

AMCHAM Healthcare Innovation Seminar 2013

Supported by the AMCHAM Council on Innovation for the Future (ACIF)

“Creating a Sustainable Healthcare System Through Innovation”

Friday, June 28, 2013 @ JW Marriott Hotel Seoul
[Simultaneous Interpretation Provided All Day 동시통역제공]

(Subject to change due to speaker's schedule)

MORNING SESSIONS

Time	Session/Topic	Speaker/Moderator
8:15am -	Registration	AMCHAM Korea
9:00am - 9:05am	Opening Remarks	Amy Jackson (President, AMCHAM Korea)
9:05am - 9:10am	Welcoming Remarks	The Hon. Sung Kim (U.S. Ambassador to the Republic of Korea)
9:10am - 9:15am	Congratulatory Remarks	H.E. Young Chin (Minister of Health and Welfare)
9:15am - 10:00am	Global trends for innovation in the healthcare sector [Q&A session at the end]	Jorge Puente (Regional President for the Asia-Pacific and Canada Region, Pfizer)
10:00am - 10:20am	Networking Break	
10:20am - 11:40am	Innovation through partnership [Q&A session at the end]	Moderator: Tong-Soo Chung (Senior Foreign Counsel, Yulchon LLC) <ul style="list-style-type: none"> • Gwan-Sun Lee (President & CEO, Hanmi Pharm Co., Ltd.) • Sung Joo Lee (Acting Head of AP Research / Therapeutic Strategic Unit, Asia Pacific R&D, SANOFI) • Laurent Rotival (President and CEO, GE Healthcare Korea)

(To Be Continued)

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AFTERNOON SESSIONS

Time	Session/Topic	Speaker/Moderator
11:40am - 12:10pm	Government's 5 year plan [Q&A session at the end]	Jeongkee Hong (Director, Health Industry Promotion Division, Ministry of Health and Welfare)
12:10pm - 12:25pm	Korea's Bio-Valley	Beomki Min (Director of Investment Promotion Department, ChungBuk Free Economic Zone Authority)
12:25pm - 1:40pm	Lunch & Keynote Speech	The Hon. Jae Sae Oh (Member of National Assembly, Republic of Korea Chairman of Health and Welfare Committee)
1:40pm - 2:00pm	Preparation for breakout session	

BREAKOUT SESSION

2:00pm - 3:30pm	SESSION A	
	<p>"Korea and Japan's new government growth strategy in the medical device industry"</p> <p>- Creating national competitiveness and sustainable healthcare through innovation</p> <p>[Q&A session at the end]</p>	<p>Moderator: Sang-Keun Park (Director, Inje Paik Medical Center)</p> <ul style="list-style-type: none"> • Sung Yoon Bae (Assistant Professor, Inje University) • Chiaki Sato (Assistant Professor, The University of Tokyo) • Mitsunobu Sato (Director, Healthcare Economics and Regulatory, Medtronic Japan) <p>Panel Discussion:</p> <ul style="list-style-type: none"> • Soo Jung Yoo (Vice Chairman, Health Insurance Policy committee of KMDIA / Boston Scientific Korea)
3:30pm - 4:00pm	SESSION B	
	<p>"Increasing patient access through innovation"</p> <p>[Q&A session at the end]</p>	<p>Moderator: Yeul Hong Kim (Professor, Korea University)</p> <ul style="list-style-type: none"> • Soo-Young Choi (Executive Director, Chong Kun Dang Pharmaceutical Corp.) • Gary L. Geipel, Ph.D. (Senior Director of Global Oncology Corporate Affairs, Lilly) • Jae-Wook Ko, MD/PhD (Prof./R&D Strategy & Planning Officer, Samsung Medical Center) • Tae-Jin Lee (Professor, Seoul National University)
3:30pm - 4:00pm	Networking	

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