

# The Revitalization of BioPharma R&D

Saturday, May 19, 2007

J&J PRD L.L.C.

- 8:00 am - 5:00 pm **Welcome, Presiding Conference Co-chairs**  
Hui Cai, Johnson & Johnson Pharmaceutical Research and Development, L.L.C.  
Chao Dou, General Atomics  
Feng Tian, Metabasis Therapeutics
- 8:00 am - 5:00 pm **Exhibition**
- 8:00 am - 9:00 am **Continental Breakfast & Registration**
- 9:00 am - 9:10 am **Welcome, Host**  
Todd Jones, Vice President, Johnson & Johnson Pharmaceutical Research and Development, L.L.C.
- 9:10 am - 9:25 am **Conference Address**  
Honorable Mayor Jerry Sanders, City of San Diego
- 9:25 am - 12:15 pm **Session I: Trends in Drug Discovery and Development**  
This session aims to present the most recent advances in major therapeutic areas including oncology, virology, metabolic disease, immunology, neuroscience, and personalized medicine. Distinguished speakers from pharmaceutical and biotech powerhouses will deliver a balanced overview of the drug discovery and development process as well as in-depth discussion of selected case studies.  
**Session Chairs:** Richard Soll, CSO, TargeGen  
Flossie Wong-Staal, CSO, Executive VP of Research, Immusol Inc.
- 9:25 am - 9:50 am **New Targets for Anti-Inflammatory Drug Discovery**  
James Edwards, Senior Research Fellow, J&J PRD
- 9:50 am - 10:15 am **Peroxisome Proliferator-Activated Receptor  $\delta$  (PPAR $\delta$ ) Activation Increases Energy Expenditure and Is Highly Effective in Treating Metabolic Syndrome**  
Richard Heyman, Senior VP, Kalypsys
- 10:15 am - 10:40 am **Against Emerging Viral Diseases**  
Zhi Hong, Senior VP, Center for Excellence in Drug Discovery, GlaxoSmithKline
- 10:40 am - 11:00 am **Coffee Break**
- 11:00 am - 11:25 am **Neuroscience Therapeutics – Current Outcomes and Future Prospects**  
Jeffrey McKelvy, President, Avera Pharmaceuticals
- 11:25 am - 11:50 am **Oncology Drug Development in an Era of Difficult Exit Strategies**  
Charles Theuer, President & CEO, Tracon Pharmaceuticals
- 11:50 am - 12:15 pm **Stem Cell Engineering: Future of Cell and Drug Therapies?**  
Alan Lewis, President & CEO, Novocell
- 12:15 pm - 1:30 pm **Luncheon**
- 1:30 pm - 2:15 pm **Annual Symposium Award Presentation**  
Award Recipient: Professor Roger Y. Tsien, UCSD
- 2:15 pm - 4:30 pm **Session II: Strategies to Reinvent R&D Business Model**  
This session brings together decision makers to discuss and debate strategy issues essential to the drug discovery and development process. To succeed in today's globally competitive market, pharmaceutical and biotech companies must invest in processes and tools that nurture innovation and efficiency in research and development. This interactive panel discussion will provide a meaningful backdrop for exchange of ideas and establishment of relationships.  
**Moderator :** John Kozarich, Chairman and President, ActivX Biosciences, Inc.  
**Invited Panelists :**  
Michael J. LaBarre, VP, Product Development, Paramount Biosciences  
Kleanthis G. Xanthopoulos, Managing Director, Enterprise Partners Venture Capital  
David T. Lin, Senior Consultant, Biologics Consulting Group, Inc.  
Stephen Chang, President and CEO, MultiCell Technologies, Inc.  
John Higgins, President and CEO, Ligand Pharmaceuticals  
R. Wayne Frost, VP, Regulatory Affairs and Quality Assurance, Metabasis Therapeutics, Inc.
- 4:30 pm - 5:00 pm **Reception and Networking**
- 5:00 pm **Closing**

