7th Annual Pharma Anti-Counterfeiting & Serialisation 2018

"Competences to Combat Counterfeits"

12th & 13th September 2018,
Sheraton Skyline Hotel, London Heathrow, UK

#VIpacs

AGENDA AT A GLANCE

Key Speakers Include

DARIUS-JEAN NAMDJOU
Associate Director Global Regulatory Affairs
Grunenthal

ANNA LUCZAK
Scientist - Global Analytical Technology Group
Bristol-Myers Squibb (USA)

GEOFFROY BESSAUD
Associate Vice-President, Corporate Anti-Counterfeiting Coordination
Sanofi

JOHN SIMMONS
Serialization and Coding Quality Lead
GSK

CINZIA MARCON
Supply Chain and Quality Operations (SCMQO) Manager
Pfizer

GIANPIERO LORUSSO
Director, Supply Operations
Merck

DAVIDE SMALDONE
Corporate Demand Manager
Menarini

MAARTEN VAN BAELEN
Market Access Director
Medicines for Europe

MIKE ISLES
Executive Director
European Alliance for Access to Safe Medicines

BAWAN AHMED
Specialist Pharmaceutical Assessor
Kurdistan Regional Government

GLEN HODGSON
Head of Healthcare
GS1

SULTAN DAJANI
Community Pharmacist
Royal Pharmaceutical Society

SANDY EISEN
CMO
Frontline Pharma

EVELINE VAN KEYMEULEN
Counsel Advocaat, Member of the New York Bar
Allen & Overy

Plus many more COMING SOON.....

WHO ATTENDS?

- **25+** Speakers
- **70%** Pharma / Biotech
- **6+** Hours of Networking
- **2** Days
- **1** Golden Opportunity

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UK

"Great Storyline with the speakers. Everything was very relevant and interesting. Well organised"

Manager, WCO IPM

AGENDA AT A GLANCE

CONFERENCE INTRODUCTION:-

The worldwide market for pharmaceuticals is projected to grow from around $1 trillion in 2015 to $1.3 trillion by 2020, representing an annual growth rate of 4.9 percent. Counterfeit drugs have become a $200-billion-a-year global industry, which despite on-going crackdowns by the authorities is a growing problem. With sales ranging from €150 billion to €200 billion (US$163 billion to $217 billion) per year, according to industry estimates, counterfeit pharmaceuticals are the most lucrative sector of the global trade in illegally copied goods. According to a report t is predicted that the global anti-counterfeit packaging market in food and pharmaceuticals is forecasted to attain market value of $142.7 billion by 2020 from $57.4 billion in 2013, growing at 13.9% CAGR during 2013 to 2020'. The anti-counterfeit packaging market size is estimated to grow from USD 82.05 Billion in 2015 to reach USD 153.95 Billion by 2020, at a CAGR of 13.41%. IP Theft. According to a report, £9.2bn has been lost through intellectual property (IP) theft, £7.6bn to industrial espionage and £2.2bn from extortion. Anti-Counterfeit Packaging Market Size will Worth to $184.87 Billion by 2025. Track and trace technology products are expected to grow at a CAGR of over 9% by revenue, from 2016 to 2025 driven by the superior product detection and tracking through the supply chain. Track and Trace Solutions Market worth 3.93 Billion USD by 2023

All set for early 2019, the Delegated Act on safety features for the European Union (EU) Falsified Medicines Directive (FMD) has pharmaceutical companies, parallel importers, wholesalers, and pharmacies facing a close-fitting timeline to address extensive serialisation, compliance reporting, and verification requirements. The Delegated Act includes several unexpected rules that add complexity to FMD planning and preparation. Many supply chain companies have raised questions related to the impending Delegated Act requirements and we could find answers for all of them at our conference.

This conference overviews and integrates the business and technical problems that pharmaceutical companies should be aware of in order to fight the major global problem of counterfeit medicines. In addition to discussion of the problems, this conference addresses serialisation, track and trace analytical techniques scientists use to detect counterfeits and identifying solutions to the threat of counterfeit medical products. It gives us immense pleasure in welcoming you to "7th Annual Pharma Anti-Counterfeiting & Serialisation 2018 – "Competences to Combat Counterfeits"

KEY THEMES DISCUSSED IN THIS CONFERENCE:-

- (FMD) Deadline - February 2019 for serialized authentication of pharma products – Are we ready?
- Market analysis – EU, US and RoW markets & Impact of BREXIT
- Efficient serialisation strategies: Business Case, Road map and basic decisions
- Discuss your serialization, track and trace, and brand protection programs with industry's top best individuals
- Track & Trace: Turning total compliance into a supply chain value plan
- Fight the FAKE – Protect the public
- IP - Cybercrime in the pharmaceutical industry: a booming business
- Serialisation data management
- Technology Impact - Current digital world - Counterfeiting Technologies
- Fighting counterfeit at the world's largest fraud market
- Choose a Serialisation solution wisely to ensure timely and lasting compliance
- Anti-Counterfeiting & Serialisation Packaging Techniques – Protecting your products
- Smart Packaging and Labeling - Warehouse & Logistics – Lessons to learn
- Maximizing brand protection through effective packaging and labeling
- How counterfeit medicines penetrate the legitimate supply chain
- Rethinking Supply Chain Strategy
- Discover the innovative role block-chain has to play in supply chain security
- EU and USA: government policies & strategies - Comparing with RoW
- Getting ready for DSCSA, EU FMD and other global regulations?
- Assess the current technology landscape and identify the right solution for your needs
- How can companies and gov work closely and together and its importance
- Network in our combined exhibition and catering area
- Evening networking reception for all attendees

AN EVENT TO VOW

7th Annual Pharma Anti-Counterfeiting & Serialisation 2018 - Competences to Combat Counterfeits

Get more from the event, with a broader scope bringing the whole communications value chain together. Enjoy and make the best out of our dedicated networking drinks time, meet the leading companies showcasing the products of tomorrow in the co-located exhibition. Expand your knowledge of the latest business models and strategies in the high-level conference.

WHY EXHIBIT?

Make Sales
Debut new products
Profile your brand
Meet new business partners
Develop key relationships
Educate pharma and biotech companies

WHO WILL YOU MEET

Pharmaceutical manufacturers and distributors, Healthcare professionals, Pharmacists, Serialisation, Track and Trace – Solution providers, Brand – protection, enforcement, security, integrity and management companies, Drug regulatory agencies, customs and police, Intergovernmental organizations (IGOs) involved in healthcare and IPR protection, Non-governmental organizations (NGOs) active in healthcare, Patients' representatives, Healthcare research organizations, Pharmaceutical associations, Anti-counterfeiting organizations, Packaging, labeling and converting companies, Authentication technology suppliers, Anti-counterfeiting service suppliers – IP specialists, investigators, lawyers

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"It is the perfect place to be in order to catch up with all the relevant Information. Furthermore it was a good opportunity to spin a network of experienced people for any upcoming eventualities"

Head of Global Packaging Management, Bayer Consumer Care AG

AGENDA AT A GLANCE

DAY ONE - 12th September 2018

08:30 – **Coffee and registration**

09:30 - **Morning Chair's opening remarks**

MARKET ANALYSIS & CURRENT OVIERVIEW

09:40 **MAARTEN VAN BAELEN**
Market Access Director
Medicines for Europe

(FMD) European Union sets February 2019 for serialized authentication of pharma products

- Evaluating the impacts and opportunities of the Falsified Medicines Directive
- There is still a lot of work to do, and the implementation time is short – How to manage?
- How prepared is the industry in terms of product supply?
- Update on the European Medicines Verification System
- Practical experiences of medicine verification and authentication
- What's next?

10:20 **SULTAN DAJANI**
Community Pharmacist
Royal Pharmaceutical Society

Falsified Medicines Directive - An Epic Success or Monumental Failure?

- Background
- Present status and Brexit planning
- Issues & minefields
- Next Steps

11:00 – **Morning Coffee & Networking**

CHALLENGES & OPPORTUNITIES

11:20 **Morning Keynote Panel Discussion:– Challenges and Opportunities**

- Market analysis – EU, US and RoW markets
- Impact of BREXIT
- Preparing for the FMD
- Most common ways where drugs are counterfeited – Where should a company's focus point be regarding this? How to handle it?
- Utilize social media and educate the consumer to identify counterfeit drugs
- Stratergising your solutions based on the facts where consumenrs fall as victims to counterfieters
- Next-generation anti-counterfeiting – How to prepare for it? What should be done?

Moderator :

Panelists :

SULTAN DAJANI
Community Pharmacist
Royal Pharmaceutical Society

MAARTEN VAN BAELEN
Market Access Director
Medicines for Europe

CINZIA MARCON
Supply Chain and Quality Operations (SCMQO) Manager
Pfizer

GIANPIERO LORUSSO
Director, Supply Operations
Merck

12:00 – **Solution Provider Presentation**

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12:20 – **Solution Provider Presentation**

For sponsorship opportunities please contact info.uk@virtueinsight.com

12:40 – **Networking luncheon / Exhibition Visit**

FIGHTING FAKES

13:50 **GEOFFROY BESSAUD**
Associate Vice-President, Corporate Anti-Counterfeiting Coordination
Sanofi

The global plague of fake medicines and vaccines – Initiatives from Sanofi

14:30 **CINZIA MARCON**
Supply Chain and Quality Operations (SCMQO) Manager
Pfizer

Quality in Anti-Counterfeit

- Big Pharma Quality Processes that can help prevent from Anticounterfeit
- The Golden Kilometer and the role of Quality at the Affiliate Level.
- Strategies and Solutions to build a robust process.
- Quality and Serialisation

15:10 – **Afternoon coffee & Networking**

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"Good platform to learn about what others are doing about the menace SSFFC medical products, Very Insightful program. Given me more exposure to the global efforts at fighting fake medicines"

Regulatory Officer (Safe Disposal of Regulated Products), Food And Drugs Authority, Ghana

AGENDA AT A GLANCE

DAY ONE - 12th September 2018

SERIALISATION – TRACK & TRACE

15:30 Key learnings for serialisation projects

- Importance for executives to understand on what happens if serialisation is implemented poorly
- How is the technology improving day by day?
- Analysing supply base
- Challenges and success factors within the effective implementation of track and trace solutions
- Ensuring that a robust cross-organisation impact assessment is carried out and maintained
- Early understaing towards the true complixiteis of your supply chain
- Choose solutions that will be globally capable

PACKAGING & LABELLING

16:10 Anti-Counterfeiting & Serialisation Packaging Techniques – Protecting your products

- Track & Trace packaging
- Identifying and capitalizing on tamper-evident packaging
- Streamlining your supply chain – Analysing the various steps that are into this process
- Improve efficiencies in artwork & labeling to implementation
- Developing and sustaining brilliant packaging labeling and artwork capabilities

16:50 – Chairperson's closing remarks and end of conference

17:00 - 18:00 Networking Drinks - Take your discussions further & build new relationships in a relaxed & informal setting

NETWORKING DRINKS

Meet with your industry peers for a relaxed drink at the end of day one

FOR DELEGATE REGISTRATIONS:-

Our potent conference agenda delivering the latest information and the world class leaders as speakers attract delegates to attend from around the world. We aim for our attendees to be equipped with knowledge of latest developments & enable them to network with the industry key personnel.

Delegate Registration - delegate.uk@virtueinsight.com

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"Foresight, great range of experience and views. Well worth attending"

Community Pharamacist, royal pharmaceutical society

AGENDA AT A GLANCE

DAY TWO - 13th September 2018

08:30 – Coffee and registration

09:30 – Morning Chair's opening remarks

SERIALISATION – TRACK & TRACE

09:40 ANNA LUCZAK
Scientist - Global Analytical Technology Group
Bristol-Myers Squibb (USA)

Combating the Fake – Linking Serialization, Track and Trace and Spectral Fingerprinting

- Counterfeiting and its global reach - Scope of the problem
- Pharma's insights – Power of analytical technologies to detect fake
- A case study – Example of fake medicine from different markets and countries
- Impact of serialization and track and trace deadlines
- Why are we not done – The future

10:20 GLEN HODGSON
Head of Healthcare
GS1

GS1 standards – a critical tool in the fight against counterfeiting

- Standards as a tool to prevent counterfeiting
- Regulatory bodies taking action
- Authentication or traceability – Europe & the world

11:00 – Morning Coffee/Tea & Discussion

11:20 Panel Discussion with the experts– Serialisation – Are You Ready?

- Driving business value from pharmaceutical serialisation
- Overview of Serialisation, Reporting & Product Verification Requirements:
- Future market trends
- Track & Trace – The smart solution
- Reduce your serialization costs
- Viewing serialisation as an opportunity – Business and Supply chain optimisation
- Practical Issues for operationalising Serialization
- Technology Impact – IoT, AI, Blockchain

Moderator:

Panelists:

JOHN SIMMONS
Serialization and Coding Quality Lead
GSK

DAVIDE SMALDONE
Corporate Demand Manager
Menarini

SANDY EISEN
CMO
Frontline Pharma

12:00 – Solution Provider Presentation

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12:20 – Solution Provider Presentation

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12:40 – Networking luncheon / Exhibition Visit

IMPACT OF TECHNOLOGY

13:50 Current digital world - Counterfeiting Technologies

- Examining current technology landscapes and identifying the right solution for your requirement
- Outline - for a comprehensive IT architecture
- Working closely and effectively with different stakeholders to avoid implementation and interoperability challenges
- Developing an efficient IT infrastructure and prove organizational value
- IT challenges to integrate track & trace solutions in production and supply chain
- Carving the way for future global serialization process with the aid of technology

14:10 MIKE ISLES
Executive Director
European Alliance for Access to Safe Medicines

Fighting Fakes by raisng consumer awareness

- The extent of the falsified medicines problem outside the legiti mate supply chain (new WHO facts and figures)
- What initiatives are in place by Internet intermediaries (e.g. ICANN, ccTLDNs, shippers and financial transactors and advertising platforms (Google, Bing, Yahoo, etc)
- Raising awareness amongst the public and healthcare professionals

INTELLECTUAL PROPERTY PROTECTION

14:50 Cybercrime in the pharmaceutical industry: a booming business

- Discuss the global impact and economic cost
- Intellectual Property Protection for patents, trademarks and copyrights
- Costs of cybercrime: the death of a company
- Being prepared - locking the door before the horse has bolted
- Ensuring patient safety and the effectiveness of our medicinal producs
- Beating cybercriminals: educating organisations

15:20 – Afternoon coffee & Networking

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"Very Informative - good range of topics covering regulatory, data protection and supplies of services. Excellent discussion and networking opportunities"

Business Development Director, Selcia ltd

DAY TWO - 13th September 2018

15:40 **BAWAN AHMED**
Specialist Pharmaceutical Assessor
Kurdistan Regional Government

Detecting fake medicines in clinical practice

- Consequences of fake medicines on public health
- Can clinical information be used as an anti-counterfeit measure?
- Pharmaceutical care & post-marketing monitoring.
- Public & private collaboration in the fight against fake medicines

REGULATORY

16:10 **Panel Discussion: Global regulatory developments and updates**

- Recent evolving regulatory frameworks - EU and US – Comparing with RoW
- A holistic strategy that includes collaboration with law enforcement authorities, regulatory officials, supply chain partners, and packaging technology specialists
- Getting ready for DSCSA, EU FMD and other global regulations?
- A regulatory perspective towards counterfeit medicines – what is the global answer to this global plague?
- Counterfeit medicines - The regulatory and industry challenges
- What governments expect from brand holders and pharmaceutical stakeholders?

Moderator:

Panellists:

DARIUS-JEAN NAMDJOU
Associate Director Global Regulatory Affairs
Grunenthal

EVELINE VAN KEYMEULEN
Counsel Advocate, Member of the New York Bar
Allen & Overy

16:50 – Chairperson's closing remarks and end of conference

17:00 – End of 7th Annual Pharma Anti-Counterfeiting & Serialisation 2018

FOR SPONSORSHIP OPPORTUNITIES:-

Sponsorship or exhibition is the best way to speed network with decision makers. The world leader speakers in our conferences attract niche delegates from all over the world. This would be a wonderful opportunity to reach the right audience and save money and time on all your other advertising gimmicks. To give you an advertising edge we constantly update the industry pioneers via emails/news letter about the event and advertise the event via different forms of media.

Sponsorship Enquires - sponsor.uk@virtueinsight.com

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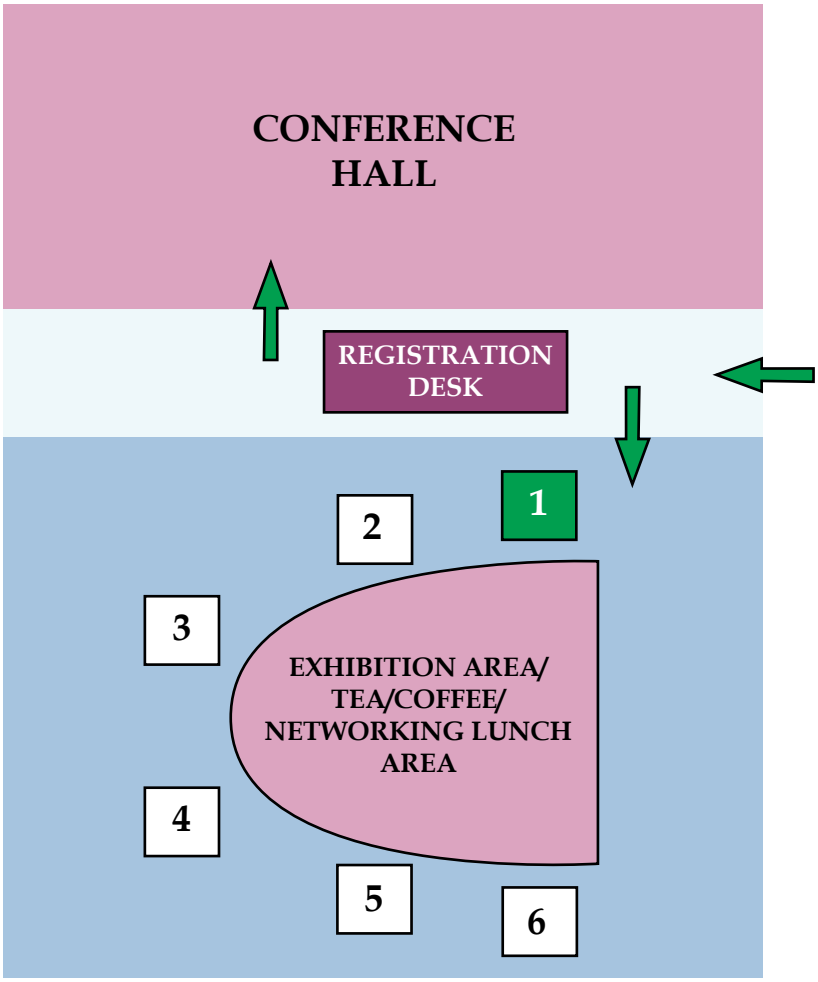
"It was very well prepared, and the selection of different angles of speciality speakers was very appropriate to addressed counterfeit pharmaceutical product strategy to be implemented to help industry challenge."

President and CEO, Ropack

AGENDA AT A GLANCE

FLOOR PLAN - Book your stalls now before they run out !!!



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Note :- The floorplan is subject to change at the discretion of the organisers.

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"The eclectic mix of speakers and delegates provided an excellent opportunity to build on existing knowledge and gain wider knowledge of the subject of pharmaceutical anti-counterfeiting."

CEO, QPQuandary

AGENDA AT A GLANCE

For Multiple Bookings - Photocopy this form and send it to delegate.uk@virtueinsight.com; Tel:+44 2036120886

Delegate Details:

Title Mr ☐ Mrs ☐ Ms ☐ Dr ☐

First Name

Surname

Company

Position

Address

Pincode

Telephone

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RESERVATION PRICING:

Early Bird - £950 + VAT per delegate (Valid Till 9th August 2018)

Standard Rate - £1150 + VAT per delegate

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TERMS AND CONDITIONS:

Payment terms: Virtue Insight requires the full amount to be paid before the conference. We may refuse entry to delegates who have not paid their invoice in full.

Cancellations: Delegates and vendor are subject to the following charges and refunds upon withdrawal or cancellation.Between 2-3 month's prior 75% cancellation fee/ 25% refund.Less than 2 months prior to the event Full cancellation fee / No refund.

Administration Fee: If you cancel your participation (once confirmed) and haven't paid the attendance fee you will be liable to pay an administration fee of £ 200 + VAT

Substitutions/Name Change: If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. This can be done at not extra cost.

Presentation: If you cannot attend the conference, you can still purchase the presentations for £ 400 + VAT

Indemnity: Virtue Insight reserves the right to make alterations to the conference/executive briefing content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of Virtue Insight. If such a situation arises, we will refund your registration fee and we will try to reschedule the event.

Fee: The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.

VENUE

Sheraton Skyline Hotel

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MAP & DIRECTIONS

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