

Track
03

Stem Cells and Regenerative Medicine

Globalization and New Business Models in the Regenerative Medicine Industry

April 9(Thur), 09:30 ~ 17:30 / Room.307

Commercialization of stem cell-based products has been a big highlight in regenerative medicine, since the first product was launched in Korean in 2011. However, stem cell therapies are being promoted and more complicated with added functions or gene modifications and differentiated cells from embryonic stem cells (ESCs) or induced pluripotent stem cells (iPSCs) are actively under commercial development. Governments in the leading countries of the field are racing in setting up new policies and regulations to support the commercialization of this brand-new therapy using stem cells. Industries also need to make strategic efforts to diversify business models and establish international networks thereby expand the market and industry. This track of BIO KOREA 2015 tries to deal with these industry issues and provide examples of future direction.

SESSION 1. RECENT TRENDS IN STEM CELLS THERAPIES AND REGENERATIVE MEDICINE INDUSTRY 09:30 ~ 11:30

This session will discuss current issues in the RM industry, market and government policies/regulations. The first topic will analyze market trends and environment and provide perspectives of future market change. The second talk will introduce key features of RM industry and company activities in the US and global thereby show us implications on the promising product strategies. The last talk will introduce recent trends in the regulatory policy and its innovation started from Japan, and delineate their impact on future RM industry and market.

SESSION CHAIR **Bryan Choi**, Vice-director, Global Stem Cell & Regenerative Medicine Acceleration Center (GSRAC), Korea

09:30 ~ 10:00 **Overview and Future Perspectives of the RM Markets**
Sanjeev Kumar, Consultant, Frost & Sullivan, Malaysia

10:00 ~ 10:30 **Current State of the Global RM Industry and Market Strategies**
Morrie Ruffin, Managing Director, Management Team, Alliance for Regenerative Medicine (ARM), USA

10:30 ~ 11:00 **Regulatory Overview and Considerations of Cell Therapy Products in Korea**
Tae Gyun Kim, Ministry of Food and Drug Safety (MFDS), Korea

Panel Discussion

Chair **Bryan Choi**, Vice-director, Global Stem Cell & Regenerative Medicine Acceleration Center (GSRAC), Korea

11:00 ~ 11:30 **Panel** **Sanjeev Kumar**, Consultant, Frost & Sullivan, Malaysia
Morrie Ruffin, Managing Director, Management Team, Alliance for Regenerative Medicine (ARM), USA
Tae Gyun Kim, Ministry of Food and Drug Safety (MFDS), Korea

11:30 ~ 13:00 Session Break

SESSION 2. ESTABLISHING A GLOBAL ALLIANCE IN REGENERATIVE MEDICINE INDUSTRY

13:00 ~ 15:00

Stem cell therapies and regenerative medicine are highly promising field and in rapid progression. However, it is still in an infant stage and many uncertainties are embedded innate with regard to clinical utility, ideal business models, market opportunities and government policies/regulations. It is very important to share ideas on these issues, make a consensus among different stake-holders and eventually set up international harmonization to reduce future risks and accelerate market success. This session will discuss the role of collaborative efforts among companies and introduce recent efforts in establishing an international network.

SESSION CHAIR **So Ra Park**, Director, Global Stem Cell & Regenerative Medicine Acceleration Center (GSRAC), Korea

13:00 ~ 13:30 **Integrating Different Stake Holders to Promote Market Success**
So Ra Park, Director, Global Stem Cell & Regenerative Medicine Acceleration Center (GSRAC), Korea

13:30 ~ 14:00 **The Alliance for Regenerative Medicine's Vision for Successful Commercialization of Advanced Therapy Products**
Robert Preti, Vice Chairman, Executive Committee, Alliance for Regenerative Medicine (ARM), USA

14:00 ~ 14:30 **Introduction of Forum for Innovative Regenerative Medicine (FIRM) in Japan**
Kunihiko Suzuki, Vice Chairman, Forum for Innovation Regenerative Medicine (FIRM), Japan

Panel Discussion

14:30 ~ 15:00 **Chair** **So Ra Park**, Director, Global Stem Cell & Regenerative Medicine Acceleration Center (GSRAC), Korea

Panel **Robert Preti**, Vice Chairman, Executive Committee, Alliance for Regenerative Medicine (ARM), USA
Kunihiko Suzuki, Vice Chairman, Forum for Innovation Regenerative Medicine (FIRM), Japan

15:00 ~ 15:30 Session Break

SESSION 3. A JOINT BUSINESS MODEL OF A KOREAN-FOREIGN COMPANIES

15:30 ~ 17:00

Recently many foreign companies in the regenerative medicine are eager to find a Korean partnership and launch their cell therapy products in Korea market. Korean companies are also trying to collaborate with foreign companies in technology and business development. This session will introduce examples of collaboration between Korean and foreign companies; two cases of launching foreign products in Korea market and one case of a collaboration from technology development. Presentations will talk about what the business models are like and how the win-win outcome will be created.

SESSION CHAIR **David Kim**, CEO, Cure Holdings, Korea

15:30 ~ 16:00 **Sustainable Business Model Design**
David Kim, CEO, Cure Holdings, Korea

16:00 ~ 16:30 **Strategic Partnership for the Korean Market Development**
Vered Caplan, CEO, Orgenesis, Israel

16:30 ~ 17:00 **International Business Model at Medipost**
Jay Lee, Executive Director, Medipost, Korea