

### **Meet one of Fortune Magazines 'Top 24 Innovators' at *Generic Medicines Europe 2007***

The May edition of Fortune magazine featured a special article entitled 'Innovators at the gate'. This focused on the work of 24 individuals who are doing their best to create new industries against all the odds. **Sunil Shaunak** is Professor of Infectious Diseases at **Imperial College and Hammersmith Hospital London** and a co-founder of **PolyTherics**. Professor Shaunak is dedicated to making patented cost-affordable medicines for patients who currently receive no treatment. The key underlying concept is manufacturing a compound that is similar to a patented medicine with proven and important clinical benefit, but different enough to avoid issues with patents and IP. This is known as 'ethical pharmaceuticals'.

Professor Shaunak is an entrepreneur with a zeal for creativity and thinking outside the box. His key note address at ***Generic Medicines Europe 2007*** promises to be both thought-provoking and an opportunity to look at new pharmaceutical horizons in the 21st Century. This will be an unmissable talk on 'ethical pharmaceuticals' and their potential to become a new driver for the pharmaceutical industry. Professor Shaunak and his colleague, Steve Brocchini from the London School of Pharmacy, already have a hepatitis C drug in clinical trials and have started work on a drug for leishmaniasis with funding from the Drugs for Neglected Diseases Initiative and the National Institutes of Health (USA).

### **Unmissable key addresses on the role of generics in the developing world**

Alongside this talk, we have key addresses from several other internationally recognised leaders who are also dedicated to addressing key developing world disease treatment issues via strategic collaborations, IP, the provision of cost-affordable medicines and generics. Speakers include **Dr Anthony So** from **Duke University**, **Precious Matsoso** from the **WHO** and **Dr Katherine Woo** from the **Institute for OneWorld Health**. Generics have a central role to play in reducing the cost of healthcare in developing countries. These sessions will focus on the latest thinking, strategies, policies and government guidelines.

*Generic Medicines Europe 2007* examines the key issues, outages and strategies for success in the generics and biosimilars markets. This is an unrivalled forum for discussing the latest updates in business model adaptation across the pharmaceutical industry, regulatory guidelines, manufacturing best practice, growth markets, pharmaceutical litigation and IP and accessing API. This is the definitive conference for leaders in the generics, biosimilars and non-profit sectors to meet, exchange ideas and network.

For more details and to register visit [www.lifescienceworld.com/2007/gmed\\_eu](http://www.lifescienceworld.com/2007/gmed_eu) or contact Louise Wren at [louise.wren@terrapinn.com](mailto:louise.wren@terrapinn.com).