



## Are There Opportunities for Innovation by CROs in Outsourced Projects?

All new chemical entities entering clinical development require further innovation and improvement in synthesis and formulation to be commercially viable. However, this can require a sizeable investment. When and where in the development cycle is this challenge best addressed? A commercial manufacturing process must be safe, reproducible, robust, technically feasible, economical, and green. Is satisfying all six of these criteria a useful investment for an emerging pharmaceutical company? Is deciding what criteria are to be met the job of the sponsor or the CRO's responsibility? Selecting a CRO that can establish a dialog with the sponsor to work through these issues is an essential element to a successful development program. Partnering with a CRO that understands their role in delivering an innovative manufacturing process can help maximize the value of the sponsor's assets.

### Speakers:

**Giff Marzoni, Vice-President, Global API Development, DavosPharma**

**Dave Barnes, Chief Executive, Velesco Pharmaceutical Services**

**John C. Arthur, PhD, Director Pharmaceutical Development, Cadence Pharmaceuticals, Inc**

**Richard A. Kenley, PhD, President and CEO, Advantar Laboratories, Inc.**

**Thursday July 21, 2011  
8:00 a.m. – 10:00 a.m.**

**BIOCOM McGraw Boardroom  
4510 Executive Drive, Plaza 7  
San Diego, CA 92121**

**\$15 BIOCOM Members  
\$25 Non-Members**

**Register: [www.biocom.org](http://www.biocom.org)**

### Upcoming Events

**Sept 15:** Risk Sharing Across R&D

**Nov 17:** Drug Metabolism-Pre-IND Submissions