New Product Launches in Asia Pacific: How to Address the Sale of Life Science and Medical Device Products in This Unique Market

Wednesday, December 4, 2013 • 5:30 – 8 p.m.
Constant Contact, Waltham, Mass.

Program Description
How “flat” is the world for the medical device industry or, more importantly, your own company? You may not be feeling the broader forces of international change in medical product development and marketing as strongly as some, but understanding Asia-Pacific and the opportunities it offers can help keep your overall business strategy (whatever your current markets) well-informed and up-to-date.

Broader market forces are driving international harmonization in the life science industry, resulting in new opportunities for savvy, insightful entrepreneurs. Asia-Pacific is particularly attractive due to its growing markets, cost benefits and an increasingly forward-looking regulatory and business development climate. But the region is not a single entity, so knowing how to navigate within each individual country is one key to success.

To help you assess what Asia-Pacific offers and its impact on U.S. companies, our panel of senior medical device company executives and industry experts will share their experiences, success stories and lessons learned in launching new life sciences and medical device products in Asia-Pacific including the major markets of Japan, India and China.

Panelists
Alain Tranchemontagne, Senior Vice President of Marketing, Smith & Nephew
Kimimasa Yamada, President and CEO, MBL International
Pushpa Vijayaraghavan, Vice President, Sathguru Management Consultants

Moderator
Yvonne Schlaeppi, Managing Partner and Co-Founder, Stratevise

December Event Co-Champions
Anna Xia, Managing Partner, Market Ignition Group
Michael Colafrancesco, Quality/Manufacturing Engineer, Medical Devices
Hank Allard, Principal, Edge Rep Solutions

Agenda
5:30 Registration, informal networking, buffet dinner
6:15 MDG announcements
6:20 Moderator introduction of panelists
6:30 Panelist presentations
7:30 Audience Q&A
8:00 Continued networking

About MDG
MDG’s mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities and promoting best practices in enterprise management.
### Speaker Biographies

**Alain Tranchemontagne**, senior vice president, commercial services, joined Smith & Nephew in 2008 and is a member of the executive team for the Advanced Surgical Devices division. His global responsibilities have included marketing, innovation, medical education and healthcare economics. He has over 20 years of international experience spanning start-ups to Fortune 500 organizations where he assembled and led sales and marketing organizations across Asia, Europe and the Americas and has worked to ensure alignment between new product development and emerging markets. Prior to joining Smith & Nephew, he was vice president, strategy & portfolio management at Covidien.

**Kimimasa Yamada** is president and CEO of MBL International Corp. in Woburn, as well as chief director of global strategy and director at Medical & Biological Laboratories Co., Ltd. in Nagoya, Japan. Prior to joining MBL Group, he served as president and CEO of SBI Biotech Co. Ltd., in Tokyo, and senior vice president, Asahi Kasei America Inc. in New York. Over the past 20 years, he has extensive experience in drug development in Japan and the U.S., as well as in vitro diagnostics in Japan, China and the U.S. At MBL Group, his focus is in the field of personalized medicine, such as biomarkers and companion diagnostics. He holds a master’s degree from Kyushu University, Fukuoka, Japan.

**Pushpa Vijayaraghavan** leads the life sciences practice of Sathguru, a niche emerging markets focused strategy and innovation advisory firm. Ms. Vijayaraghavan advises enterprises, research institutions and venture capitalists on advancing innovation and leveraging opportunities in India and other South Asian countries. She focuses on strategic planning of corporate global footprint expansion, research and product strategy for emerging markets, strategic partnership opportunities, policy and M&A advisory. Her prior experience includes leading consulting engagements in PwC and E&Y and a short stint in the University of Michigan Technology Transfer Office. She has a bachelor’s degree from Osmania University (India) and an MBA from the University of Michigan.

**Yvonne Schlaeppi** is an international lawyer, advisor to the boards of public and private U.S. and foreign-owned corporate groups, senior corporate executive and global business strategist. For more than 25 years she has been a senior management team member at technology-focused companies (life sciences; manufacturing and capital equipment; and high security document printing and credentialing), as well as practicing at some of the world’s premier law firms. She was an equity partner and chair of Boston-based Palmer & Dodge LLP’s International Practice Group, general counsel in three multinational groups in the U.S. and overseas; worldwide general counsel and corporate intellectual property officer at Organon Biosciences NV. She founded Stratevise, a Boston-based investment and advisory company, in 2011 with her partners. At Stratevise, she leads the firm’s life sciences transaction advisory work and its investments in various consumer oriented products. She holds a B.A. from Princeton University and a J.D. from Columbia University and was a recipient of the German Fulbright fellowship.

### Upcoming Events

**MDG Holiday Party**

*Networking Event*

**Wednesday, Dec. 18, 2013**

**Bertucci’s • Waltham**

To honor our sponsors, our members and help The One Fund-Boston

Let’s celebrate the Holidays and prepare for the New Year by unwinding with a fun filled evening of fantastic food, good times and great people. Please bring your significant other, colleague or friend. Complimentary food (vegetarian options available), cash bar, super prize raffle, hobnobbing all evening long, and, most importantly, helping to give back to those who are less fortunate this Holiday Season! Tickets are $35 per person and 25% of all ticket sales will go directly to The One Fund.

**January 4 Forum**

*Challenges Within Internal Culture, Communication & Collaboration Processes*

*(At Constant Contact, Waltham)*

Everyone understands what is meant by “teamwork”—or do they? Few would disagree that effective teams are characterized by trust, respect and collaboration, but how is that achieved? MDG has assembled a forum panel with deep experience in building teams in a range of organizations. They will share their expert knowledge and attempt to answer your toughest questions.
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News You Can Use

New Members
MedDev welcomes new members who have joined MDG last month:
Ralph Johnston
Robert Krupa
Roy Strunin

In addition, we welcome back those who have renewed their MDG membership:
Anthony Fiore
Alan Oslan
Maria Shepherd
Paul Heanue
Alex Segal

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Medical Development Group
MDG – Product Development & Manufacturing Outsource – SIG
MDG Marketing & Sales Special Interest Group

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Medical Development Group
2013-2014 Program Calendar

- **Forum Panels** *(Location: Constant Contact Headquarters, Waltham, unless noted otherwise)*
  - Sep 11  Boston's Emergency Medicine Response to the Marathon Attacks:
    The Inside Story of Saving Lives by Advance Planning & Rapid Deployment
  - Oct 9  Developing Medical Devices For Children: Opportunities & Challenges *(At Children's Hospital, Boston)*
  - Nov 6  Dentistry: The Rodney Dangerfield of Medical Devices
  - Dec 4  New Product Launch in Asia-Pacific: How to Attack an Unmet Need
  - Jan 8  Challenges Within Internal Culture, Communication & Collaboration Processes
  - Feb 5  Advances in Human-Robotic Interaction: Present and Future Impact on the Medical Field
  - Mar 5  Commercialization of Implantable and Innovative Devices: Development of Testing Standards to Minimize Risk and Maximize Safety
  - Apr 2  Cardiac Disease: From Algorithms to Products
  - May 7  Medical Device Innovation Under the Affordable Care Act: Where are the Biggest Opportunities for Growth?
  - June 4  Tissue Regeneration: Regenerative Medicine & Materials

- **December 2013 MDG Sponsors**

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