



In Vitro Diagnostic: Market Trends & Practical Cases

최신 체외진단시장에 대한 정보 및 사례 소개

Online Webinar (livestream via Zoom)

PST - December 15, 2022 (Thu) 4:00-5:15 pm

EST - December 15, 2022 (Thu) 7:00-8:15 pm

KST - December 16, 2022 (Fri) 9:00-10:15 am

Webinar Program & Speakers

Time (PST)	Description	Speaker / Moderator
4:00 - 4:05 pm (5m)	KAPAL-CA Introduction	Hyun Jong Kim, President, KAPAL-CA
4:05 - 4:10 pm (5m)	Opening Remarks	Hon. Kim Youngwan Consul General of the Republic of Korea in Los Angeles
4:10 - 4:35 pm (25m)	Companion Diagnostic (CDx): Achieving Better Care through Collaboration between Biopharma and Devices	Kenneth (Kyunghyun) Huh, PhD Product & Platform Integration Lead, Ambulatory Monitoring and Diagnostics, Philips
4:35 - 5:00 pm (25m)	Precision Medicine Approach in Neonatal and Pediatric	Kengo Takishima, MA, MBA President & CEO, Baylor Genetics
5:00 - 5:10 pm (10m)	Q&A Session	Moderator & Speakers
5:10 - 5:15 pm (10m)	Closing Remarks	Soonmahn Park Chief Representative, KHIDI USA

"Companion Diagnostics (CDx): Achieving Better Care through Collaboration between Biopharma and Devices"

Kenneth (Kyunghyun) Huh, PhD - Product & Platform Integration Lead, Ambulatory Monitoring and Diagnostics, Philips



Kyunghyun Huh is a seasoned strategy/BD professional in Healthcare industry. He is currently leading product and platform integration for Philips Ambulatory Patient Monitoring Solutions (US). Before taking on the product role, he was a strategy director (US/Netherlands) where he led multiple strategy projects that translated into high profile acquisitions. Before Philips, Kyunghyun was a management consultant at IQVIA (Shanghai, China), where he advised leading multi-national pharmaceuticals and Private Equities for market entry, go-to-market and pricing & market access strategy. Kyunghyun's domain of expertise includes - Cardiovascular interventional medical devices, Cardiac ambulatory monitoring and chronic patient monitoring solutions, In-hospital (ICU and General wards) patient monitoring eco-system. Kyunghyun holds a PhD in Behavioural Economics from University of Warwick, UK

"Precision Medicine Approach in Neonatal and Pediatric"

Kengo Takishima, MA, MBA - Baylor Genetics



Kengo Takishima currently serves as the President and CEO at Baylor Genetics (BG). In his role, Kengo leads the organization to deliver customer-centric high quality genetic testing globally. In addition to delivering genetic tests, Kengo leads the organization to drive innovation to transform people's health management based on the development of new digital health technologies. Prior to joining BG, Kengo was responsible for leadership roles in corporate strategy, business development, sales & marketing, M&A, private equity, and turn-around management at H.U. Group Holdings, General Electric, Kaleido Holdings, and Mizuho Bank. Kengo holds a Master of Arts in International Relations from Tufts University, The Fletcher School of Law and Diplomacy, and a Master of Business Administration(MBA) from IE Business School (Madrid). He also completed Advanced Management Program at Harvard Business School and Global Healthcare Leaders Program at Harvard Medical School.

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