

**“The Vaccines In Europe :
Medicines Of The Future,
An Industry On The Move !”**

stakeholders, expectations, leaderships, challenges & opportunities

with **‘European Vaccine Manufacturers’-EFPIA & LEEM**

18:30 welcome

19:00 **PART I * CONFERENCE**, then **PART II * ROUND TABLE DISCUSSION**

**“ Vaccines, a Strategic Industry
for Europe! ”**

- Dr Didier Hoch
President ‘European Vaccine Manufacturers’
President Sanofi Pasteur MSD

**“ The Specificities of the Vaccine
Business ”**

- Dr Mark Fletcher, Director International
Scientific & Clinical Affairs Wyeth Vaccines

“ Strengths of Biotech Partners ”

- Guy Charles de La Horie, CEO Neovacs

“ The Challenges for our Society ”

- Dr Atika Abelin, European Public Affairs
Director for Sanofi Pasteur, representative at E.U.
Commission and EVM Public Health Policy

“ Vaccines, a Bright Future ”

- Eric Le Berrigaud, Analyst Raymond
James Euro Equities

MODERATOR

Bertrand Alexandre E`87

President ‘LEEM Vaccins’
Director Vaccine B.U. GSK FR

Vaccine industry is growing much faster than pharmaceuticals. In 2005, the global vaccine market exceeded the \$10 billion mark, a double fold increase in 10 years! And it is now estimated by major analysts that this growth rate should continue in the 10 years to come. As a consequence, more and more major pharmaceutical firms are investing this field.

Where does this fantastic growth come from? Where will the value come from in the future? What is the role of Europe in this industry? How does this industry differ from pharmaceutical business? How will this historical European leadership continue in the future facing foreign competition especially coming from emerging markets? What about just the key strengths of biotech partners? Which will be the additional challenges & opportunities? Finally what are the expectations from the other stakeholders: practitioners, public opinion, governments, developing countries?

‘Business & Healthcare In Europe’ wanted to know more and invites you to meet leaders in Europe who will tackle these different questions through interactive discussion.

ORGANIZED BY

‘BUSINESS & HEALTHCARE IN EUROPE’**
the **ESSEC Healthcare Business Club**

IN COLLABORATION WITH

E V M & L E E M (French pharma trade org.)

ROUND TABLE FOLLOWED BY COCKTAIL 21:00

Salons de l’Aéroclub de France
close to Kléber avenue | 6, r. Galilée Paris 16° | M°-Boissière / Parking-Kléber

with the support of **GlaxoSmithKline, Sanofi Pasteur, Wyeth
Pharmaceutiques Magazine, Bryan Garnier & Co**

COUPON D'INSCRIPTION / REGISTRATION FORM
club 'BUSINESS & HEALTHCARE IN EUROPE'
"Vaccines In Europe, with European Vaccine Manufacturers Association"

25 avril 2007 dès / April 25th, 07 at 19:00 Salons AéroClub de France, Paris
(merci de compléter toutes les rubriques et renvoyer ce coupon avec le paiement
/ please complete and return this form with your payment)

avant le 15 avril 2007 à / before April 15th, 07 to:
Maison des ESSEC - Delphine Bouteloup - 70, rue Cortambert - FR-75116 Paris

NOM + PRÉNOM / Full name PROMO/Class*

E-MAIL+TEL:

SOCIÉTÉ-ORGANISME / Firm-Institution:

FONCTION / Position:

Accompagné de (Nom/Prénom/Société/Fonction/E-mail)/accompanied by:

.....

Paiement/Payment: **Online www.essecnet.com** http://essecnet.alumni.essec.fr/calendrier/fiche.php?idcal=536&idcat=5&idscat=8&idsscat=58&idsscat=190 ;
Chèque payable à/Check payable to : A.D.G.E. (reçu remis sur place / receipt on the spot) ; Carte de Crédit/

Credit card Visa/MasterCard no.: _____

Date de validité/Expire date: ____ / ____ / ____ . Veuillez débiter mon compte de/Please charge my account

for the sum of: _____ Euros

Fait à /date : __ / __ / __, à/in : _____ Signature : _____

PRIX/Fee: **40 Euros**

COTISANT INSCRIT AVANT LE 5 AVRIL /Subscriber registered before April 5th: **20 Euros.**

Nombre de places limité/Limited seating | Conformément à l'usage, seules les inscriptions avec règlement
seront prises en compte.

FORMATION(S) / Education: _____

*: Alumni ESSEC | EMBA | EPSCI | DOCTEURS | MASTERS | AGRO ALIMENTAIRES | IMHI | MG | MBA
Luxe | MBA AGRI-FOOD | ISFOGEP | ISSEC | DESS IMMOBILIER

STATUT Diplômé/Alumni | Académique/Academic | Etudiant/Student | NON ESSEC : _____

Maison des ESSEC - 70 r. Cortambert - FR-75116 Paris
Tél : 01 56 91 20 66 / Fax : 01 56 91 20 21
dbouteloup@essecmde.com

www.essecnet.com

ESSEC ALUMNI ASSOCIATION
reconnue d'utilité publique
Arrêté du 4 juin 2003