Animal Health

A High Level Conference Focusing on Growth & Investment in Animal Health in Asia

3 - 6 November 2014
Grand Hyatt Shanghai
China

2014 年 11 月 3 日 - 6 日
上海金茂君悦大酒店, 中国

Practical Case Studies on the Ground in China

Jim McAllister
Director, Global Strategic Marketing, Swine Asia, Merial, China

Li Zeng
Head of Greater China R&D Hub, Elanco Animal Health, China

Jianfei Wang
Director & Head, Laboratory Animal Sciences, GlaxoSmithKline, China

International Keynote Speakers

Lisa Conte
CEO, Jaguar Animal Health, USA

Philip Lehrbach
Director, Regulatory Affairs Asia Pacific, Zoetis, Australia

KV Balasubramaniam
Managing Director, Indian Immunologicals, India

Mark Micallef
Director, International Business Unit, Zenoaq, Japan

Kishore Motwani
Head, Technical & Regulatory, Zydus Animal Health, India

Octavio Eckhardt
Asia Swine Marketing Manager, Virbac, Thailand

KEY Conference Themes

- Regulation, Trends & Market Opportunities in Asia Pacific
- Animal Health Business Models & Collaboration
- Prevention & Control of Animal Diseases
- Zoonoses, Human-Animal Interaction & Risk Mitigation
- Product Development & Marketing
- Animal Health Vaccines

3 VALUE-ADDED WORKSHOPS 研讨会

A Animal Drug Approvals, cGMP & Quality
B Epidemiology in Animal Vaccines
C Quality Risk Management in Animal Vaccines

Members of FAVA Enjoy 30% Discount Off Normal Rates

Members of APHCA Enjoy 20% Discount Off Normal Rates
8:00  Registration Opens & Morning Coffee
8:50  Welcome Address from IBC Asia & Ice Breaker
9:00  Chairperson’s Opening Remarks

**REGULATION, TRENDS & MARKET OPPORTUNITIES IN ASIA PACIFIC**

9:10  The Animal Health Market in Asia Pacific – Opportunities & Challenges
- What are the opportunities and threats?
- Challenges of bringing animal health products to market
- Commercialization trends – backyard farming to commercial ventures
- Opportunities for generic products
- Scope for recombinant products
Moderator: Johnson Chiang, President, Federation of Asian Veterinary Associations; Vice President, World Veterinary Association & President, Veterinary Alumni Foundation of National Taiwan University, Taiwan
Panelists:
- KV Balasubramaniam, Managing Director, Indian Immunologicals, India
- Lisa Conte, CEO, Jaguar Animal Health, USA

9:50  Understanding Animal Health Regulation in Asia Pacific
- Harmonizing regulations
- Product development
- Clinical trials and approval
- Manufacturing facility and licensure
- Post marketing aspects
Panelists:
- Philip Lehrbach, Director, Regulatory Affairs Asia Pacific, Zoetis, Australia
- Kishore Motwani, Head, Technical & Regulatory, Zydus Animal Health, India
- Mukesh Khamar, Director, Rannim Pharmaceuticals, India

10:30  Morning Networking & Refreshment Break

**ANIMAL HEALTH BUSINESS MODELS & COLLABORATION**

11:00  The Emerging Contours of the Animal Health Business
- The way forward on markets
- Emerging new technologies
- New arenas in manufacturing
- Regulatory developments
KV Balasubramaniam, Managing Director, Indian Immunologicals, India

11:40  What do investors Look For?
- How attractive is the animal health business in Asia?
- What does a company need to demonstrate to attract investors?
- What are the most attractive areas of investment – products, services or contract research?
Panelists:
- Peter Fuhrman, Chairman & CEO, China First Capital, China
- Zhi Yang, Managing Partner, BVCF, China
- Vijay Karwal, Managing Director & Head of Industrials, Consumer and Healthcare - Asia Pacific, CIMB Investment Bank, Hong Kong

12:30  Networking Lunch
2:30  Roundtable Discussions

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<tr>
<th>Table 1</th>
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<tr>
<td>Jim McAllister</td>
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<td>Rungtip Chuanchuen</td>
<td>Associate Professor &amp; Director, Center for Antimicrobial Resistance Monitoring, Department of Veterinary Public Health, Faculty of Veterinary Science, Chulalongkorn University, Thailand</td>
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<td>Munir Iqbal</td>
<td>Head of Avian Influenza Group, The Pirbright Institute, United Kingdom</td>
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Each Roundtable will have a designated leader who will facilitate the discussion for 45 minutes. After which, the leader will share the key takeaways on stage for 5 minutes.

3:30  Afternoon Networking & Refreshment Break

**PREVENTION & CONTROL OF ANIMAL DISEASES**

4:00  Addressing Antimicrobial Resistance (AMR) From Food Animals in Asia
- Dynamics and situation of AMR in Asia’s livestock industry
- Antimicrobial use and AMR surveillance and control programs
- Developing an action plan to mitigate AMR
- Alternatives to antimicrobials in animal feed
Rungtip Chuanchuen, Associate Professor & Director, Center for Antimicrobial Resistance Monitoring, Department of Veterinary Public Health, Faculty of Veterinary Science, Chulalongkorn University, Thailand

4:40  Judicious Use of Antibiotics in Animal Health Industry
- Antimicrobial resistance risk management
- Therapeutic use and growth promotion
- Future of antibiotics innovation
- Impact of ban on antibiotics used in animal feed industry
Li Zeng, Head of Greater China R&D Hub, Elanco Animal Health, China

5:20  Driving Improvement & Excellence in Preventing Swine Diseases
- Identifying strategies for preventing diseases
- Prevention of diseases through innovative management practices
- Managing extensive collaboration
Jim McAllister, Director, Global Strategic Marketing, Swine Asia, Merial, China

6:00  Chairperson’s Summary & End of Conference Day One
# Animal Health Vaccines

**2:30 Vaccine Manufacturing & Technology Innovation**
- Different applications in animal health
- Application of single use products in vaccine manufacturing
- Application difficulties, limits and uncertainties
- Current and future diagnostics methodology

Haresh Racha, Head of Vaccine Manufacturing, Zydus Animal Health, India

**3:10 Developing High Quality Poultry & Swine Vaccines**
- Introduction to an innovative Swine vaccine APM777
- Technology and quality issues
- Success story from partners

Shoichiro Hirata, Overseas Operation Leader, Nissiken, Japan

Nobuyuki Tsutsumi, Chief Scientist & Assistant Manager, Nissiken, Japan

**4:20 Developing Novel Vaccines against Avian Influenza**
- Understanding how avian influenza viruses evade the early anti-viral defense mechanisms
- Putting the HA gene into vaccine strains of other viruses already used for poultry
- Applying vaccines to chicks before they hatch
- Contributing to the development of reagents and robust assays for rapid diagnosis

Munir Iqbal, Head of Avian Influenza Group, The Pirbright Institute, United Kingdom

### Product Development & Marketing

**11:30 Providing Animal Health Products & Services to Farmers**
- Role of animal health suppliers in swine production
- Comprehensive animal health services to farmers
- Animal health companies providing valuable farmer support
- Improving pig farming: ways and means to optimize productivity

Octavio Eckhardt, Asia Swine Marketing Manager, Virbac, Thailand

**12:10 Allermmune HDM for Canine Atopic Dermatitis: From Concept to Reality**
- Canine Atopic Dermatitis
- Discussing the Immunotherapy concept
- Examining the efficacy and safety issues

Mark Micallef, Director, International Business Unit, Zenoaq, Japan

**12:50 Networking Lunch**

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**8:50 Chairperson’s Opening Remarks**

**9:00 Minimizing Risk to Human Health**
- Quality of life of companion animal owners
- Livelihood of production animal business owners
- Threat of transmission of diseases through animal meat
- Societal impact of food security/safety issues

Lisa Conte, CEO, Jaguar Animal Health, USA

**9:40 Examining the Global Importance of Zoonotic Disease Awareness**
- Understanding Zoonotic diseases and its risk to human health
- Emerging zoonotic diseases
- Zoonosis emergence with proximity to animals
- Role of companion animals in zoonosis

G.S. Reddy, Chief General Manager, Indian Immunologicals, India

**10:20 Morning Networking & Refreshment Break**

**10:50 Emergent Rodent Infectious Diseases Globally**
- Biomedicine research and drug discovery need
- Zoonotic diseases and other emergent rodent diseases
- How to control disease spread and give animal care

Jianfei Wang, Director & Head, Laboratory Animal Sciences, GlaxoSmithKline, China

Jiaqi Lu, Clinical Veterinarian & Scientist, Laboratory Animal Sciences, GlaxoSmithKline, China

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**Animal Health Vaccines**

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Munir Iqbal, Head of Avian Influenza Group, The Pirbright Institute, United Kingdom

**5:00 Recombinant Vaccines & their Application in Veterinary Practice**
- Product development of animal health vaccines
- Recent vaccine and immunization strategies
- Increasing demand of vaccines
- Evaluating protective efficacy

Michael Boddington, Managing Director & Lead Consultant, Asian Agribusiness Consulting, China

**5:40 Chairperson’s Summary of the Day & End of Conference**
Guide to preparation of documents
Examples and case studies of real problems
Tools useful in risk management
Process of risk evaluation and review
Risk assessment perspective in vaccine manufacturing
Key issues and common pitfalls
How to reply to observations

State and Federal Departments of Animal Health, including the US Department of Animal Health Organization (OIE), the Food and Agriculture Organization (FAO), several of Homeland Security (DHS), the Inter-American Development Bank (IDB), the World responsible for the wellbeing of large animal populations. Beneficiaries of this work are equally as diverse as the methods used to study them, including aquatic, terrestrial, and environmental systems, as well as bacteria, viruses, fungi, and parasites. Dr. G.S. Reddy is the Chief General Manager of Indian Immunologicals Limited, a major veterinary and human vaccines manufacturer in India. He obtained basic degree in Veterinary medicine in 1981 from Andhra Pradesh Agricultural University, Hyderabad. He has 30 years of experience in industry, developing veterinary and human biologicals. Experience encompasses Quality, Research and Development, Manufacturing and Regulatory affairs. He is heading the team which is involved in manufacturing of veterinary and human vaccines. He worked on collaborative vaccine development projects with Georg August University, Göttingen, Germany and Centers for Disease Control and Prevention, Atlanta, USA. He is a co-author of patent on DNA Rabies vaccine. He has coordinated clinical trials of Rabies, Hepatitis A, Measles, DT, TT and DTP vaccines. He has published 43 scientific papers in various journals.
IBC’s Animal Health Conference focuses on the investments, projects, research and partnerships going into the Asian Animal Health Business. With the potential threats associated with outbreaks of animal disease, pharmaceutical companies have been focusing on animal disease prevention and the production of veterinary medicines such as vaccines and other pharmaceuticals for swine, poultry, avian and companion animals. This conference will provide thorough evaluation of the market trends, opportunities and challenges experienced by animal health industry leaders.

**Agenda at a Glance**

<table>
<thead>
<tr>
<th>Pre-Conference Workshop 3 November</th>
<th>Conference Day One 4 November</th>
<th>Conference Day Two 5 November</th>
<th>Post Conference Workshops 6 November</th>
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<tr>
<td>Workshop A Animal Drug Approvals, cGMP &amp; Quality</td>
<td>Regulation, Trends &amp; Market Opportunities in Asia Pacific</td>
<td>Zoonoses, Human – Animal Interaction &amp; Risk Mitigation</td>
<td>Workshop B Epidemiology in Animal Health Vaccines</td>
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<tr>
<td>Workshop A Animal Drug Approvals, cGMP &amp; Quality (Continued)</td>
<td>Prevention &amp; Control of Animal Diseases</td>
<td>Animal Health Vaccines</td>
<td>Workshop C Quality Risk Management in Health Vaccines</td>
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<td>Networking Lunch</td>
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**Top 5 Reasons to Attend**

1. Examine how key animal health companies such as Elanco, Merial, Zoetis and GSK address animal health diseases and viruses in Asia Pacific
2. Gain faster market access by understanding the regulatory pathways, trends and expectations in Asia Pacific
3. Evaluate how attractive the animal health business in Asia Pacific is from key investors
4. Answer your burning questions during interactive roundtable and panel discussions
5. Learn and network with 23+ industry experts from 10 countries

**Who You Will Meet**

![Map of the World with percentages of different regions]

- **Government 3%**
- **Pharmaceutical/Vaccines/Generics 40%**
- **Animal Nutrition/Feed Manufacturers 10%**
- **Research/Veterinary Labs 15%**
- **Animal Health Investors/Venture Capitalists 7%**
- **Animal Health Technology/Diagnostics Services 10%**
- **Veterinary Devices 10%**
- **CROs 3%**
- **Animal Health Supply Chain/Logistics 2%**

**SPONSORSHIP & EXHIBITION OPPORTUNITIES AVAILABLE**

- Showcase your latest animal health technologies & solutions
- Meet & network with key decision makers
- Position your brand as the market leader in the animal health industry & stand out from the competition
- Generate new business contacts & strengthen your existing contacts

For sponsorship enquiries, please contact: Yvonne Leong
T: +65 6508 2489
E: Yvonne.Leong@ibcasia.com.sg

**REGISTER TODAY! +65 6508 2401 register@ibcasia.com.sg www.animalhealthconference.com**
## ANIMAL HEALTH 动物保健会议

### 6 EASY WAYS TO REGISTER

- MAIL the attached registration form with your cheque to
  IBC Asia (S) Pte Ltd
  c/o Informa Regional Business Services
  111 Somerset Road,
  TripleOne Somerset #10-06,
  Singapore 238164

- Customer Service Hotline
  +65 6508 2401

- Fax
  +65 6508 2407

- Scan the QR Code with your smartphone and register today

### RESERVE YOUR PLACE TODAY!

- Yes! I/We will attend the Animal Health, 3 – 6 November 2014, Grand Hyatt Shanghai, China
- I would like to purchase the conference presentations at SGD1000 + GST (SGD1075) per log in.

### FEE PER DELEGATE

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<th>Early Bird Rate</th>
<th>Special Rate</th>
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### China Domestic Companies

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### Payment Method

- Payment by Credit Card
- Payment by bank transfer

### IMPORTANT NOTE

- Please quote the name of the delegate, event title and invoice number on the advice for remitting payment. Bank charges are to be deducted from participating organisations own accounts. Please fax your payment details (copy of remittance advice, cheque or draft to +65 6508 2407).
- Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC assumes no further liability or obligation, beyond the refund of the paid registration fee, in the event of postponement or cancellation by IBC.

### CANCELLATIONS / SUBSTITUTIONS

- Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration.
- The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

### DATA PROTECTION

- The personal information entered during your registration/order, or provided by you, will be held on a database and may be shared with companies in the Informa Group in the UK and internationally. Occasionally, your details may be obtained from or shared with external companies who wish to communicate with you offers related to your business activities. If you do not wish your details to be used for this purpose, please contact our Database Department at Email: database@ibcasia.com.sg, Tel: +65 6508 2400 or Fax: +65 6508 2408.