IPI Academy

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Presented by
Falconbury

Competition Law for the Pharmaceutical Industry

26 February 27
+ 8 October 27

A one-day practical and interactive training course focusing on everything you need to know about competition law and the pharmaceutical sector.

Format:
Live online

CPD:
6 hours for your records

Certificate of completion

Course overview

This comprehensive training course is designed to equip professionals in the pharmaceutical sector with the knowledge and tools needed to navigate the complexities of competition law. It will cover the full spectrum of competition law from cooperation with competitors, to abusive life-cycle management, disparagement and the use of IP, to trends in public and private enforcement.

The expert speakers focus on the fundamental principles and key elements of competition law in the EU and UK that apply to the pharmaceutical industry. This is an interactive training session that uses case studies and real-world examples from industry to address how compliance works in practice.

By addressing critical legal and operational challenges, participants will gain a clear and pragmatic understanding of how competition law impacts the pharmaceutical supply chain and how this translates to making commercial decisions in their day-to-day activities.

Benefits of attending

By attending this training course you will:

- **Understand** the role of competition law in the entire pharmaceutical supply chain
- **Update** your knowledge on relevant competition law for the pharma industry
- **Learn** about horizontal and vertical co-operation
- **Explore** portfolio management and dealing with next generation products
- **Get to grips** with quota systems and export bans
- **Gain** insights into how to be prepared for public enforcement and dawn raids
- **Familiarise** yourself with key developments in damages directives, class actions and litigation funding

Who should attend?

This training course has been specially designed for:

- In-house lawyers
- Compliance managers and regulatory affairs specialists
- Commercial and contracts managers
- R&D managers
- Procurement and supply chain personnel
- Business development managers
- Heads of legal departments and legal advisers
- Patent, IP, trade mark and licensing counsel

Programme

Introduction and legal landscape

- Pharmaceutical supply chain & role of competition law
- Competition law: relevant legislation for the pharmaceutical industry
- Anticompetitive agreements
- Abuse of dominance
- Mergers
- Where to find help

Horizontal and vertical cooperation in the pharmaceutical industry

- Commercial agreements
- Distribution agreements
- Co-promotion and co-commercialisation
- R&D
- IP related agreements and licensing
- Technology transfer
- Industry associations and working groups

Unilateral conduct

- Life-cycle/portfolio management – dealing with next generation products
- Quota systems and export bans
- Pricing: rebates, discounts and excessive pricing
- Parallel trade
- Disparagement – what can you say about your competitors?
- IP-related abusive conduct

Case studies

Enforcement of competition law

- Public enforcement
  - Dawn raid preparedness
  - Leniency
  - Continued regulatory focus on the pharmaceutical industry
- Private enforcement
  - Key developments: Damages Directive/Class Actions/Litigation Funding
  - Damages claims against pharmaceutical companies
- Case studies

Final questions

Presenters



Niels Ersbøll

Niels Christian Ersbøll is a partner in the EU Antitrust practice, chair of the European Competition practice, and head of the Brussels office. He mainly advises clients on EU competition law in relation to merger control, cartels and restrictive practices, and abuse of dominance, where he has more two decades' experience. Niels also has significant expertise in advising clients on EU sanctions and export control matters.

He has assisted clients in obtaining merger control clearance on a number of significant transactions before the European Commission and coordinating submissions to competition authorities worldwide for clients such as Pfizer, Boston Scientific and AT&T. He has significant experience assessing filing requirements, devising strategy, dealing with review and designing and negotiating remedies.

In relation to cartels, Niels has successfully acted for companies seeking leniency (immunity as well as fine reductions) before the European Commission, he has appeared before the EU General Court on appeal of European Commission decisions, and is advising on follow-on damage claims. Recently, Niels also has represented individual directors in cartel proceedings, and acted for a whistle blower. He also has significant experience helping clients with designing and implementing compliance measures and conducting internal investigations and audits.

Outside investigations related work, Niels regularly advises clients in relation to, for example, distribution and pricing arrangements, parallel trade, and various forms of cooperation agreements and strategic alliances between competitors. He acts for clients in many industries, and has particular experience within the life sciences, media and the transport & logistics sectors.

As a reflection of his deep understanding of the industry, since the declaration of the Covid-19 pandemic, Niels has also been working extensively with the vaccine industry to advise on a multitude of aspects of vaccine and antiviral procurement by governments and international organisations including the EU, the African Union, COVAX and CARICOM.

Moreover, Niels also regularly advises clients on EU sanctions questions, notably in rapidly changing regulatory environments, especially regarding EU sanctions on Russia. He helps companies establish EU sanctions compliance plans and commercial strategies as well as obtaining authorisations from competent Member States authorities.



Zeno Frediani

Zeno Frediani advises clients on UK and EU competition law in relation to merger control, cartels and restrictive practices, abuse of dominance, and private damages claims. He also advises clients on the UK's investment screening powers for national security matters. He has extensive experience in providing commercial solutions to complex regulatory issues. Zeno advises world-leading organisations, particularly within the FMCG and pharmaceutical sectors. He has also assisted clients in CMA and European Commission investigations.

In relation to antitrust litigation, Zeno has experience handling competition damages litigation in various jurisdictions, including England & Wales and The Netherlands.

He maintains an active pro bono practice and regularly advises charities and NGOs on a wide range of legal and strategic matters.



Lazarinka Naydenova

Lazarinka Naydenova, Senior Associate with Arnold Porter, focuses on all aspects of European (EU) competition law, with particular emphasis on merger control proceeding, abuse of dominance, cartel matters, and state aid.

Lazarinka joined the firm's Brussels team in 2016. Prior to joining the firm, Lazarinka worked in another leading international competition law firm in Brussels. She has worked as an in-house lawyer at the Bulgarian Ministry of Finance and has also undertaken a traineeship at the European Commission's Directorate General for Competition. Lazarinka worked the ex-U.S. processes for Monsanto in its US$66 billion acquisition by Bayer, a transaction that won the 2019 *GCR* Awards for "Global Antitrust Matter of the Year" and "Merger Control Matter of the Year - Europe" and for Fitbit in its acquisition by Google which won the 2021 edition of the same award. She also represented a client in a dawn raid conducted by the European Commission in relation to an alleged violation of the antitrust rules.

Course dates

26 February 27	**Live online** 09:30-17:00 **UK (London)** (UTC+00) *Course code 17017*	GBP **599** ~~699~~ EUR **839** ~~979~~ USD **963** ~~1,119~~ **Until 01 Jan**
8 October 27	**Live online** 09:30-17:00 **UK (London)** (UTC+01) *Course code 17403*	GBP **599** ~~699~~ EUR **839** ~~979~~ USD **963** ~~1,119~~ **Until 13 Aug**

How to book

Online:
ipi.academy/3211

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
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Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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