Seminar

FORUM

Market Entry in the Middle East

Business Strategy & Regulatory Affairs

Topics

- Which product type, which business model could be successful?
- Regulatory strategy: national versus GCC central authorisation
- National pricing systems & tendering
- Maintenance on the market: the do's and don'ts
- Case study for a product business strategy (regulatory affairs and pricing)

Focus on the GCC countries (Kuwait, Saudi Arabia, Bahrain, Qatar, Oman and the UAE), Jordan, Iraq and Egypt

Your speakers

Dr. Rand Alawi
Business Development Consultant,
Riyadh, SAUDI ARABIA

Dr. Thamer Obeidat
Secretary General,
Drugstore Owners Association,
Amman, JORDAN

Dr. Mohammed Saleem
Boehmert & Boehmert,
Representation Office Middle East and North Africa, JORDAN

24—25 October 2013 in Frankfurt

Market Entry in the Middle East

Aims and objectives

The countries of the Middle East are now going through a period of political change. The current situation holds both risks and opportunities for bringing your pharmaceuticals to the markets.

This seminar addresses your regulatory affairs options for entering the national markets, as well as your pricing and reimbursement options. Which countries offer promising markets for your products and fit your business model? How can you efficiently receive and maintain a marketing authorisation?

After having completed this seminar you will have gained valuable insights into the different health systems and know how to link your business development with your regulatory affairs strategy.

Who should attend?

This seminar will be of benefit to all those working in the pharmaceutical industry who are interested in entering the Middle Eastern market or in keeping their products on the market.

Especially those working in

- general management
- regulatory affairs
- market access/pricing & reimbursement
- business development & sales

will benefit from the seminar.

Please note that this seminar is restricted to 25 participants.

Your speakers

Dr. Rand Alawi

Business Development Consultant, Riyadh, SAUDI ARABIA

She has 10 years experience in business development at the most successful pharmaceutical companies in the Middle East. Her experience includes choosing successful products, product licensing and territorial co-marketing. She is well known for linking business development with regulatory requirements.

Dr. Thamer Obeidat

Secretary General, Drugstore Owners Association, Amman, JORDAN

Dr. Obeidat is an expert on pharmaceutical business management and is currently the Secretary General of the prestigious association. He is an expert negotiator on pharmaceutical pricing and reimbursement and is well known as a policy formulator for exports and product protection strategies.

Dr. Mohammed Saleem

Boehmert & Boehmert, Representation Office Middle East and North Africa, JORDAN

General Director of SIPS (Science-forum for Research & Consultancy). He has served as a senior consultant to many UN organisations and in projects of the WHO. Dr. Saleem has served as head of the IPR Committee & also as a member of the technical review board on herbal medicine and natural products at the Jordan FDA.

Day 1: 10h00 - 18h00; day 2: 9h00 - 17h00

Political and economic situation in the Middle East region

- Political change - influence on the pharmaceutical scene
- Risks and opportunities in the current situation
- Lucrative countries depending on the pharmaceutical product type and expected business model

Regulatory strategy for the region

- Regulatory definition of chemical pharmaceutical, biological pharmaceutical, herbal, vitamin and mineral pharmaceuticals and OTC
- General model for the marketing authorisation in the different countries?
- Formal and informal mutual recognition agreements between the countries
- GCC central authorisation?
- Regulatory affairs, pricing and business strategy in the Middle East

Pricing options

- Tender processes in the different countries
- National health service reimbursement versus free marketing options
- Pricing systems in the Middle Eastern countries
- Strategy to get the requested product price
- Tactics for improving low-priced products
- Product definition and pricing systems

Going MENA in practice

- Formulating a successful business strategy
- Product strategy building in the Middle East's difficult regulatory environment
- Available options for a successful product launch
- Cooperation options versus do-it-alone options; licensing and local production business strategies
- Operational questions: marketing authorisation via a scientific office or an agent?

Maintaining on the market - the do's and don'ts

- Contractual marketing & appointment aspects of regulatory and business consequences
- Case study on a selected drug: example of a successful product business strategy, regulatory affairs and product price request

To allow convenient travel times, the seminar doesn't start until 10h00!

Registration under registration@forum-institut.com or Fax +49 6221 500-555

Registration Form

Yes, I will attend the seminar
☐ Market Entry in the Middle East

☐ I am interested in more information about FORUM events and I agree that this information is sent to me by e-mail.

Name

Position/Department

Company

Street

Postal Code/City/Country

Tel. No.

E-Mail

Contact person at office

Date, Signature

How to register

- **Registration: +49 6221 500-501**
- **Conference-No. 13 10 238**

- **Date/Venue:**
24–25 October 2013 in Frankfurt
Mercure Hotel & Residenz Frankfurt Messe
Voltastr. 29 · 60486 Frankfurt
Tel. +49 69 7926-0 · Fax +49 69 7926-1606

- **Fee:**
€ 1.790,00 (+ German VAT)
The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

- Time schedule
1st Day: 9h30 registration; 10h00-18h00 seminar
2nd Day: 9h00-17h00 seminar

- **Hotel accommodation:**
A limited number of rooms have been reserved at the hotel and are subject to availability. Please book at least six weeks prior to the seminar to obtain a hotel room at the discounted rate. All bookings should be made directly with the hotel quoting Forum-Institut and the Seminar-No.

Any Further Questions?

Please feel free to contact me if you have any questions.

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Cancellation Policy

Our general terms and conditions apply (as of 1 December 2011) and are available upon request. We can send them to you anytime or you can find them on the internet at www.forum-institut.de/agb_en