

## 动物保健会议

Animal  
HEALTH3 - 6 November 2014  
Grand Hyatt Shanghai  
China2014 年 11 月 3 日 - 6 日  
上海金茂君悦大酒店, 中国A High Level Conference Focusing on Growth & Investment in  
Animal Health in Asia

## 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

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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**

PANEL DISCUSSION

- 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**

PANEL DISCUSSION

- 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?**

PANEL DISCUSSION

- 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**

### Table1 Swine

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

### Table2 Livestock

**Rungtip Chuanchuen**  
*Associate Professor & Director, Center for Antimicrobial Resistance Monitoring, Department of Veterinary Public Health, Faculty of Veterinary Science, Chulalongkorn University*, Thailand

### Table3 Companion Animal

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

### Table4 Avian

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

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**

CASE STUDY

- 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**

CASE STUDY

- 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**



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

## Zoonoses, Human — Animal Interaction & Risk Mitigation

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**

## 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 **Allermune 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**

## 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, Nisseiken, Japan**

**Nobuyuki Tsutsumi, Chief Scientist & Assistant Manager, Nisseiken, Japan**

3:50 **Afternoon Networking & Refreshment Break**

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**

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**



**Pre-Conference Workshop: 3 November 2014 | Monday**

**Animal Drug Approvals, cGMP & Quality**

**WORKSHOP A (9:00am - 5:00pm)**

**Session 1: Preparation of Clinical Trial Applications**

- CTA and IND applications
- Guide to preparation of documents
- Key issues and common pitfalls

**Session 2: Good Record Keeping in Support of Regulatory Applications**

- Understanding the value of development reports
- Key writing skills for clear communication

**Session 3: Drug Master Files and Facility Registration**

- Types of drug master files
- How to prepare and submit a master file
- How to register your facility

**Session 4: Quality Systems**

- Key quality systems for international cGMP
- How to establish and organize your quality program

**Session 5: Current Quality Issues**

- Current topics in quality assurance
- Examples and case studies of real problems

**Session 6: Preparing for Inspections and Audits**

- How to prepare your company for foreign inspections and audits
- How to work with inspectors and auditors
- How to reply to observations

**Session 7: cGMP Facility Design**

- Variations in requirements between different regulatory agencies
- Basic principles for facility
- Review of facility examples

**About Your Workshop Leaders:**



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

Kishore is a post-graduate in Veterinary Science, a graduate diploma holder in Marketing Management and also holds a degree in Law. After being trained at France; he has to his credit the first buffalo calf born in India through Embryo Transfer, while being In-charge of ET Lab at Government of India's National Dairy Development Board. At erstwhile Cadila Veterinary in early 90's was instrumental for introducing new products including imported product-for the treatment for theileriosis in crossbreds to the Indian market. Subsequently, at Jubilant Organosys Ltd, Vadodara (Anichem India Ltd) undertook market seeding operations of imported dry Choline chloride-60% and toxin binder (treated HSCAS), prior to the Choline chloride on corn cob plant being set up in technical collaboration with DuCofa, USA. Kishore is also the founder Director of Rannim Pharmaceuticals Pvt Ltd, specializing in poultry products wherein had introduced in late 90's amikacin and lincomycin for poultry.

Presently based at Ahmedabad with Cadila Healthcare's Animal Health division, he again has to his credit, a number of new formulations being introduced to the Indian Market, after seeking approvals from federal and state Drug authorities apart from importing and introducing poultry vaccines (including those in tablet form) for the first time in India. He maintains a robust pipeline of new products under varying stages of development for future timely introductions.



**Mukesh Khamar**, Director, Rannim Pharmaceuticals, India

Mukesh worked with Cadila Pharmaceuticals since 1981 as a Sales and Marketing Officer. Had a good exposure of the regulatory procedures such as company registration and new products approval. He is the Co-founder Director of Rannim Pharmaceuticals based in India. He has more than a decade of experience in production, quality controls, regulatory procedures and marketing in India.

**Post-Conference Workshops: 6 November 2014 | Thursday**

**Epidemiology in Animal Health Vaccines**

**WORKSHOP B (9:00am - 12:00pm)**

The objective of this workshop is to introduce epidemiologic principles needed to estimate the benefit of vaccination at the population level. An example will be used to illustrate the classical approach to estimate this benefit, which may greatly underestimate the true value of the vaccine. A method will be presented, which will estimate the true value of vaccination at the population, which typically is greater than estimates obtained using the individual animal approach.

**Session 1: Epidemiologic Concepts Important to Assessing Vaccination Efficacy in a Population**

**Session 2: Case Study Illustrating How Vaccines are undervalued**

**Session 3: Illustration of Correct Interpretation of Vaccine Impact at the Population Level**

**About Your Workshop Leader:**



**Tim Carpenter**, Professor & Director of the EpiCentre, Gilruth Chair of Animal Health & Leader, World Animal Health Organization's (OIE) Collaborating Centre for Veterinary Epidemiology & Public Health, Massey University, New Zealand

Prior to coming to New Zealand, Professor Carpenter was on the faculty of the School of Veterinary Medicine at the University of California at Davis, where he taught and conducted research for more than 30 years. His teaching and research were both cross disciplinary and cross species. He has authored or co-authored more than 230 peer-reviewed manuscripts. His animal species and disease focus are equally as diverse as the methods used to study them, including aquatic, wildlife, companion animals and livestock as well as bacterial, viral, protozoan infections and non-infectious diseases, from African swine fever to West Nile virus. Throughout all this, the common thread in his research is a problem-solving approach that provides useful information to an individual pet owner through to decision makers, who are responsible for the wellbeing of large animal populations. Beneficiaries of this work include various agencies, both within the US and abroad, including the US Department of Homeland Security (DHS), the Inter-American Development Bank (IDB), the World Animal Health Organization (OIE), the Food and Agriculture Organization (FAO), several State and Federal Departments of Animal Health, including the US Department of Animal Health (USDA), the US Department of the Interior (USDI), and decision and policy makers around the world, including more than 25 countries from Argentina to Zambia.

**Quality Risk Management in Animal Vaccines**

**WORKSHOP C (2:00pm - 5:00pm)**

Quality risk management includes risk assessment, control, communication and review. In vaccine production, the risk analysis has to be performed keeping cGMP in view. The risks associated with quality, safety and efficacy have to be addressed holistically. There are different approaches for risk assessment and management. The quality risk assessment and management should be a part of a quality assurance system. The risk evaluation is based on scientific knowledge, experience with the process and ultimately links to protection of the patient. Better understanding of the process and tolerance levels in manufacturing of vaccines will help in designing better quality risk management systems. The workshop will expose the participants to risk identification, analysis, evaluation and control in vaccine manufacturing.

**Key Topics to Discuss:**

- Risk assessment perspective in vaccine manufacturing
- Qualitative and quantitative methods risk analysis
- Tools useful in risk management
- Process of risk evaluation and review

**About Your Workshop Leader:**



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

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 B, Measles, DT, TT and DTP vaccines. He has published 43 scientific papers in various journals.



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上海金茂君悦大酒店, 中国

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.

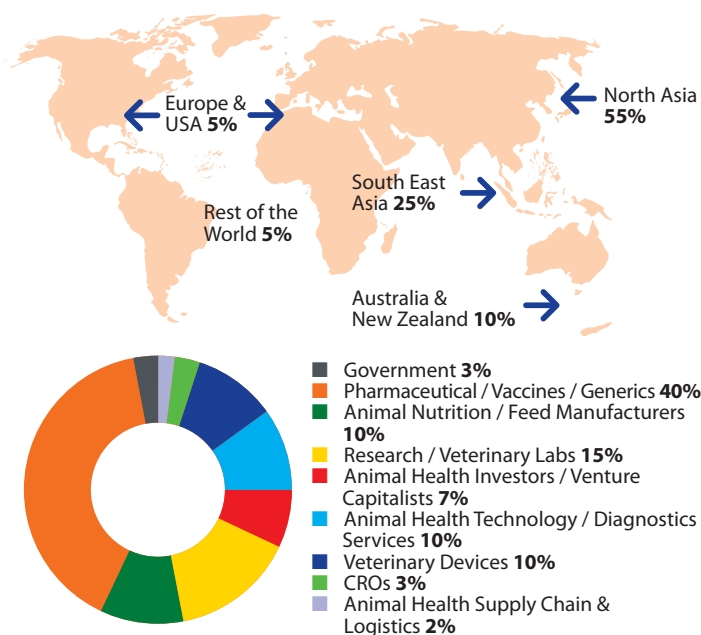
## Agenda at a Glance

Pre-Conference Workshop 3 November   Monday	Conference Day One 4 November   Tuesday	Conference Day Two 5 November   Wednesday	Post Conference Workshops 6 November   Thursday
Workshop A Animal Drug Approvals, cGMP & Quality	Regulation, Trends & Market Opportunities in Asia Pacific  Animal Health Business Models & Collaboration	Zoonoses, Human – Animal Interaction & Risk Mitigation  Product Development & Marketing	Workshop B Epidemiology in Animal Health Vaccines
Networking Lunch			
Workshop A Animal Drug Approvals, cGMP & Quality (Continued)	Prevention & Control of Animal Diseases	Animal Health Vaccines	Workshop C Quality Risk Management in Health Vaccines

Top **5** Reasons to Attend

- Examine how key animal health companies such as Elanco, Merial, Zoetis and GSK address animal health diseases and viruses in Asia Pacific
- Gain faster market access by understanding the regulatory pathways, trends and expectations in Asia Pacific
- Evaluate how attractive the animal health business in Asia Pacific is from key investors
- Answer your burning questions during interactive roundtable and panel discussions
- Learn and network with **23+ industry experts from 10 countries**
  - China Australia Japan New Zealand
  - USA India Thailand Singapore Taiwan
  - United Kingdom

## Who You Will Meet



## SPONSORSHIP &amp; 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**  
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## ANIMAL HEALTH 动物保健会议

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☐ I would like to purchase the conference presentations at SGD1000 + GST (SGD1070) per log in.

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##### Grand Hyatt Shanghai, China

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