

# World Generic Medicines

## Congress Europe 2010

23 – 26 February 2010, The Royal Horseguards, London, United Kingdom

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### Hear from



**Robert Wessman**  
Executive Chairman  
**Alvogen**



**Petra Danielsohn-Weil**  
European President,  
Established Brands  
**Pfizer**



**Satish Reddy**  
Chief Operating Officer &  
Managing Director  
**Dr Reddy's Laboratories**



**Gerard van Odiik**  
President and  
Chief Executive Officer  
**Teva Pharmaceuticals Europe**



**Honorable Henry A Waxman**  
Member of Congress  
**United States of America** (tentative)

More highlights Page 3 >>  
Full programme Pages 4 - 6 >>

## Excellence



## The business of affordable medicines

### Hear from and meet top generic pharmaceutical leaders

Teva, Sandoz, Mylan, Actavis, Alvogen, Pfizer, Hikma, Cipla Medpro, Dr Reddy's Laboratories, Gedeon Richter, Ranbaxy, Almus Pharmaceutical, Glenmark, Beijing Double Crane and more [pages 4 and 5 >>](#)

### Comprehensive content

Biosimilars, international market focus, wholesale and distribution environment, research and development, strategic overview and policy review [pages 4 and 5 >>](#)

### Highly interactive four days

Flexible attendance options; unique networking opportunities; gala dinner and interactive workshops on strategic planning in the generics industry and successful biosimilar development [page 6 >>](#)

#### Gala dinner speaker



Marc Woods, Paralympics gold medallist, BBC commentator and author and representative of the London 2012 Olympics tells his inspirational story at the gala dinner at the end of day one.

Speaker line up – more details	page 3
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Pre & post conference workshops	page 6
All booking offers & options	back page

[www.healthnetworkcommunications.com/2010/genericsuk](http://www.healthnetworkcommunications.com/2010/genericsuk)

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See page 8  
 for details

“ Good quality speakers, well organised, great venue, topical content ”

Chief Executive Officer,  
**Dr Reddy's South Africa**

“ Good opportunity to meet relevant people from the industry. Broad range of topics covered ”

Product Manager,  
**DSM Anti-Infectives**

“ Good selection of topics, excellent presenters / speakers ”

Director Operations,  
**Egis Pharmaceuticals PLC**

# Generic pharmaceutical strategy to drive your business forward

The global generics market is estimated to be worth \$133 billion in 2009 and the sector has continued to prosper. The global economic downturn has challenged the pharmaceutical industry affecting demand as healthcare providers utilise generics in cost containment plans. The generics industry has seen unprecedented growth over the last 5 years and with changes in legislation, increasing competition and impending patent expiries, can this growth continue and where is the industry heading?

At the 4th annual *World Generic Medicine Congress Europe*, the largest strategic meeting and the meeting of choice for industry leaders, key players will meet and discuss these important issues.

## Real experiences from industry's best

**Which strategies to adopt to become a leading global generic pharmaceutical company.** Robert Wessman from Alvogen will discuss his strategy for the company and the key components required.

In a bid to offset the impact of patent expiries across developed markets big pharma has shown an increasing appetite for generics as a means of accessing emerging markets. **Pfizer's Petra Danielsohn-Weil will discuss their plans to provide affordable quality medicine to underserved patients.**

The final report of the **European Commission's Pharmaceutical Inquiry** was published in July '09 and highlighted the challenges facing the sector. Paul Csiszar will discuss how the European Commission is acting to address the issues relating to delayed market entry.

The CEE and emerging markets are continuing to outperform mature markets. **Hikma, Cipla Medpro and Polpharma provide case studies** and discuss the

operational realities in running a generic pharmaceutical company in these markets. **Dr Reddy's Laboratory will discuss their strategy in entering an emerging market** through a strategic alliance.

## Your issues addressed

You cannot afford to miss it! This meeting will examine the key strategic and political drivers for generic activity and interpret what this will mean for the future of the industry. Here are some of the topics that our exceptional speaker panel will be addressing in February:

- **Financial forecast:** M&A markets, financial performance and the impact on innovator markets
- **Business strategy:** review of the requirements for a successful global generics company
- **Sustainability of the generic industry** – review of hurdles, opportunities and factors affecting generic pharmaceuticals
- **International market focus:** review of the challenges and opportunities in different local markets
- **Big pharma & generics:** changing business models for big pharma and how this will impact on the generic pharmaceutical companies
- **Biosimilars:** review of development, market entry strategies, regulatory pathway submissions and successful business models
- **Purchasing power and distribution systems in Europe:** how are decisions on generic purchases evolving? How does vertical integration effect purchasing power?
- **European Commissions enquiry:** what are the implications for the generics industry?
- **International IP review:** competition enquiries and the future of authorised generics and settlements

## Industry sectors: pharmaceutical, biotech and CROs



# 8 REASONS

**8 reasons not to miss the meeting that your peers will be attending**

**The world's largest strategic generics congress** – the only meeting you need to attend in 2010!

**Fantastic speaker panel** – of top international generic and pharmaceutical representatives, reflecting the mixture of local, regional and global issues tabled for discussion

**Join the A-list crowd** – the generics meeting of choice for industry leaders

**Quality of content** – there are no sales pitches and the content has been thoroughly researched with your peers

**Tailor the packed congress to meet your own information and networking needs** – pre and post conference workshops, focused networking sessions, panel discussions, gala dinner

**Global reach** – audience profile boasting 30 countries and 5 continents represented at the 4th annual event

**A proven track record** – the success of the *World Generic Medicines Congress* speaks for itself – read the testimonials elsewhere in this brochure!

**Extensive networking opportunities** plan who to meet and arrange meetings before the conference with the 'contact system', take part in 'speed networking' to meet more people in less time

## The Health Network difference

Health Network events create exciting places to...

- interact and grow knowledge
- meet and make contacts
- become inspired and reenergised

use your brain 

## A-list generics industry experts

The 4th annual *World Generic Medicines Congress Europe* brings together a record number of generics manufacturers and other industry experts.



Generic medicines health check – view from the investment community

**Rupert Hill**, Managing Director, Head EMEA Healthcare, **Merrill Lynch International**



Global review of biosimilar development

**Patrick Vink**, Senior Vice President, Head of Global Biologics, **Mylan GmbH**



Hurdles and opportunities for the generic pharmaceutical industry

**Dr György Thaler**, Director of Development, **Gedeon Richter**



Role of generic medicines in the provision of affordable and effective healthcare

**Valur Ragnarsson**, Executive Vice President, Third Party Business, **Actavis Group**



Southern African generics market – opportunities and challenges

**Dr Skhumbuzo Ngozwana**, Deputy Chief Executive Officer, **Cipla Medpro South Africa**



The role of regional companies in the emerging MENA markets

**Mezan Darwazeh**, Group Vice Chairman, **Hikma Pharmaceuticals**



Role of R&D in generic medicines' lifecycle management

**Dr Eric Mittleberg**, Vice President Product Development, **Sandoz**

### Your event contact is

**Karen Williams** +44 (0) 207 608 7056  
kwilliams@healthnetworkcommunications.com

“ Well prepared informative presentations with relevant selection of topics ”

Business Development Manager, **Pharmathen**

“ Well organised; good mix of topics ”

Chief Executive Officer, **Dividella AG**

**14 top generic companies under 1 roof and counting...**

## Day One Wednesday 24 February 2010

8:30 Registration and coffee

8:50 Opening remarks from the chair

## STRATEGIC OVERVIEW

9:00 Generic medicines health check – view from the investment community

- Changing nature of potential acquirers of generic companies
- Drivers of major pharma interest in generics
- Attractiveness of various markets to potential acquirers

**Rupert Hill**, Managing Director, Head EMEA Healthcare, **Merrill Lynch International**

9:30 The sustainability of healthcare in Europe

- Trends and future market environment
- Review of sector enquiry
- Options to improve generic competition

**Gerard van Odijk**, President and Chief Executive Officer, **Teva Pharmaceuticals Europe**

10:00 Business model for becoming a successful generic player

- Building up a major generics division
- Building up an international business
- Accelerating development of the business

**Robert Wessman**, Executive Chairman, **Alvogen**

10:30 **SPEED NETWORKING** Fun high-speed breaks in the conference day for making new contacts and exchanging details

11:15 Morning tea

11:40 Providing affordable, quality medicines to under served patients

- Why Pfizer is turning to multi-source markets for future growth
- How Pfizer will compete in the challenging multi-source space
- Pfizer's contribution to affordable healthcare strategies

**Petra Danielsohn-Weil**, European President, Established Brands, **Pfizer**

12:10 Globalisation of Indian generics: entering into the emerging markets through a strategic alliance

- Indian generic companies: globalisation and growth
- Changing business models for big pharma and impact on generic companies
- Alliancing as a key strategic driver for growth

**Satish Reddy**, Chief Operating Officer & Managing Director, **Dr Reddy's Laboratories**

12:40 Hurdles and opportunities for the generic pharmaceutical industry

- Factors influencing the generic pharmaceutical business in the next five years
- Sustainability of the generic industry
- Strategic options for mid-sized companies: the key challenges

**Dr György Thaler**, Director of Development, **Gedeon Richter**

13:10 Lunch

## POLICY REVIEW

14:10 Congressional update and Q&amp;A session on Hatch-Waxman Reforms

**Honorable Henry A. Waxman**, Member of Congress, **United States of America** (tentative)

14:40 The European Commission Pharmaceutical Sector Inquiry: final report and follow up

- Background on inquiry and main findings
- Policy recommendations
- First enforcement action

**Paul Csizsar**, Competition Directorate General Director, Basic Industries, Manufacturing and Agriculture, **European Commission**

15:10 European Commission's findings on the Pharmaceutical Sector Inquiry: EPO observations and responses

- The EPO view on patent-related issues
- How to guarantee high quality standards and accelerated procedures

**Dr Milena Lonati**, Principal Director of the Joint Cluster Pure and Applied Organic Chemistry, **European Patent Office**

15:40 Afternoon tea

## BIOSIMILARS

16:10 Global review of biosimilar development

- Market development over the coming years: what is the opportunity?
- Regulatory developments around the world
- Biosimilars vs. biobetters: what's the difference and how does it impact strategy?
- How to develop a successful business model

**Patrick Vink**, Senior Vice President, Head of Global Biologics, **Mylan GmbH**

16:40 European regulatory review for biosimilar development

- Clinical data required to register a biosimilar product
- Tips to overcome hurdles in biosimilar registration

Representative from the **MHRA**

17:00 Market experience with biosimilars in Europe

- The competitive landscape
- Market factors influencing update of biosimilars

Speaker to be confirmed; please check our website for updates

17:40 Closing remarks from the chair

17:45  Drinks reception

19:00



The gala dinner is an opportunity to relax and network over a few drinks and enjoy great food with your fellow attendees.

**Also hear a truly inspirational speech from Marc Woods.**

After losing his left leg to cancer at 17, Marc became a member of Great Britain's Paralympic swimming team and a multiple gold medalist. He has now retired from swimming having competed internationally for 17 years. Marc is also a BBC commentator and author and an ambassador for the London 2012 Olympics. Hear Marc's inspirational presentation at the networking Gala Dinner after day one.



## Day Two Thursday 25 February 2010

8:30 Registration and coffee

8:50 Opening remarks from the chair

9:00 **Role of generic medicines in the provision of affordable and effective healthcare**

- Government initiatives to lower healthcare costs
- Generics consumption prognosis in the worldwide economical crisis with declining sales for pharmaceuticals
- Providing affordable medicines in a fiercely competitive environment with constant price erosion

**Valur Ragnarsson**, Executive Vice President, Third Party Business, **Actavis Group**

9:30 **Global growth strategies for generics**

- Access strategies for new markets
- Operating globally, while conducting business locally
- Key successes

**Debashis Dasgupta**, Vice President & Regional Director Europe, **Ranbaxy Europe Ltd.**

10:00 **Sub-prime generics – the new world**

- Re-assessing the attraction for generics – is the tide ebbing?
- The classic bundling of generic portfolios – toxic assets!
- The changing dynamics of the industry and its impact
- The cost of compliance and why getting it wrong can be disastrous
- ‘Thinking small’ and ‘winning big’
- Glenmark and its approach to building a sustainable generic business

**Rahul Garella**, Senior Vice President, European Business, **Glenmark Generics**

10:30 Morning tea

## INTERNATIONAL MARKET FOCUS

11:00 **Review of market dynamics in Central Eastern Europe**

- Review of strategies being implemented in CEE
- How are companies managing key challenges?
- Operational realities

**Włodzimierz Gryglewicz**, Chief Executive Officer, **Polpharma**

11:30 **The role of regional companies in the emerging MENA markets**

- Consolidation of the MENA
- The future of healthcare expenditure
- How MENA markets will reform

**Mezan Darwazeh**, Group Vice Chairman, **Hikma Pharmaceuticals**

12:00 **Southern African generics market – opportunities and challenges**

- Background to the RSA region – demographics, healthcare financing, disease pattern etc,
- Industry health check
- Factors affecting access
- Opportunities

**Dr Skhumbuzo Ngozwana**, Deputy Chief Executive Officer, **Cipla Medpro South Africa**

12:30 **Opportunities and challenges for generic pharmaceuticals in China**

- Market dynamics
- Impact and changes in regulatory infrastructure

**Dr Wei Huacheng**, Chairman, **Beijing Pharmaceutical Groups Co. / Beijing Double Crane Pharmaceutical Co.**

13:00 Lunch

## WHOLESALE AND DISTRIBUTION ENVIRONMENT

14:00 **Wholesale and purchasing environment for generic medicines in Western Europe**

- What decisions big wholesalers make when selecting a generics label in their market
- How much do patients care about the brand?
- How do they see the generics medicines market evolving?

**Tony Foreman**, Commercial Director and Chief Executive Officer, **Almus Pharmaceuticals**

## RESEARCH AND DEVELOPMENT WITH GENERICS

14:30 **Role of R&D in generic medicines' lifecycle management**

- Definition of “lifecycle management of a generic product”
- Planning the program
- Timing of the program
- Lifecycle management of innovator products as compared to generics
- Review examples of the lifecycle scenario of generic products. Expectations from different possible generic marketing situations, (ie. first to files, commodities, specialty products)
- Development of lifecycle management strategies to answer the needs or challenges of the “natural” lifecycle of a generic product

**Dr Eric Mittleberg**, Vice President Product Development, **Sandoz**

## LEGAL REVIEW

15:00 **PANEL SESSION** International IP developments

- Recent legal developments affecting the generics industry
- Strategies to combat life cycle management
- Biosimilars – legal and commercial

**Panellist: Chris Thornham**, Associate, Intellectual Property Group, **SJ Berwin LLP**

For further updates on this session please visit [www.healthnetworkcommunications.com/2010/genericsuk](http://www.healthnetworkcommunications.com/2010/genericsuk)

15:30 **Closing remarks from the chair & afternoon tea**

Hear from and meet your industry peers

## Get the most from your conference



Fun, high speed break in the conference day for making new contacts and exchanging details.

## contact

Arrange meetings online before you arrive. Access event resources, such as papers and presentations, after you've left.



Meet and talk about the business issues on your brain.



An opportunity to relax and network over a few drinks with your fellow attendees.



Join at least one of the workshops. A relaxed environment for you to network with your peers and focus on topical issues.

4 day Gold pass.  
**Save £530** before  
5 December 2009  
See page 8.

## Pre & Post Conference Workshops

### Tuesday 23 February 2010

#### Strategic planning in the generics industry

##### Objectives:

The past year has seen tremendous change in the generic pharmaceutical industry. M&A, new legislation and pricing pressures have all raised questions on where the industry is headed and how companies should be poisoning themselves for the future. This practical and interactive session will examine strategies for surviving and thriving over the next 5 years.

##### Agenda outline and structure:

- 9:00 Registration and coffee**
- 9:30 Definitions of strategy and strategic planning**
- Financial considerations
  - Project and resource management as a means of controlling strategy
  - Project selection techniques-numerical and non-numerical models
- 10:30 Morning tea**
- 11:00 Generic differentiation strategies**
- Branded generics
  - Niche generics
  - Biosimilars
  - Supergenerics
  - Hybrid companies
  - Innovator companies and their approach to generics
- 12:00 Lunch**
- 13:00 The generic development process**
- How to measure efficiency
  - Improving processes
- 14:30 Afternoon tea**
- 15:00 Mergers and acquisitions**
- Carrying out due diligence
  - Technical aspects
  - Financial aspects
- 15:45 The generics industry as multinational operations**
- The cultural barriers
- 16:30 Q&A and close**

##### Your workshop leaders:



**Dr Malcolm Ross**, Managing Director, **Generapharm Consultancy** has been in the industry for 30 years and worked within Teva, Par and Taro. His background is technical on the generic R&D side and strategic product life cycle management.



**Francis Cloud**, Founder, **Pharmacloud** has 15 years of industry experience as an equity analyst, investment banker and sector researcher and has extensive experience analysing industry trends and the resulting financial implications on companies.

### Friday 26 February 2010

#### Development and commercialisation framework for biosimilars

##### Objectives:

To date over 10 biosimilars have been approved in Europe, using the EU's specially adapted approval procedure. The first follow-on biologic has been approved in Japan, and in the US, a legislative pathway is in sight. Both generic drug manufacturers and large pharma companies are angling for a share of this expanding niche in the \$75bn global market for biologics.

This practical and interactive session will examine the challenges and identify strategies to enter this potential lucrative market of biosimilars.

##### Agenda outline and structure:

- 9:00 Registration and coffee**
- 9:30 Exploring the biosimilars opportunity and development strategy**
- Is biosimilars a viable market?
  - Financial goals and budgeting
  - Creating a business model and exploring decision making tools
  - How do the USA and EU compare?
- 11:00 Morning tea**
- 11:30 Obstacles to entry**
- What are the challenges for market entry?
  - What are the hurdles for biosimilar manufacturers?
  - Regulatory and strategic obstacles and hurdles
- 13:00 Lunch**
- 14:00 Creating a strategy**
- What are the data requirements?
  - Sales and marketing obstacles and strategy
  - Lessons learned from biosimilars recently approved in the EC
  - Thoughts for more complex proteins
- 15:30 Close of workshop and afternoon tea**

Please visit the website for updates on who will be presenting these topics.

## Strength in numbers

Why not send your team and  
save up to 25%  
See back page for details

# Becoming a sponsor

The 4th annual *World Generic Medicines Congress Europe* will build on the tremendous success of the 2009 event. This conference is where senior decision makers working within all areas of generics globally can meet with regulatory bodies and clients to build mutually beneficial partnerships.

If you are a CRO, law firm or supply ingredients or raw materials then this event is the perfect platform on which to promote your company's expertise within the global generics industry.

By sponsoring and exhibiting at this event you will be able to network with the heads of departments working within generic medicines. You'll be able to take advantage of the ideal promotional platform which includes direct,

email and online marketing, face-to-face business development, press relations, telemarketing, print and online advertisements and much more - all of which will increase your business profile.

If you provide a product or service for the generic medicines market and you want to increase brand awareness or market share, then the 4th annual *World Generic Medicines Congress Europe* is an event you can't afford to miss.

**For more information call Rob Burberry on +44 207 608 7064 or email [rburberry@healthnetworkcommunications.com](mailto:rburberry@healthnetworkcommunications.com)**



Meet and do business with industry decision makers.

**Our attendees:**

At the 2009 event we attracted the key companies working within the generic medicines industry, 70% were Generic Pharmaceutical Manufacturers. From these we attracted the top decision makers, 69% were from Business Development, Licensing and Procurement roles and held Senior Director level positions and a further 25% were Chief Executive, Managing Director and Chairman level. This shows we have a proven track record of attracting key generic professionals from all over the world. People attended from Europe, North and South America, Asia, Africa and the Far East which proves this truly is a global event.

“Good mix of speakers”  
Partner,  
**Pricewaterhouse  
Coopers**

“Well prepared and informative presentations, relevant selection of topics”  
Business Development Manager,  
**Pharmathen**

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## The venue



Overlooking the River Thames, The Royal Horseguards is perfectly positioned in the historic heart of London, just yards from Charing Cross mainline railway station. Its unique location makes it one of the most sought-after hotels in London.

[www.theroyalhorseguards.co.uk](http://www.theroyalhorseguards.co.uk)

**Book before 5 December 2009 and save up to £530! Fax the registration form to +44 (0) 207 608 7050.**

# World Generic Medicines Congress Europe 2010

Excellence



23 - 26 February 2010, The Royal Horseguards Hotel, London, United Kingdom

**Use our online calculator at [www.healthnetworkcommunications.com/2010/genericsuk](http://www.healthnetworkcommunications.com/2010/genericsuk)**  
 You can use our online calculator to tailor your ticket and buy multiple tickets.  
 The calculator automatically selects the most favourable discount for you.  
**If you book and pay online you also save a further £100.**

**Register now**

Package	Before 4 Dec 2009	Before 15 Jan 2010	Before 5 Feb 2010	After 5 Feb 2010	How many	Calculate your ticket
<b>Gold pass</b> – all 4 days 23 - 26 February	£2385 + VAT £357.75 = £2742.75	£2650 + VAT £397.50 = £3047.50	£2785 + VAT £417.75 = £3202.75	£2915 + VAT £437.25 = £3352.25	<input type="checkbox"/>	
2 main days plus pre conference workshop 23 - 25 February	£1800 + VAT £270 = £2070	£2000 + VAT £300 = £2300	£2100 + VAT £315 = £2415	£2200 + VAT £330 = £2530	<input type="checkbox"/>	
2 main days plus post conference workshop 24 - 26 February	£1800 + VAT £270 = £2070	£2000 + VAT £300 = £2300	£2100 + VAT £315 = £2415	£2200 + VAT £330 = £2530	<input type="checkbox"/>	
2 day conference 24 – 25 February	£1215 + VAT £182.25 = £1397.25	£1350 + VAT £202.50 = £1552.50	£1420 + VAT £213 = £1633	£1485 + VAT £222.75 = £1707.75	<input type="checkbox"/>	
Networking dinner 24 February (conference attendees only)	£100 + VAT £15 = £115	<input type="checkbox"/>				

\*Registrations without credit/debit card payments are subject to a £100 booking fee.

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<b>Total</b>		

**Your voucher code**

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All tickets include refreshments, lunch and full conference documentation. The fee does not include hotel accommodation.

**Your details**

Delegate name.....  
 Job title..... Organisation.....  
 Address.....  
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Payment is due in 7 days. By signing and returning this form you are accepting our terms and conditions. If you reserve your ticket but pay by bank transfer or cheque payment must be received in 7 days

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**How to book your ticket**

**Online**

[www.healthnetworkcommunications.com/2010/genericsuk](http://www.healthnetworkcommunications.com/2010/genericsuk)  
 You can use our **online calculator** to tailor your ticket and buy multiple tickets. The calculator automatically selects the most favourable discount for you. If you book and pay online you also save a further £100.

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You can use our online calculator to tailor your ticket and then print a pdf of your order and fax to +44 (0) 207 608 7050 or complete this form and fax to +44 (0) 207 608 7050 or call +44 (0) 207 608 7055 and we'll take your booking over the phone.

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3. Health Network Communications will make available course documentation to a delegate who is unable to attend and who has paid
4. Health Network Communications reserves the right to alter the programme without notice including the substitution, alteration or cancellation of speakers and / or topics and / or the alteration of the dates of the event
5. Health Network Communications is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of an event

**If you reserve your ticket but pay by invoice or bank transfer payment must be received in 7 days**