



Pierre Fabre's Successful Virtual Biopharma Partnering 2021 Powered by Inova's One-on-One Partnering™

The Company

With over 60 years of pharmaceutical expertise, Pierre Fabre is the second largest private French biopharmaceutical company and the second largest dermo-cosmetic laboratory in the world. Pierre Fabre, headquartered in southwestern France, owns subsidiaries in 43 countries, has distribution agreements in over 130 countries, and counts nearly 10,000 employees worldwide. Their total annual revenue in 2020 exceeded €2.3 billion, with 36% generated in France and 64% internationally. Pierre Fabre's portfolio includes a range of activities spanning from prescription drugs, therapies for cancer and chronic diseases, to consumer health care products and dermo-cosmetics. Pierre Fabre has extensive experience in establishing strategic partnerships with innovative biotechs. These partnerships have enabled them to develop new products and solutions that play a significant role in the health and wellbeing of people around the world and provide a positive impact on their everyday lives.

The Solution

Inova's One-on-One Partnering™ platform is the life science industry's leading secure platform dedicated to biopharma partnering, a perfect fit for the networking and lead-sourcing objectives of Pierre Fabre Virtual Biopharma Partnering 2021. The One-on-One Partnering™ platform allowed biotech and Pierre Fabre delegates to easily create and update company and personal profiles, enter key information about assets, and send confidential meeting requests that, once accepted, were scheduled according to time zones and automatically include the link to the virtual meeting room. Furthermore, the dexterity and responsiveness of Inova team's brought Pierre Fabre's private virtual partnering event to fruition rapidly and smoothly.

The Challenge

In the wake of a virtual JP Morgan Healthcare Conference in January 2021 held during a challenging COVID-19 context, Pierre Fabre realized they needed to take partnering into their own hands and create their own space to accelerate in-licensing activities with biotechs: the Pierre Fabre Virtual Biopharma Partnering 2021 event. Another step forward in their digital transformation, a private event would continue Pierre Fabre's momentum in pursuing strategic opportunities in oncology, dermatology and rare diseases. The initiative, however, required a digital event solution engineered to capture the complexity of biopharma partnering into a straightforward, interactive and intuitive user experience. On top of these specific technical prerequisites, the platform and event organization needed to be delivered and executed rapidly and smoothly within a tight timeframe of three months.

The Benefits

The Pierre Fabre Virtual Biopharma Partnering event generated a significant number of leads and contacts that their Executive Management and Corporate Business Development & Licensing teams had not yet unearthed at previous in-person and digital partnering events. What's more, a virtual format enabled travel expense cost-cutting and partnering meetings to be scheduled into a normal working day and across time zones. By hosting their own virtual private biopharma event that attracted visionary biotechs, Pierre Fabre was in the driver's seat to bring the partnering to their fingertips.

Inova One-on-One Partnering™: The Partnering Platform of Choice for Pierre Fabre

Inova's One-on-One Partnering™ platform powered Pierre Fabre's Virtual Biopharma Partnering 2021 event, held online for the best-of-the best in the biotech community in February 2021. While there were other partnering event options to choose from, Inova's One-on-One Partnering™ system stood out from the rest for Pierre Fabre.

"We chose Inova's One-on-One Partnering™ system to manage both registration and face-to-face meetings for our virtual event," said Maurice Chelli, Director of Corporate Business Development & Licensing.

Inova's agile Event Solutions team rapidly created a fully branded, exclusive experience for biotech attendees in One-on-One Partnering™ for Pierre Fabre Virtual Biopharma Partnering 2021.



Maurice Chelli

Ph.D, Global Head of Corporate Business Development & Licensing at Pierre Fabre

"Their platform is the market-leading, award-winning conference partnering system that biotechs and pharma companies love. It was key to the success of our first Biopharma Virtual Partnering Event, in line with the accelerated digital transformation of the Pierre Fabre Group."

A Private Partnering Event from A to Z for Pierre Fabre

The solid internal mobilization across Pierre Fabre's BD, communication and IT teams was key to getting the event off the ground. Pierre Fabre communicated their needs clearly to Inova's Event Solution team who in turn swiftly launched the event organization, including attendee registration, partnering meeting requests and time zone-based scheduling, and dedicated technical support and training for the Pierre Fabre team. In parallel, Pierre Fabre activated a highly effective social media campaign to attract pioneering biotechs to participate at their private event.

Over the course of the three-day event, Pierre Fabre's Executive Management and Corporate Business Development & Licensing teams connected with prospective partners and held almost 100 partnering meetings. After a thorough vetting of asset portfolios discussed with event attendees, Pierre Fabre identified a significant number of promising projects in oncology, dermatology and rare diseases brought to their private virtual table from all over the world. The event was so successful that they envisage organizing future private Pierre Fabre Virtual Biopharma Partnering events on a regular basis to continue their partnering momentum and reputation as a partner of choice for cutting-edge biotechs.

On top of the event success and thanks to the seamless integration between One-on-One Partnering™ and Inova, Pierre Fabre was able to import all their partnering meeting details from the event directly into their partnering database. Documents, slide decks, notes from meetings and more were all stored in a single central location, giving Pierre Fabre's teams the opportunity to follow up on their virtual meetings with complete information.

Ready to Launch Your Own Private Virtual Partnering Event?

Pierre Fabre Virtual Biopharma Partnering is just one of dozens events powered by Inova's One-on-One Partnering™ every year. One-on-One Partnering™ facilitates hundreds of thousands of face-to-face meetings, small and large, virtual and in-person, including Inova and BIO's Virtual Partnering series and the BIO International Convention.

There are many possibilities to configure and organize a virtual private biopharma partnering event with Inova's One-on-One Partnering™. Inova's Event Solutions team is ready to think outside of the box to make these events a success for hosts and attendees alike. Find out more about Inova's One-on-One Partnering™ for private pharma partnering.

About Inova

Inova accelerates partnering for the future of medicine. Our cloud-based solutions help life science companies manage their biopharma opportunities more efficiently. They find all their partnering information in one place, track their deals and alliances easily and report on their pipeline and activities in seconds.

We also have strategic partnerships that make data from the 20 biggest biopharma events automatically available in Inova, providing our users with always up-to-date company and contact information.

Over 150 life science companies, including 50% of the top 50 pharmaceutical companies and many midsize pharma and innovative biotechs already use Inova.

We are headquartered in Lyon, France and have offices in Denver, New York and Tokyo. For more information, visit www.inova.io.