

# ENZYME ENGINEERING CONFERENCE XVI

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## *Linking the Pharmaceutical Industry with Academia*

**Pre-conference Workshop led by PricewaterhouseCoopers**

**Dr. Andreas Fischer, Principal Consultant**

**Dr. Andreas Wickli, Principal Consultant**

**PricewaterhouseCoopers**

**St. Jakobs-Strasse 25**

**4002 Basel**

**Switzerland**

**Tel. 0041 61 2705 111**

**Fax 0041 61 2705 588**

### **Background**

The current global environment (see Figure 1) is marked by increased customer-tailored demand, decreased customer loyalty, shorter product life-cycles, and mass product customisation, forcing companies to lower costs while increasing the quality and variety of products and services. In order to be able to meet these challenges, companies are extending their value-chains by cooperating with organisations whose complementary capabilities can give the whole business network a competitive edge. Industrial competition is therefore changing from being between individual companies, to being between clusters of tightly knit partnering corporations whose intent is to deliver the right product to the customer/consumer at the appropriate time and price. Companies are progressing from the notion of the extended supply chain and *supply networks* to *collaborative communities* that share information, execute transactions and collaborate on plans. In order to fill drug pipelines, major pharmaceutical companies are therefore increasingly seeking collaborations, not only with biotechnology and drug development companies, but also with academia in order to determine which developments should be on their radar screen and to understand how academia contributes to the external innovation quotient.

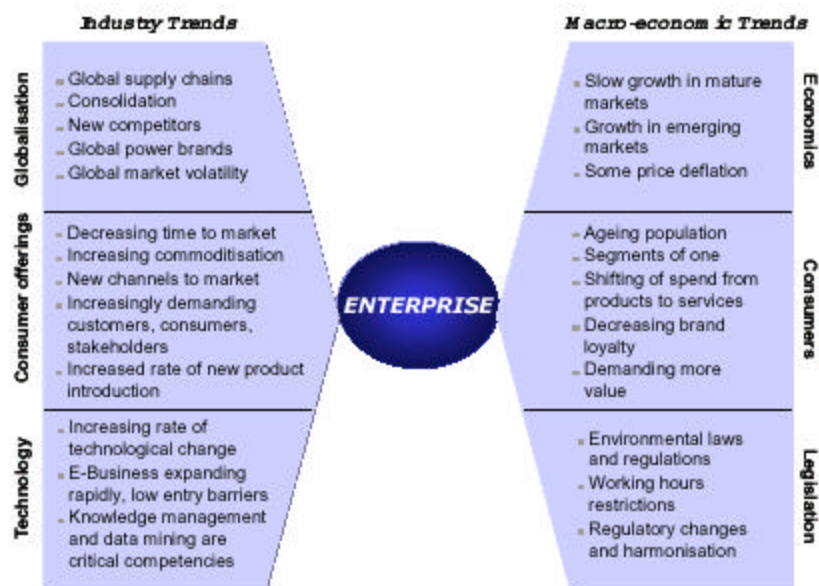


Figure 1: Micro- and Macro-economic trends facing the enterprise (adapted from PricewaterhouseCoopers, 1999)

## Problem

In order to become involved in a successful and sustainable collaboration, business partners will have to answer the following key questions:

- Strategy: what is the value potential from collaboration, and what new KPIs (Key Performance Indicators) are required to track benefits and support industry CSFs (Critical Success Factors)?
- Process: are business processes organised to enable collaboration, and if so, how reliable are they?
- Organisation: are people organised to enable collaboration? Have change management processes been developed?
- Technology: which technologies can support the collaboration on both a national and local level?

## Discussion:

This workshop is a hands-on interactive session where attendees are encouraged to bring along and share their views and experiences of collaborations between the pharmaceutical industry and academia, specifically in the area of Biotechnology.

The workshop leaders from PwC will encourage cross-ideas and lively debate, making best use of their experiences in this field.

The workshop will be conducted in four parts:

- Introduction
- Industry Value Chain
- Required Support from Academia
- Discussion

In a brief introduction, PwC will give an overview of some major trends within the pharmaceutical industry, specifically exploring current developments and issues in the area of the biotech industry. A particular focus will be the use of biotransformations for the production of fine chemicals and pharmaceutical intermediates. In two separate interactive breakout sessions, workshop attendees will discuss the most important CSFs of the pharmaceutical industry value chain. Subsequently, Academia's competencies will be linked to these CSFs in order to build up awareness of potential correlations. Both breakout sessions will be followed by feedback sessions. Finally, there will be an open discussion aimed at developing ideas to further improve a sustainable collaboration between Academia and the Pharmaceutical Industry in the area of biotechnology. In this discussion, both opportunities and threats will be considered.