

[C1] 2017 SelectUSA Seminar: U.S. Market Entry Strategies for Korean Life Sciences Firms

April 13(Thu), 13:00~16:00 / Rm.E6

Session 1. A Seminar to Update Korean Firms on the U.S. Life Sciences Market and Provide Practical Advice for Navigating Market Entry, Regulatory Approval, Compliance and Intellectual Property Protection.

There are a variety of ways in which Korean firms can enter the world's largest bio-health market. Direct exporting, licensing, partnering, joint ventures and green field investments are options that require careful planning and due diligence. This three hour seminar, organized by the U.S. Embassy Seoul, will feature presentations by experts from Seoul-based Yulchon LLC and U.S.-based Foley & Lardner LLP on the U.S. life sciences market, market entry strategies and regulatory environment and compliance practices. Whether your firm is exporting to the U.S., or looking to invest millions of dollars in an R&D facility, this seminar will provide you with information to help your business enter and expand in the United States. Officials from more than eight individual U.S. states will also be available to answer specific questions you have about local bio-health clusters, state-specific investment incentives and other business support programs. The U.S. life sciences market cannot be overlooked. For example, the pharmaceutical market is projected to increase from \$354 billion in 2015 to \$497 billion by 2020 with a CAGR of 4.4%. Three hundred and eighteen million consumers, strong intellectual property protection and a fair and transparent business environment are additional reasons to invest in the United States.

13:00-13:15 Registration

Session Chair Doug Jacobson, Commercial Attaché, U.S. Commercial Service Korea, U.S. Embassy Seoul

Speakers

13:15-13:45 Practical Tips for U.S. Market Entry

Jin Wook Lee, Senior Associate/Healthcare team, Yulchon LLC

13:45-14:30 Resolving and Eliminating Patent Disputes for Medical Devices, New Pharmaceutical/Biologic Products and Biosimilars/Generic Drugs to Facilitate U.S. Market Entry.

Courtenay C. Brinkerhoff, Partner; Chair of the firm's IP Law and Practice committee, Foley & Lardner LLC
 Kristel Schorr, Partner; Chair of the firm's national Chemical, Biotechnology & Pharmaceutical Practice, Foley & Lardner LLC

14:30-15:15 Understanding the Requirements for FDA Approval for Medical Devices, New Pharmaceutical/Biologic Products and Biosimilars/Generic Drugs

David L. Rosen, Chair of the FDA practice group and co-chair of the Life Sciences Industry Team, Foley & Lardner LLC

15:15-16:00 Commercial and Business Strategies to Get Your Product on the Shelves of U.S. Pharmacies and Medical Facilities

David S. Sanders, Co-chair of Transactional & Securities Practice; Co-chair of the Trade Secret/Noncompete Specialty Practice, Foley & Lardner LLC