

## euroPLX Introduces Dynamic Partnering Focus Concept

Dielheim/Heidelberg, Germany, 15 May 2009. Pharma or biotech partnering conferences either have a therapeutic or a technological focus which is prescribed by the organisers, or have no focus at all. By contrast, participants of the pharma partnering conference euroPLX ([www.europlx.com](http://www.europlx.com)) now determine the focus for each event.

The Dynamic Partnering Focus concept introduced with euroPLX 40 Warsaw provides for the registrants' individual interests to form an evolving focus during the run-up to a meeting. The submitted collaboration information is evaluated automatically and displayed in the respective meeting's web-site section as Dynamic Partnering Focus as soon as a statistically sufficient number of data is submitted.

Says Dr. Norbert Rau, initiator of euroPLX: "Business Development Executives want partnering conferences with a focus that reflects their need for strategic pharmaceutical opportunities. They don't want to be forced into an artificial frame set up by organisers. And they don't want a topsy-turvy super market of opportunities either. By displaying their areas of interest on the event's web-site they attract others who match their business objectives."

For example, the Dynamic Partnering Focus indicates whether the participants who are registered at a given time are more interested in the hospital market or in products for the general practitioner, more in patented or in generic drugs, etc. It also indicates the therapeutic areas of interest.

Now in its 15th year, euroPLX Meetings are regular pharma and biopharma partnering events, attended by top-level business development executives from all over the world to discuss and negotiate pharma deals in a highly organised process. They typically deliver an average of 23-24 pre-scheduled business negotiations per company.

The next euroPLX Meeting will make full use of the new Dynamic Partnering Focus feature: euroPLX 41 Barcelona will be held on November 2 + 3, 2009 in the Hilton Diagonal Mar, Barcelona, Spain.

Starting with euroPLX 41 Barcelona a lower "Very Early Registration" fee of Euro 900 has been introduced, giving Early Birds an even better opportunity to save by registering by July 2, 2009.

Download the full agenda here. (hyperlink to <http://www.europlx.com/e41.htm>)

More details on the euroPLX website: (hyperlink to <http://www.europlx.com>)

### Media Contact:

**RauCon business development**

**Dr. Norbert Rau at +49 6222 980 711; [nr@raucon.com](mailto:nr@raucon.com)**

<http://www.raucon.com>