recent Developments in Antitrust Enforcement and Impact on IP Protection and Life Cycle Management Strategies

### TRACK SESSIONS

- Track I: Compliance Effectiveness and Adequate Procedures
- Track II: Transparency
- Track II: International Clinical Trials
- Track IV: International Compliance Hot Issues and Case Studies

### SPECIAL SESSIONS ON

- Setting the Scene: International Compliance Professional Roundtable
- What Patients Want from Pharma
- European Healthcare Fraud and Corruption in the Pharmaceutical Sector
- EFPIA Code: New Trends and Moving Forward
- IFPMA Code Harmonization
- Code Awareness Campaign — Examples and Best Practices
- The Long Reach of the FCPA
- Individual Culpability and Responsibility
- The Next Challenge in Global Pharma Compliance: Conflict of Interest, Independence of HCPs, CME and Transparency
- Global Compliance Roundtable
- US State Reporting and Aggregate Spend Laws and the Proposed Federal Sunshine Act
- The French and Proposed Dutch Transparency Laws
- Practical Approaches to Dealing with Global Transparency Requirements
- Managing Multi-jurisdictional Investigations, Handling Multiple Regulators and Reaching Global Resolutions
- Third-party Due Diligence in the Context of Financial Relationships and Acquisitions/Mergers
- Advanced Cultural Passport — Managing Cultural Differences in a Consolidation and Harmonization Environment

The Time is Now for New, Efficient and Cost-Effective Alternatives to Traditional Learning Approaches!

MANY DIFFERENT FORCES—the global economic crisis, costly and difficult air travel, the mandate for cost efficiency in healthcare, the proliferation of greater Internet bandwidth, the emergence of the popularity of online video via YouTube, and the explosion of online training in the health sector—have come together to create both a dramatic need and an extraordinary opportunity for innovative approaches to sharing new ideas and best practices. This Congress offers not only traditional conference attendance, but also the opportunity to attend the event live and archived online.

## Overview

Evolving developments in the regulations applied to the pharmaceutical industry, public opinion on standards of ethical behaviour and the global economic situation make this a challenging time to be a compliance professional or legal counsel responsible for ensuring adherence to applicable laws, regulations and codes of practice within our industry.

The PCF International Pharma Congress brings together senior global compliance professionals and legal counsel from around the world to share experiences and best practices to clarify these changes and potential responses to them. In Europe, regulators are increasingly active at both national and European levels. In the USA, the newly revised PhRMA codes and the new Obama administration are beginning to have a significant impact across the pharmaceutical industry. In Asia, governments are bringing in new legislation and/or enforcing existing legislation to dispel perceptions of corruption and/or conflicts of interest within the public sector.

Keynote speakers representing the IFPMA, EFPIA, and patients will give their views on the changes affecting our industry and how pharmaceutical companies can make a real difference during these challenging times. Panel discussions will focus on transparency and international compliance. There also will be smaller track discussions on the new European Pharma Package, clinical trials in emerging markets and a selection of case study sessions. Pharmaceutical compliance leaders will share their views in a valuable open forum.

If you want to find out how to manage compliance in these challenging times, the PCF International Pharma Congress will give you the information that you need.

## About the Sponsor



The Pharmaceutical Compliance Forum (PCF) is a coalition of senior compliance professionals and legal counsel from more than 50 of the largest research-based pharmaceutical manufacturers. The PCF was founded in early-1999 by compliance professionals from the pharmaceutical industry to promote effective corporate compliance programs. The members meet twice a year, for two days, focusing on open and informal sharing of compliance information, best practices, and current developments in the field, and sponsors a two-day international compliance congress in the Spring and a three-day US compliance congress each Fall.

## Participation Options

### Traditional Onsite Attendance

Simply register, travel to the conference city and attend in person.

PROS: subject matter immersion; professional networking opportunities; faculty interaction.



Onsite

### Live and Archived Internet Attendance

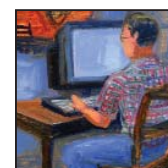
Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for six months immediately following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for next six months; accessible in office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.



At your office ...



... or home

## Who Should Attend

- Pharmaceutical Manufacturers
- Generic Pharmaceutical Manufacturers
- Site Management Organizations
- Clinical Research Organizations
- Management Companies
- Wholesale, Retail, Mail Order and Internet Pharmacies
- Health Care Regulators and Policy Makers
- Pharmaceutical and Health Care Executives and Board Members
- Regulatory and Compliance Professionals
- Medical Directors
- Physicians
- Pharmacists
- Food and Drug Law Attorneys
- Health Care Attorneys and In-house Counsel
- Compliance Officers
- Privacy Officers
- Ethics Officers and Corporate Social Responsibility Personnel
- Pharmaceutical Consultants
- Investment Bankers
- Venture Capitalists
- Health Services Researchers and Academics
- Auditors
- Promotion Signatories/Approvers
- Risk Management Personnel



## PCF Special Planning Committee

### Co chairs:

Dominique Laymand, Esq., Senior Director Compliance & Ethics EMEA (Europe, Middle East, Turkey, Russia and Africa), Bristol-Myers Squibb

Roeland van Aelst, Executive Director International, WW Office Health Care Compliance & Privacy (EMEA, Canada, Lat-Am, Asia-Pac), Johnson & Johnson

Paul B. Woods, BPharm, MA, MRPharmS, Global Compliance Policy Director, AstraZeneca

### Committee:

Ted Acosta, Esq., Principal, Ernst & Young LLP, Former Senior Counsel, Office of Inspector General, US Department of Health and Human Services

Karie Jo Barwind, Esq., Area Director Business Practices, Western Europe, Abbott Laboratories

John T. Bentivoglio, Esq., Partner, Skadden Arps LLP

Pierre E. Dupourque, Regional Compliance Director, Corporate Compliance, International Investigations and Programs, Pfizer Inc.

Sue Egan, Director and Principal Consultant, Sue Egan Associates, Former Vice President Compliance, AstraZeneca

Michael Fadus, Regional Compliance Director, EE/MEA, Merck

Linda Horton, Esq., Partner, Hogan & Hartson LLP

Jonathon L. Kellerman, Partner, Pharmaceutical and Life Sciences Practice, PricewaterhouseCoopers LLP

Keith M. Korenchuk, JD, MPH, Partner, Arnold & Porter LLP

Maurits J.F. Lugard, MA, JD, LL.M., Partner, Sidley Austin LLP, Former Member of the European Commission's Legal Service

Maxine Nogard, International Compliance Officer, Wyeth

Dave O'Shaughnessy, Vice President and Compliance Officer, Emerging Markets & Asia Pacific, GlaxoSmithKline

Dan Ostergaard, Head of Corporate Integrity & Compliance, Novartis International AG

# Agenda

## Pre-Conference Symposia

### Monday, May 17, 2010

Noon Congress Registration

2:00 pm **PRECONFERENCE I: INTERNATIONAL COMPLIANCE PROGRAM BASICS**

Sue Egan, *Director and Principal Consultant, Sue Egan Associates, Former Vice President Compliance, AstraZeneca, London, UK*

Dominique Laymand, Esq., *Senior Director Compliance & Ethics EMEA (Europe, Middle East, Turkey, Russia and Africa), Bristol-Myers Squibb, Paris, France*

Thilo Raepple, Dr. jur., *Partner, Baker & McKenzie, Frankfurt, Germany*

5:00 pm **Preconference Adjournment**

2:00 pm **PRECONFERENCE II: FCPA, ANTIBRIBERY AND ANTICORRUPTION IN ASIA AND MIDDLE EAST**

Gabor Danielfy, *Senior Director, Health Care Compliance and Privacy EMEA, Johnson & Johnson, Issy-les-Moulineaux, France*

Joseph B. Tompkins, Jr., *Partner, Sidley Austin LLP, Former Deputy Chief of the Fraud Section, Criminal Division, U.S. Department of Justice, Washington, DC, USA*

Yuet-Ming Tham, Esq., *Partner, DLA Piper, Hong Kong*

5:00 pm **Preconference Adjournment**

2:00 pm **PRECONFERENCE III: RECENT DEVELOPMENTS IN ANTITRUST ENFORCEMENT AND IMPACT ON IP PROTECTION AND LIFE CYCLE MANAGEMENT STRATEGIES**

Catriona Hatton, Esq., *Managing Partner, Brussels Office, Co-head, European Antitrust Practice, Hogan & Hartson LLP, Brussels, Belgium*

Robert Leibenluft, Esq., *Partner, Hogan & Hartson, Former, Assistant Director for Health Care, Bureau of Competition, Federal Trade Commission, Washington DC, USA*

Kristina Nordlander, Esq., *Partner, Sidley Austin LLP, Brussels, Belgium*

Dominik Schnichels (Invited), *Head, Pharma Task Force, DG Competition, European Commission, Brussels, Belgium*

Angela Staunton, *Bayer Healthcare Pharmaceuticals Inc., Berlin, Germany*

5:00 pm **Preconference Adjournment**



Spiral walkways in the Reichstag dome

### Continuing Education Credits

For those attendees seeking continuing education credits, the Congress will issue certificates of attendance which may be submitted to certification bodies.

# Conference Agenda

## International Pharma Congress: Day I

### Tuesday, May 18, 2010

#### 8:00 am Welcome and Overview of Day I Morning Plenary Session

Roeland van Aelst, *Executive Director International, WW Office Health Care Compliance & Privacy (EMEA, Canada, Lat-Am, Asia-Pac), Johnson & Johnson, Brussels, Belgium (Co chair)*

#### 8:15 am European Healthcare Fraud and Corruption in the Pharmaceutical Sector

Paul Vincke, *President, European Healthcare Fraud and Corruption Network, Brussels, Belgium*

#### 8:45 am Setting the Scene: International Compliance Professional Roundtable

Damian Heller (Invited), *Novartis International AG, Basel, Switzerland*

Steve Mohr, Esq., *Global Compliance Officer, AstraZeneca, London, UK*

Arthur Muratyan, Esq., *Vice president, Head of Legal Corporate and Global Compliance Officer, Sanofi Aventis, Paris, France*

Willy Vanbuggenhout, JD, MBA, *Chief Compliance Officer, Johnson & Johnson, Brussels, Belgium*

Ted Acosta, Esq., *Principal, Ernst & Young LLP, Former Senior Counsel, Office of Inspector General, US Department of Health and Human Services, New York, NY, USA and Paris, France (Moderator)*

#### 10:00 am Break

#### 10:30 am EFPIA Code: New Trends and Moving Forward

Richard Bergstrom, *MscPharm, Managing Director, Swedish Association of the Pharmaceutical Industry, Chairman, EFPIA Code Steering Committee, Chairman, IFPMA Code Compliance Network, Stockholm, Sweden*

#### 11:00 am IFPMA Code Harmonization

Russell Williams, *President Rx&D, Vice Chair, IFPMA Code Compliance Network, Ottawa, Ontario, Canada*

#### 11:30 am Code Awareness Campaign — Examples and Best Practices

Heather Simmonds, *Director, Prescription Medicines Code of Practice Authority, London, UK*

#### Noon NETWORKING LUNCHEON

#### 1:30 pm Keynote Comments: The Long Reach of the FCPA

Lanny A. Breuer, Esq. (Invited), *Head, Criminal Division, US Department of Justice, Former Special White House Counsel, Former Assistant District Attorney, New York City, Washington, DC, USA*

#### 2:00 pm Latest Developments of the European Pharma Package

Maurits J.F. Lugard, MA, JD, LL.M., *Partner and Head EU Life Sciences Regulatory Practice, Sidley Austin LLP, Former Member of the European Commission's Legal Service, Brussels, Belgium*

#### 2:30 pm Setting the Issues: The Next Challenge in Global Pharma Compliance: Conflict of Interest, Independence of HCPs, CME and Transparency

Dominique Laymand, Esq., *Senior Director Compliance & Ethics, EMEA (Europe, Middle East, Turkey, Russia and Africa), Bristol-Myers Squibb, Paris, France*

#### 3:00 pm Break

#### 3:30 pm Roundtable Discussion of the Next Challenge in Global Pharma Compliance: Conflict of Interest, Independence of HCPs, CME and Transparency

Dominique Laymand, Esq., *Senior Director Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb, Paris, France*

Frederique Santerre, *Director Global Health Policy and Health Systems, IFPMA, Geneva, Switzerland*

Heather Simmonds, *Director, Prescription Medicines Code of Practice Authority, London, UK*

Jonathon L. Kellerman, *Partner, Pharmaceutical and Life Sciences Practice, PricewaterhouseCoopers LLP, Florham Park, NJ, USA (Moderator)*

#### INTERNATIONAL PHARMA CONGRESS TRACK SESSIONS

##### Track I: Compliance Effectiveness and Adequate Procedures Co chair:

Mariusz Witalis, *Partner, Fraud Investigations and Dispute Services, Ernst & Young, Warsaw Area, Poland (Track Co chair)*

##### Track II: Transparency Co chair:

Jonathon L. Kellerman, *Partner, Pharmaceutical and Life Sciences Practice, PricewaterhouseCoopers LLP, Florham Park, NJ, USA (Track Co chair)*

##### Track III: International Clinical Trial Issues Co chairs:

Linda R. Horton, Esq., *Partner, Hogan & Hartson LLP, Washington, DC, USA and Brussels, Belgium (Track Co chair)*

Sue Seferian, Esq., *Health Care Compliance Officer, Johnson & Johnson Pharmaceuticals, Titusville, NJ, USA (Track Co chair)*

##### Track IV: International Compliance Hot Issues and Case Studies Co chairs:

John T. Bentivoglio, Esq., *Partner, Skadden Arps LLP, Former Special Counsel for Healthcare Fraud and Chief Privacy Officer, US Department of Justice, Washington, DC, USA (Track Co chair)*

Sue Egan, *Director and Principal Consultant, Sue Egan Associates, Former Vice President Compliance, AstraZeneca, London, UK (Track Co chair)*

Kathleen Meriwether, Esq., *Principal, Fraud Investigation & Dispute Services, Ernst & Young, Former Assistant United States Attorney, Eastern District of Pennsylvania, Department of Justice, Philadelphia, PA, USA (Track Co chair)*

#### 4:30 pm CONCURRENT SESSIONS I

##### 1.01 Track I: Compliance Effectiveness and Adequate Procedures — Designing and Executing Global Compliance Reviews — Examining HCP Relationships, Market Expenditures, Third-Party Spending, Local Code Compliance, and Dealings with “Government Officials”

John Auerbach, *Partner, Fraud Investigation & Dispute Services, Ernst & Young China, Shanghai, China*

John Smart, *Partner, Fraud Investigation and Dispute Services, Ernst & Young LLP, London, UK*

##### 1.02 Track II: Responding to the Call of State Reporting Laws And the Proposed Federal Sunshine Act

Jennifer Colapietro, *Director, Pharmaceutical and Life Sciences Advisory Services, PricewaterhouseCoopers, Florham Park, NJ, USA*

- 1.03 Track III: International Clinical Trial Issues — Compliance Programs for New Product Development Activities, including Clinical Trials — Benchmarking panel with several corporate compliance professionals discussing structure/allocation of responsibilities in their companies**
- GCPs/GCP audits
  - Relationships with HCPs, including anti-bribery/FCPA considerations, in clinical trial context
  - Privacy

Craig Bleifer, Esq. (Invited), *Vice President and General Counsel, Daiichi Sankeyo, Inc., Parsippany, NJ, USA*

- 1.04 Track IV: International Compliance Hot Issues — Managing Multi-jurisdictional Investigations, Handling Multiple Regulators and Reaching Global Resolutions**

Gary DiBianco, Esq., *Partner, Skadden Arps LLP, Former Trial Attorney, Criminal Division, Former Special Assistant US Attorney, Eastern District of Virginia, US Department of Justice, London, UK*

Pierre E. Dupourque, *Regional Compliance Director, Corporate Compliance, International Investigations and Programs, Pfizer Inc., Berlin, Germany*

John T. Bentivoglio, Esq., *Partner, Skadden Arps LLP, Former Special Counsel for Healthcare Fraud and Chief Privacy Officer, US Department of Justice, Washington, DC, USA (Moderator)*

**5:30 pm Adjournment and Networking Reception**

## International Pharma Congress: Day II Wednesday, May 19, 2010

**8:30 am Welcome and Overview of Day II Morning Plenary Session**

Paul B. Woods, BPharm, MA, MRPharmS, *Global Compliance Policy Director, AstraZeneca, Co chair, EFPIA Informed Patient Task Force, Advisor, Centre for Law and Ethics, University College London, Macclesfield, Cheshire, UK (Co chair)*

**8:45 am The Good, the Bad and the Ugly: Compliance Communication Challenges**

David O'Shaughnessy, *Vice President and Compliance Officer, APJEM - Asia Pacific/Japan & Emerging Markets, GlaxoSmithKline, Brentford, Middlesex, UK*

**9:15 am Transition Break**

### INTERNATIONAL PHARMA CONGRESS TRACK SESSIONS

**9:30 am CONCURRENT SESSIONS II**

- 2.01 Track I: Compliance Effectiveness and Adequate Procedures: International Fraud and Abuse and the Long Arm of U.S. Law — Foreign Corrupt Practices Act**

Jeremy Cole, Esq., *Partner, Lovells LLP, London, UK*

Erik Eglite, DPM, JD, *Vice President, Chief Compliance Officer and Corporate Counsel, Lundbeck Inc., Former Vice President, Chief Compliance Officer and Corporate Counsel, Ovation Pharmaceuticals, Inc. Deerfield, IL, USA*

- 2.02 Track II: From the Front Lines: Lessons Learned from the French and Proposed Dutch Transparency Laws**

Blandine Fauran, Esq. (Invited), *Legal and Fiscal Director, Leem, Paris, France*

Matthijs M. van Blokland, Esq., *Legal Counsel, Nefarma, Amsterdam, Holland*

- 2.03 Track III: International Clinical Trial Issues — Emerging Reforms of Clinical Trials Regulation**

- EU Clinical Trials Directive Reform
- New FDA Requirements and Guidance

Maurits J.F. Lugard, MA, JD, LLM, *Partner and Head EU Life Sciences Regulatory Practice, Sidley Austin LLP, Former Member of the European Commission's Legal Service, Brussels, Belgium*

Elisabethann Wright, Esq., *Partner, Hogan & Hartson, Former Senior Legal Officer and Hearing Officer, EFTA Surveillance Authority, Brussels, Belgium*

- 2.04 Track IV: International Compliance Case Studies**

John T. Bentivoglio, Esq., *Partner, Skadden Arps LLP, Former Special Counsel for Healthcare Fraud and Chief Privacy Officer, US Department of Justice, Washington, DC, USA*

Sue Egan, *Director and Principal Consultant, Sue Egan Associates, Former Vice President Compliance, AstraZeneca, London, UK*

Kathleen Meriwether, Esq., *Principal, Fraud Investigation & Dispute Services, Ernst & Young, Former Assistant United States Attorney, Eastern District of Pennsylvania, Department of Justice, Philadelphia, PA, USA*

**10:30 am Transition Break**

**10:45 am CONCURRENT SESSIONS III**

- 3.01 Track I: Compliance Effectiveness and Adequate Procedures — Third-party Due Diligence in the Context of Financial Relationships and Acquisitions/Mergers**

SanDee Priser, *Partner, Fraud Investigation and Dispute Services, Ernst & Young LLP, Frankfurt am Main, Germany*

- 3.02 Track II: Strategic and Operational Challenges of Implementing a Global Transparency Program**

Dan Ostergaard (Invited), *Head of Corporate Integrity & Compliance, Novartis International AG, Basel, Switzerland*

- 3.03 Track III: International Clinical Trial Issues — Clinical Trials in Developing Countries:**

- Declaration of Helsinki 2007 revision
- Pfizer v. Abdullah case in US Supreme Court (involving clinical trial in Nigeria of Pfizer antibiotic, Trovan)

Linda R. Horton, Esq., *Partner, Hogan & Hartson LLP, Washington, DC, USA and Brussels, Belgium*

- 3.04 Track IV: Advanced Cultural Passport — Methods to Succeed Across National, Ethnic, and Corporate Borders**

Michael Fadus, *Regional Compliance Director, EE/MEA, Merck, Lucerne, Switzerland*

Yuet-Ming Tham, Esq. *Partner, DLA Piper, Hong Kong*

**11:45 am NETWORKING LUNCHEON**

**1:15 pm Introduction to Closing Plenary Session**

Dominique Laymand, Esq., *Executive Director Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb, Paris, France (Co chair)*

**1:30 pm What Patients Want from Pharma**

Hildrun Sundseth, *Founder, European Cancer Partnership, Board Member, European Institute of Women's Health, Former Head, EU Policy, European Cancer Patient Coalition, Brussels, Belgium*

## 2:00 pm Global Compliance Roundtable

Gabor Danielfy, *Senior Director, Health Care Compliance and Privacy EMEA, Johnson & Johnson, Issy-les-Moulineaux, France*

Juan Francisco Millan, MD, *Executive Director, CETIFARMA (Pharma Industry Association) Mexico*

Yuet-Ming Tham, Esq. *Partner, DLA Piper, Hong Kong*

Brian Riewerts, *Partner, Global Pharmaceuticals and Life Sciences, PricewaterhouseCoopers LLP, Baltimore, MD, USA (Moderator)*

## 2:45 pm Individual Culpability and Responsibility

Paul Kalb, JD, MD, *Partner and Chair, National Health Care Group, Sidley Austin LLP, Washington, DC, USA*

## 3:15 pm Co chairs Closing Remarks

Dominique Laymand, Esq., *Executive Director Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb, Paris, France (Co chair)*

Roeland van Aelst, *Executive Director International, WW Office Health Care Compliance & Privacy (EMEA, Canada, Lat-Am, Asia-Pac), Johnson & Johnson, Brussels, Belgium (Co chair)*

Paul B. Woods, BPharm, MA, MRPharmS, *Global Compliance Policy Director, AstraZeneca, Co chair, EFPIA Informed Patient Task Force, Advisor, Centre for Law and Ethics, University College London, Macclesfield, Cheshire, UK (Co chair)*

## 3:30 pm Adjournment



### Contact Information

#### INTERNATIONAL CALL CENTER: LONDON, UK

The International Pharma Congress has engaged the UK firm of Bamboo Events Ltd. as agent to handle telephone and email enquiries.  
Hours: 9:00 - 17:00 (UK time)  
Phone: +44 (0)208 407 6167  
Email: IPCcallcenter@hconferences.com

#### UNITED STATES CALL CENTER: WASHINGTON STATE, USA

Hours: 9:00 a.m. - 5:00 p.m. (Pacific)  
Toll-free: (800) 503-8171 (Continental U.S., Alaska and Hawaii only)  
Phone: (206) 452-5528 Fax: (760) 418-8084  
E-mail: registration@hconferences.com

#### EXHIBIT/SPONSORSHIP INFORMATION: PENNSYLVANIA, USA

Hours: 9:00 a.m. - 5:00 p.m. (Eastern)  
Toll Free: (800) 503-8171, Ext. 2  
(Continental U.S., Alaska and Hawaii only)  
Phone: (206) 452-5528, Ext. 2 Fax: (215) 952-0664  
E-mail: exhibits@hconferences.com

## Hotel Information

Special rates of €200.00 single/€220.00 double per night (including continental breakfast, service charge and VAT) have been arranged. Continental breakfast is served in the Exhibit Hall. An American breakfast is served in the restaurant at an additional charge.

Please make reservations for the Intercontinental Berlin by calling + 49 30 2602 1287 or emailing [berha.reservation@ihg.com](mailto:berha.reservation@ihg.com) and mention "International Pharma Congress." For information about making room reservations on-line, please go to our website at [www.InternationalPharmaCongress.com](http://www.InternationalPharmaCongress.com) and click on the Travel/Hotel tab at the top of the Home Page. A link is provided for your convenience.

Reservations will be accepted until Friday, April 23, 2010. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

### InterContinental

Budapester Strasse 2

10787 Berlin

Germany

Reservations: +49 30 2602 1287

Fax: +49 30 2602 1182

### THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY FOR THE INTERNATIONAL PHARMA CONGRESS:

#### REGISTRATION MAY BE SUBMITTED BY THE FOLLOWING:

Registration may be made online or via mail, fax or scan.

**ONLINE:** Click on either of the two Online Forms at [www.InternationalPharmaCongress.com](http://www.InternationalPharmaCongress.com)

**EMAIL:** Scan your form and send it to [registration@hconferences.com](mailto:registration@hconferences.com)

**FAX:** Fax your registration with credit card information to: +1 760-418-8084

**MAIL:** Conference Office, 3291 West Wilson Road, Pahrump, NV, USA 89048

#### VAT

All registrations are subject to German VAT. Registrants with a VAT number from an EU country must provide the VAT number.

#### METHOD OF PAYMENT FOR TUITION

All payments must be made in Euros. Payments are only accepted through credit card or bank transfer. A person will not be deemed to be formally registered until payment in full has been received. To receive the early bird discount, payment must be received by the early bird date. All payments must be made within 10 days of registration in order to reserve your seat at the conference. Delegates with outstanding payment balances will be asked for payment on site, proof of payment or a guarantee by credit card and seating will be subject to availability.

#### PRO FORMA INVOICES

Complete one of the online forms and generate a Pro Forma Invoice, or fill out the downloadable form to email, fax, or mail in your request for a Pro Forma Invoice. For questions about the registration process, contact the Registration Office at +1 (206) 452-5528 or send an email to [registration@hconferences.com](mailto:registration@hconferences.com).

#### CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations. You may send a substitute. Please call the Conference Office at +1 (206) 452-5528 or send an email to [registration@hconferences.com](mailto:registration@hconferences.com).

#### TERMS AND CONDITIONS

Program subject to change. Registration form submitted via fax, mail, email or online constitutes a binding agreement between the parties.

#### REGARDING INTERNET REGISTRATIONS

Individuals or groups may register for Internet access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.

Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.

continued next page

**REGISTRATION FORM**

**HOW TO REGISTER:** Fully complete the following (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

**ONLINE:** Secure online registration at [www.InternationalPharmaCongress.com](http://www.InternationalPharmaCongress.com).

**FAX:** +1 760-418-8084 (include credit card information with registration)

**MAIL:** Conference Office, 3291 West Wilson Road, Pahrump, NV 89048 USA

**FOR REGISTRATION QUESTIONS:**

**PHONE:** (800) 503-8171 (Continental US, Alaska and Hawaii only) or (206) 452-5528, Monday-Friday, 9 AM - 5 PM PST

**E-MAIL:** [registration@hcconferences.com](mailto:registration@hcconferences.com)  
(Registration is not available by phone or e-mail.)

NAME \_\_\_\_\_

SIGNATURE OF REGISTRANT - REQUIRED \_\_\_\_\_

JOB TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

DEPARTMENT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP/COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX - Please include fax number if you wish to receive a confirmation letter. \_\_\_\_\_

E-MAIL \_\_\_\_\_

Special Needs (Dietary or Physical)

**ONSITE CONFERENCE ATTENDANCE**

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty, plus a conference materials Data DVD.

**INDIVIDUAL REGISTRATION — PRECONFERENCE REGISTRATION:**

- Preconference I: International Compliance Program Basics € 395
- Preconference II: FCPA, Antibribery and Anticorruption in Asia and Middle East € 395
- Preconference III: EU Competition Law € 395

**CONFERENCE REGISTRATION:**

**Standard Rate:**

- Through Friday, March 19, 2010\* € 1495
- Through Friday, April 16, 2010\*\* € 1595
- After Friday, April 16, 2010 € 1695

**PCF Rate:**

- PCF Member Rate\*\*\* € 1295

**SELECT YOUR CONCURRENT SESSIONS:**

<b>Tues. May 18 – 4:00 pm</b>	<input type="checkbox"/> 1.01	<input type="checkbox"/> 1.02	<input type="checkbox"/> 1.03	<input type="checkbox"/> 1.04
<b>Wed. May 19 – 9:30 am</b>	<input type="checkbox"/> 2.01	<input type="checkbox"/> 2.02	<input type="checkbox"/> 2.03	<input type="checkbox"/> 2.04
<b>Wed. May 19 – 10:45 am</b>	<input type="checkbox"/> 3.01	<input type="checkbox"/> 3.02	<input type="checkbox"/> 3.03	<input type="checkbox"/> 3.04

\* This price reflects a discount for registration & payment received by March 19, 2010.  
 \*\* This price reflects a discount for registration & payment received by April 16, 2010.  
 \*\*\* To qualify for the PCF member rate an individual must be an employee of a member company of the Pharmaceutical Compliance Forum (PCF), [www.PharmaComplianceForum.com](http://www.PharmaComplianceForum.com).

**Terms and Conditions, continued**

Internet registrants will enjoy six (6) months access from date of issuance of user name and password.

Only one user (per user name and password) may view or access archived conference. It is not permissible to share user name and password with third parties. Should Internet registrants choose to access post conference content via alternative media (iPOD Touch, Data DVD and Flash Drive), this individual use limitation applies. It is not permissible to share alternative media with third parties.

User name and password use will be monitored to assure compliance.

Each Internet registration is subject to a "bandwidth" or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at start of next month so long as registration period has not lapsed and subject to same capacity cap.

**INTELLECTUAL PROPERTY POLICY**

Unauthorized sharing of Congress content via Internet access through the sharing of user names and passwords or via alternative media (iPOD Touch, Data DVD and Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Congress aggressively pursues copyright infringers.

If a registrant needs the ability to share Congress content within his or her organization, multiple Congress registrations are available at discounted rates.

The Congress will pay a reward for information regarding unauthorized sharing of Congress content. The reward will be one half of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of \$25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery.

If you have knowledge regarding the unauthorized Congress content sharing, contact the Congress registration office.

**FOR FURTHER INFORMATION**

Call (800) 503-8171 or (206) 452-5528, or visit our website at [www.InternationalPharmaCongress.com](http://www.InternationalPharmaCongress.com).

**ONLINE CONFERENCE ATTENDANCE**

**All online registrants are automatically registered for ALL Congress events—the preconferences and the conference.**

Online conference registration includes the live Internet feed from the Congress, plus six months of continued archived Internet access, available 24/7.

**INDIVIDUAL REGISTRATION:**

**PRECONFERENCES & CONFERENCE** – Includes preconference and Int'l Pharma Congress: **Standard Rate**

- Through Friday, March 19, 2010\* € 795
- Through Friday, April 16, 2010\*\* € 895
- After Friday, April 16, 2010 € 995

**PCF Rate**

- PCF Member Rate\*\*\* € 595

**GROUP REGISTRATION DISCOUNT:**

**GROUP REGISTRATION** offers the substantial volume discounts set forth below.

**All group registrants are enrolled in the preconference and International Pharma Congress.**

Group registration offers the possibility of implementing a pharma online training program. Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employees' conference participation.

**Conference Access:**

- 5 or more € 495 each
- 10 or more € 395 each
- 20 or more € 295 each
- 40 or more € 195 each

See INTELLECTUAL PROPERTY POLICY policy below.

**PAYMENT**

**DISCOUNT CODE**

**TOTAL FOR ALL OPTIONS, ONSITE OR ONLINE:**

\_\_\_\_\_

Please enclose payment with your registration and return it to the Registrar at The International Pharma Congress, 3291 West Wilson Road, Pahrump, NV 89048, USA or fax your credit card payment to +1 760-418-8084.

You may also register online at [www.InternationalPharmaCongress.com](http://www.InternationalPharmaCongress.com).

- Check/money order enclosed (payable to Health Care Conference Administrators LLC)
- Payment by credit card:  American Express  Visa  Mastercard

If a credit card number is being given to hold registration only until such time as a check is received it must be so noted. If payment is not received by seven days prior to the Congress, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to Health Care Conference Administrators LLC.

TOTAL € \_\_\_\_\_

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EXPIRATION DATE \_\_\_\_\_

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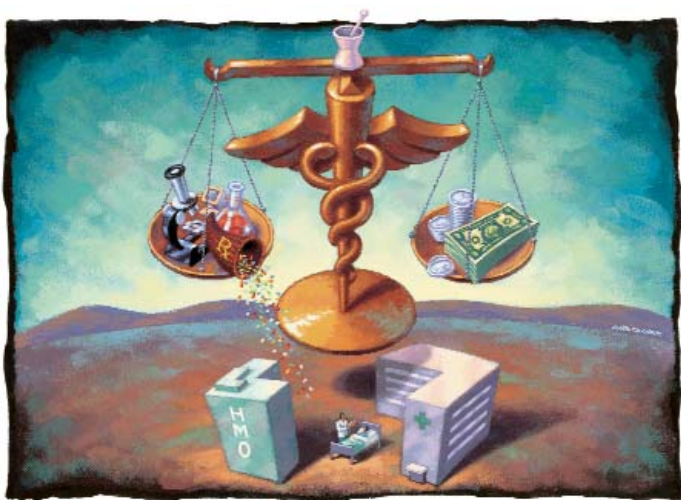
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May 17 – 19, 2010  
Berlin, Germany

