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**TOPIC:** Building on Opportunities in the Global Vaccine Marketplace

**SPEAKERS:** **Kevin Fitzpatrick**, Principal, IMS Consulting  
**Rajeev Venkayya**, MD, President, Vaccines, Takeda Pharmaceuticals  
**Piers Whitehead**, Vice President, Business Development, PaxVax

**MODERATOR:** **Jacqueline Keith**, President, J Keith Consulting Corp.

The past two decades have witnessed unprecedented growth in the global vaccine marketplace. The international health community has recognized immunization as one of the most cost-effective health interventions available, and the public and private sectors have come together in major new initiatives—such as, the Global Alliance for Vaccines and Immunization (GAVI)—aimed at increasing access to vaccines in the developing world. National governments and private donors such as the Bill & Melinda Gates Foundation have invested billions of dollars to support accelerated introduction of new vaccines – even in the face of the global economic crisis.

Recognizing the growth opportunities in the vaccine market, international pharmaceutical companies have ramped up their R&D investments and have acquired smaller vaccine biotechs. In addition to building markets in the developed world, these companies are pursuing inclusion of their vaccines in the national immunization programs of emerging markets, often forming partnership with local vaccine manufacturers.

This program features a panel of industry experts who will discuss:

- The global immunization environment,
- International public private partnerships,
- Commercial challenges and opportunities in the emerging markets