



2016 ASAP European Alliance Summit

The New Ecosystem for Partnerships

November 3–4, 2016 London

Hear from 30 Directors of Strategic Alliances, Joint Ventures, Ecosystems and Innovation
Two Dedicated Streams of Presentations to Tailor your Agenda

(Several events in 1: a full event for those interested cross-industry Alliance/Partnership Approaches, Partnerships Ecosystems and content for life sciences, technology companies and other industries)

Move freely between either stream during the course of the event

Nick Jenkins, Marketing Partnerships and Ecosystem Director, UK, Facebook
Yuval Dvir, Head of EMEA Online Partnerships, Google for Work, Google
Hans Lindner, Head Global External Innovation and Alliances, Bayer
Graham Cross, Director of Innovation and Commercial Alliances, Unilever
Jean-Noel Enckle, EMEAR Industry Alliances, Cisco
Vaibhav Kadikar, Head Strategic Partnerships, Syngenta
Francisco Carranza, Managing Director, Renault–Nissan Energy Services, Renault Nissan
Jean-Marc Collin, Director Alliance Management, Servier
Denis Gautheret, Vice President Alliances & Business Development, Deutsche Telekom
Ruben Garcia Santos, CSAP, Programme Manager Strategic Partnerships, Novo Nordisk Haemophilia Foundation
Sarah Sanders, Director of Partnerships, Ecosystem Strategy & Partnerships, GSMA
Michael Moser, Alliances Network Collaboration, Dassault Systèmes
Patrick Nielly, SVP Strategic Alliances, Ipsen

Steve Twait, VP, Alliance and Integration Mgmt, AstraZeneca
Aileen Smith, Head, Digital Ecosystem Development, Huawei
David Markanich, Global Head of Partnering and Strategic Alliances, Ericsson
Ole Kjems Sørensen, SVP, Head of Partnerships, DONG Energy
Stewart Carruth, Chief Executive, Stirling Council
Luc Meesters, Joint Ventures Manager, Shell
Michael Hilsenrath, Alliance Partner Business Development, Vodafone UK
Frank Grams, VP, Head Alliance Management & Transactions, Sanofi R&D
Lucinda (Cindy) Warren VP, Business Development Neuroscience, Janssen Business Development
Moneshia zu Eltz, Head of Strategic Alliances and Corporate Venturing, Philips
Jean-Marc Gottero, VP A&C Cloud EMEA, Oracle
Mary Di Nunzio, Head of Global Patent Alliances, Lundbeck
Heather Fraser, Global Lead, Life Sciences & Healthcare, IBM
Matthias Schanze, Senior Director Venture Technology, Siemens Technology to Business
Peter Milligan, Founder, New Generation Leaders
Alistair Dixon, Senior Director, Global Alliance Mgmt, Takeda

Unique Features of this Event:

30 case study presentations from Alliance, JV and Partnerships Departments (all in-house), Practical Insights and Unbiased information

27+ Heads of Alliances, Joint Ventures, Corporate Partnering, Ecosystems and Business Development.

15+ different countries represented for a truly global group of perspectives

10+ different industries represented including pharma/life sciences, energy, technology, automotive, manufacturing, engineering, consumer goods, telecom, chemical, etc. in two unique streams.

Emerging Trends: the Internet of Things (IoT), Cloud., Life Science Ecosystems, Automotive Partnerships, Telecoms, Digital Ecosystems, IP, Startup Partnerships, Smart Cities, Innovation, etc.

Exclusive Corporate Perspectives:

Sanofi, Philips, IBM, Cisco, From Bilateral Alliances to Portfolios and Ecosystems

Syngenta, Huawei Digital Ecosystems

Unilever Ensuring a Collaborative Mindset as the Success Factor for Strategic Alliances

Takeda Centers of Excellence: Reaching Higher Levels of Development in your Alliance Relationships

AstraZeneca Maximising Value through Divestments

Oracle Managing Channel at a Time of Market Transformation

Bayer Best Practice on R&D, Innovation and Partnerships with Academia

Servier Monde Setting Up an Alliance Management Function in Your Organization

Johnson & Johnson Making your Alliance Global

Lundbeck How to Manage IP in Innovation and Technology Partnerships

GSMA Develop the Design & Managing Partnership Models

“Excellent event. Good to share ideas and network with like-minded European peers”
VP Strategic Alliances, Ipsen

“Lots of interesting presentations and insights. Great opportunity for networking which is extremely valuable”
VP Partnership Management, Deutsche Telekom UK

Day One: Thursday, November 3, 2016

| | | |
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| 08.30 | Registration and Coffee | |
| 09.00 | Chairman's Opening Address | |
| 09.15 | <p>Centers of Excellence: Reach Higher Levels of Development in your Alliance Relationships</p> <ul style="list-style-type: none"> How alliance centres of excellence can increase consistency & embed best practice and knowledge share Using alliance centres for external benchmarking and internal coaching Adapting your centre of excellence to individual business units <p>Alistair Dixon, Senior Director, Global Alliance Management, Takeda</p> | |
| | Stream A: R&D, Startups and Innovation | Stream B: IT Ecosystems |
| 10.00 | <p>Innovation, Disruption and Partnerships within the Startup Ecosystem</p> <ul style="list-style-type: none"> Why organizations have to open up on an inter-organizational level How the framework can be shaped <p>Matthias Schanze, Senior Director Venture Technology, Siemens Technology to Business</p> | <p>Establishing an Agile Ecosystem of Multi-Partner IT Alliances</p> <ul style="list-style-type: none"> The "partner or die" imperative in the high-tech world Creating an open cloud marketplace for "everything as a service" Building go-to-market strategies; the latest ideas and practices for building success <p>Aileen Smith, Head of Digital Ecosystem Development, Huawei Technologies</p> |
| 10.45 | <p>Best Practice on R&D, Innovation and Partnerships with Academia</p> <ul style="list-style-type: none"> Attributes for successful and diversified alliance establishment Fostering innovation through content and solution partnerships <p>Hans Lindner, Head Global External Innovation and Alliances, Bayer</p> | <p>Going from Simple Alliances to New Business Models and Ecosystems</p> <ul style="list-style-type: none"> Connecting your alliance strategy with your group's Digital transformation roadmap New business models for innovations such as the Internet of Things (IoT) <p>Jean-Noel Enckle, EMEAR Industry Alliances, Cisco</p> |
| 11.30 | Morning Coffee and Networking | |
| | Stream A: Channel Partners/Go-to-Market | Stream B: Life Sciences and Pharmaceutical Alliances and Ecosystems |
| 12.00 | <p>Managing Channel at a Time of Market Transformation</p> <ul style="list-style-type: none"> Setting the right vision for transformation to cloud How to accelerate transition to the new model Recruiting and developing new channels Innovative models for enabling internal and external resources <p>Jean-Marc Gottero, VP A&C Cloud EMEA, Oracle</p> | <p>Corporate Presentations: From Bilateral Alliances to Portfolios and Ecosystems</p> <p>Frank Grams, VP, Head Alliance Management & Transactions, Sanofi R&D Moneshia zu Eltz, Head of Strategic Alliances and Corporate Venturing, Philips Heather Fraser, Global Lead for Life Sciences & Healthcare, IBM Institute for Business Value</p> |
| 12.45 | <p>Advanced Tools for Stronger Alliance Collaboration and Faster Go-to-Market</p> <ul style="list-style-type: none"> Case Study: Partnership Opportunities with an Application Platform for Digital City Simulation Align partners' value propositions for users GTMsupport for individual platform contributors Importance of social interaction in a digital environment <p>Michael Moser, Alliances Network Collaboration, Dassault Systèmes</p> | <p>Interactive Panel Discussion on Life Science and Healthcare Ecosystems</p> <ul style="list-style-type: none"> Best practice in R&D partnerships Comparison of ecosystem structures Governance issues Coopetition challenges Performance management <p>Frank Grams, VP Head Alliance Mgmt & Transactions, Sanofi Moneshia zu Eltz, Head of Strategic Alliances and Corporate Venturing, Philips Heather Fraser, Global Lead, Life Sciences & Healthcare, IBM Lucinda (Cindy) Warren, VP, Business Development Neuroscience, Janssen Business Development</p> |
| | Exhibits Open | |

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| 13.30 | Luncheon | |
| | Stream A: Establishing a New Alliance Management Function in your Company | Stream B: Digital Ecosystems |
| 14.30 | <p>Setting Up an Alliance Management Function in Your Organization Case study on setting up a new alliance function</p> <ul style="list-style-type: none"> • Alliance-enabling your organisation • Designing responsibilities and engagement levels • Creating ambassadors for an alliance setup <p>Jean Marc Collin, Alliance Management Director, BD & Licensing Division, Servier Monde</p> | <p>New Partnership Models in a Digital Landscape</p> <p>Nick Jenkins, Marketing Partnerships and Ecosystem Director, UK, Facebook</p> |
| 15.15 | <p>Developing an Onboarding Process for Alliances/Partnerships <i>Is your Alliance Function Centralised or Decentralised (with local alliance managers)</i></p> <ul style="list-style-type: none"> • Presentation of our Alliance Framework • First 100 days of an alliance • Tools and tips for alliances in different stages • Different business models • Examples of various alliances <p>Patrick Nielly, SVP Strategic Alliances, Ipsen</p> | <p>Digital Ecosystems: Quicker and Efficient Transformations through Strategic Partnering</p> <p>Vaibhav Kadikar, Head of Strategic Partnerships, Syngenta</p> |
| 16.00 | Afternoon Coffee and Networking | |
| 16.30 | <p>Making your Alliance Global: Having a Global Approach for Managing Alliances</p> <ul style="list-style-type: none"> • Connecting your alliances across various regions • Sharing learnings, data, insights and a culture across your organisation • Involving not only your strategic alliances and JVs but also your internal stakeholders (biz dev, line management, country heads, sales heads, legal, etc) <p>Lucinda (Cindy) Warren, VP, Business Development Neuroscience, Janssen Business Development</p> | <p>An Alliance Built on Culture</p> <ul style="list-style-type: none"> • Partnering in a Cloud & Mobile first world • Federating innovation via alliances <p>Yuval Dvir, Head of EMEA Online Partnerships, Google for Work, Google</p> |
| 17.15 | <p>Maximising Value through Divestments: A Role for Alliance Management</p> <ul style="list-style-type: none"> • Leveraging your internal network when preparing for divestments • Partnering with Business Development to play an active member of the deal team • Carving out a value-added role in the execution of the divestment transition <p>Steve Twait, VP, Alliance & Integration Management, AstraZeneca Emma Barton, Associate Director, Alliance & Integration Management, AstraZeneca</p> | <p>Organisational Politics & Power: How to Make Sure It Creates, not Destroys, Valuable Strategic Alliances</p> <ul style="list-style-type: none"> • The two emotions that are our greatest servants and worst masters • How to deal with the relentless, insidious effect of human ego • The keys to effective stakeholder relationship management • How to recognise and work with the “hidden” side of organisational life • A challenging case study to stimulate problem solving and discussion among participants <p>Peter Milligan, Founder, New Generation Leaders</p> |
| 18.00 | Closing Remarks from the Chair and End of Day One | |

Day Two: Friday, November 4, 2016

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| 08.30 | Registration | |
| 09.00 | Chairman's Opening Address | |
| 09.15 | <p>Ensuring a Collaborative Mindset as the Success Factor for Strategic Alliances</p> <ul style="list-style-type: none"> Building a high degree of loyalty and trust within your own workforce and transfer that engagement to your partners' teams Ensuring a more collaborative mindset in your organisation's business models and behavior (appear open to alliances) Embed collaborative thinking both internally and externally Project managing your partner relationships after deals are signed: Making sure your dedicated alliance managers are aligning goals, communicating and handing the day to day needs to execute on the partnership (and not managing too many partnerships without adequate attention to each one) <p>Graham Cross, Director of Innovation and Commercial Alliances, Unilever</p> | |
| 10.00 | <p>Connecting your Partnership Strategy with your Overall Corporate Strategy</p> <ul style="list-style-type: none"> Integrate a partnership strategy into a corporate strategic planning process Applying partnership tactics to the strategy execution (at the programme management and projects level), to ensure that the business units implementing the strategy are helping to sustain successful partnerships <p>David Markanich, Global Head of Partnering and Strategic Alliances, Ericsson</p> | |
| 10.45 | Morning Coffee and Networking | |
| | Stream A: Joint Ventures | Stream B: Investment Partnerships & Dispute Resolution |
| 11.15 | <p>Due Diligence in Strategic Alliances/JVs</p> <ul style="list-style-type: none"> Using established methods and techniques from M&A procedures and applying them to the due diligence of strategic alliances and JVs When the terms are already agreed: how to conduct post-deal assessments to make the most of the alliance (ie. uncover hidden partner strengths) <p>Luc Meesters, Joint Ventures Manager, Shell</p> | <p>Case Study Presentation on DONG Energy Wind Power Partnership Model</p> <ul style="list-style-type: none"> World leader in offshore wind with 25 years' experience Unique partnership model with customized risk / return profile matching the investment strategy of the individual partner Over EUR 5 bn invested by partners alongside DONG Energy over the last five years Equity partners ranging from pension funds to large scale corporates have become co-shareholders in DONG Energy's offshore wind projects <p>Ole Kjems Sørensen, SVP, Head of Partnerships & Asset Management, DONG Energy</p> |
| 12.00 | <p>Strategic Partnering and JVs in Emerging Markets</p> <ul style="list-style-type: none"> Outsourcing Build – Operate – Transfer Contracts Joint Ventures Finding the correct JV partner Handling the challenges and risks Intellectual property issues and considerations <p>Jane Moffat, General Counsel, Turbomachinery Solutions, GE Oil & Gas</p> | <p>Alliance and JV Dispute Resolution</p> <ul style="list-style-type: none"> Empowering alliance managers to define and negotiate the terms of the JV How to handle the alliance if the terms of relationship were already agreed Engaging the disaffected parts of the JV companies <p>Denis Gautheret, Vice President Alliances & Business Development, Deutsche Telekom</p> |
| 12.45 | Lunch Break | |
| | See photos from last year's EU Alliance Summit: http://www.thoughtleaderglobal.com/alliance-summit-photos2015/ | |

| | Stream A: Smart Cities | Stream B: Cross Sector Alliances |
|-------|--|--|
| 14.00 | <p>Partnerships with Government to Develop Smarter Cities</p> <p>Stewart Carruth, Chief Executive, Stirling Council</p> | <p>Partnerships between Automotive and Energy Companies</p> <p>Francisco Carranza, Managing Director, Renault–Nissan Energy Services, Renault–Nissan</p> |
| 14.45 | <p>Strategic Partnering at Vodafone: From a Practitioner’s Perspective</p> <ul style="list-style-type: none"> • Developing a framework for replicable success • Why is strategic partnering important to us? • The highs and the lows – “Are you partner ready?” • Vodafone’s 7 Golden Principles of Strategic Partnering <p>Michael Hilsenrath, Alliance Partner Business Development, Vodafone UK</p> | <p>Cross–Sector Alliances in Creating Sustainable Value</p> <p>Ruben Garcia Santos, CSAP, Programme Manager Strategic Partnerships, Novo Nordisk Haemophilia Foundation</p> |
| 15.30 | Afternoon Coffee and Networking | |
| 16.00 | <p>Intellectual Property: How to Manage IP in Innovation and Technology Partnerships</p> <ul style="list-style-type: none"> • Role of Alliance Manager in the creation of IP • Technology transfer licensing agreements • How to Manage IP in Innovation and Technology Partnerships • Protection of IP <p>Mary Catherine Di Nunzio, Head of Global Patent Alliances and US Patent Attorney, Lundbeck</p> | |
| 16.45 | <p>Developing the Design and Managing Partnership Models</p> <ul style="list-style-type: none"> • Founding principles for successful partnership models • Possible formats • Governance mechanisms • Lessons learned in designing and executing alliance strategies <p>Sarah Sanders, Director of Partnerships, Ecosystem Strategy & Partnerships, GSMA</p> | |
| 17.30 | Closing Remarks of the Chair and End of Forum | |



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WHY YOU SHOULD ATTEND

Thought Leader Global and The Association of Strategic Alliance Professionals are proud to organise our 3rd European Alliance Summit.

Whether you have a mature corporate alliance and partnership strategy, are looking to benchmark with others in this space (to continually improve your framework and ecosystem), or are at an earlier stage of entering into new alliances or joint ventures, this event provides an ideal community for you.

Setting up an alliance management function is an important first step. One must lay the groundwork for the long-term success of both alliances and joint ventures. Often businesses that may have competed in the past must be brought together, and this requires building trust and bridging cultural barriers. Both the research and development side as well as the sales / go-to-market side need to have best-practice in place for the partnership to succeed. Often the most lucrative JVs and alliances are in new markets and in emerging market countries. There are significant cultural, HR, legal and operational risks to manage in these partnerships.

Leadership and governance are important focus areas to cover. There is a significant transition period in the creation of a JV or alliance, and a strong transition plan must be put into place. Both innovation and sales results are the key goals of new partnerships. However, companies must encourage a joined workforce to bring about the performance. Trust and cooperation must be embedded to demonstrate this joined workforce. Performance and governance must be adequately implemented and monitored, so that goals are met and value is created.

Attend this forum to benchmark how other organisations are managing their alliance strategies; hear their perspectives - both success stories and lessons learned. Utilise this event to learn from their experiences, compare solutions and take away actual strategies that you can use to drive transformation in your group.

Terms and Conditions:

- Event Fees are inclusive of materials in the programme and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 6 days from receipt of invoice. Payment must be received before the conference date. A receipt will be issued upon payment. Due to limited conference space, we recommend early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We do reserve the right to refuse admission if payment has not been received on time.
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