

Location

Summit will take place at the **Grand Hotel Eden in Lugano**,
Riva Paradiso 1, 6900 – Lugano – Switzerland
www.edenlugano.ch, P. +41 91 985 92 52

How to get there

By road (from the north or south)

Motorway A2 exit Lugano sud (south) drive towards Lugano and the lake. At the lake turn right, after 200 metres you will see the Grand Hotel Eden on both sides of the road. Turn right in Via Bosia and park at the Grand Hotel Eden parking.

By plane

Milan Malpensa Airport (I):

For the onward journey from Milano Malpensa Air Terminal 1, exit gate No. 4, parking No.19. Board the shuttle to the Lugano railway station (50 min journey). At the station, board bus No. 2 for Lugano Paradiso (approx 5 min.), then you have a 100 m. walk to the hotel.

Lugano-Agno (CH):

Airport shuttle service to the hotel (taxi distance to the hotel: 5 km).

Accommodation and hotel reservation

Special rates have been agreed for summit participants with **Grand Hotel Eden** at the cost of:

Single room: **CHF 252.-** (€ 156 approx)

Double room: **CHF 402.-** (€ 250 approx)

Grand Hotel Eden | Riva Paradiso 1 | 6900 LUGANO, Switzerland | www.edenlugano.ch

Alternative hotels in the area which you can directly contact:

Hotel Du Lac | www.dulac.ch | dulac@dulac.ch | P. +41 91 986 47 47

Standard single room price: CHF 245.- (€ 153 approx)

Hotel Holiday Inn Lugano Center | www.holiday-inn.it | holidayinn.lugano@metha.com

P. +41 91 986 38 38 | Standard single room price: CHF 204.- (€ 128 approx)

Speakers

Wolter Kuizinga - Disphar International BV, The Netherlands
Jean-Luc Kienzler - Novartis Consumer Health SA, Switzerland
Stefano Rovati - IBSA SA, Switzerland
Alessandro Assandri - CROSS SA, Switzerland
Antonio Parente & Ricard Mis, GP-Pharm SA, Spain
Silvia Pace & Paolo Carminati - Sigma Tau IFR Spa, Italy
Andrea Di Stefano - CROSS SA, Switzerland
Luigi Moro - Cosmo Pharmaceuticals Ltd, Ireland
Ruggero Fariello - Neurotune SA, Switzerland
Paolo Baroldi - Supernus Pharmaceuticals Inc, US
Irene Cabani - Regulatory Pharma Net Srl, Italy
Giancarlo Tonon - Bioker Srl, Italy
Ursula Herranz - CROSS SA, Switzerland

ander-group.com

Contacts

Summit Board

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CROss Alliance

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SUMMIT 2009
Adding value to known drugs

2ND OCTOBER 09
Lugano-Switzerland

CROSS ALLIANCE
Contract Research Organisation for Scientific Services



Adding value to known drugs

CROss Alliance cordially invites you to the 2nd CROss Alliance Summit, “**Adding value to known drugs**”, to be held in Lugano on the **1st-2nd of October 2009**. Nowadays, more than ever due to the world financial crisis, projects with new molecular entities are often not economically viable for relevant sectors of pharma companies because of high risk or high budget.

Old drugs could regain their value with the development of a new formulation or in combination with another molecule. Drugs whose development was prematurely halted for the sole reason that a potentially better molecule was competing for the internal company resources at that time, are now being reinserted into pharma pipelines, sometimes under consideration for a different therapeutic indication than the one for which they were originally developed.

At the 2nd CROss Alliance summit, relevant experts will discuss a variety of strategies to navigate in this new pharma landscape and present interesting case studies showing how to add value to known drugs.

Summit language will be English. No simultaneous translation will be provided.

Pre-Summit . 1st October . Capo S.Martino, Lugano

SOCIAL DINNER

- 19.15** **Pick-up bus to Capo San Martino restaurant**
- 19.30** **Cocktail including presentation: What do investors call “value”**
Davide Gai, BSI Healthcapital, Switzerland
- 20.30** **Social dinner**

Summit . 2nd October . Grand Hotel Eden, Lugano

MORNING SESSION . Chairman: Paolo Baroldi

09.00 **Introduction** | Alessandro Assandri, CROSS SA, Switzerland

09.15 **Critical success factors for value added generics**
Wolter Kuizinga, Disphar International BV, The Netherlands

NEW FORMULATIONS

09.45 **From 1-4 weeks of treatment down to a single application: a novel terbinafine topical treatment in *Tinea pedis***
Jean-Luc Kienzler, Novartis Consumer Health SA, Switzerland

10.15 **Diclofenac, a new subcutaneous formulation** | Stefano Rovati, IBSA SA, Switzerland

10.45 **Coffee break**

NEW DELIVERY SYSTEMS

11.15 **Lipid-based cochleates: promising formulations for oral delivery of drugs**
Alessandro Assandri, CROSS SA, Switzerland

11.45 **Targeting cancer cells: Liposome GP-Pharm platform**
Antonio Parente & Ricard Mis, GP-Pharm SA, Spain

COMBINATIONS

12.15 **Lipid lowering agents combination** | Silvia Pace, Paolo Carminati, Sigma Tau IFR Spa Italy, Andrea Di Stefano, CROSS SA, Switzerland

13/14.00 **Lunch**

AFTERNOON SESSION . Chairman: Giancarlo Tonon

NEW INDICATIONS

14.15 **Re-addressing an old drug for new indications**
Luigi Moro, Cosmo Pharmaceuticals Ltd, Ireland

14.45 **From memory enhancer to neuropathic pain**
Ruggero Fariello, Neurotune SA, Switzerland

15.15 **CNS drugs and their overlapping efficacy**
Paolo Baroldi, Supernus Pharmaceuticals Inc, US

15.45 **Coffee break**

REGULATORY APPROACH

16.15 **New indications, new formulations, combinations. The regulatory perspective**
Irene Cabani - Regulatory Pharma Net Srl, Italy

BRANDED BIOSIMILARS

16.45 **Clinical development of pegylated biologics** | Giancarlo Tonon, Bioker Srl, Italy

17.15 **Conclusive Remarks** | Ursula Herranz, CROSS SA, Switzerland

17.30 **Good bye cocktail**

CROss Alliance Summit registration free of charge

First name _____

Family name _____

Company _____

Address _____

Post code _____ City _____

Country _____

Telephone _____

Fax _____

E-mail _____

Summit registration includes:

- Summit and abstract book
- Social dinner including bus transport
- Summit lunch, refreshment breaks and good bye cocktail

Please confirm your participation to:

- 1st October: **Social dinner**
- 1st October: **Bus transportation to social dinner**
- 2nd October: **Lunch**
- 2nd October: **Good bye cocktail**

If you would like to remain at the Grand Hotel Eden we will be pleased to take care of your booking

Please let us know your accomodation needs :

- | | | |
|---|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> night of 1 st October | <input type="checkbox"/> single room | <input type="checkbox"/> double room |
| <input type="checkbox"/> night of 2 nd October | <input type="checkbox"/> single room | <input type="checkbox"/> double room |
| <input type="checkbox"/> additional nights | <input type="checkbox"/> single room | <input type="checkbox"/> double room |
- from to

Please fill in the form, photocopy and return it by fax or e-mail by 15th September:

FAX +41 91 640 44 51 | silvia.ranni@croalliance.com