

6th Pharmaceutical Anti-Counterfeiting

Determine the best strategies for securing your business

8th – 9th June 2011, Thistle City Barbican, London, UK

BOOK NOW!

Key Speakers

Hans-Walter Hoehl, Global Head of Supply Chain, **Bayer Schering Pharma**

Inal Kose, FDF Warehouse Specialist, **Sandoz**

Stephen Cloughley, Senior Director, **SAP**

Andrea Zobel, Director Clinical Logistics Services Europe, **PAREXEL International**

Ellen Norman, Projects Manager Investigative Analysis, **RSSL**

Jan Denecker, Marketing Manager, **GS1**

Aidan Madden, General Manager, **FivePharma**

Eric Hilton, Director, Executive & Board, **Food & Drug Analytical Services**

Steven Carden, Managing Consultant, **PA Consulting**

Mark Davison, CEO, **Blue Sphere Health**

Bonni Kirkwood, Senior Manager Strategy and Operations, **Deloitte Consulting**

Christopher Fiebig, Managing Consultant, Pharmaceutical Anticounterfeiting, **BlueOcean**

Dr Ruth Hearn, Team Leader, Chemical Measurement & Calibration, **LGC Ltd**

Wim De Bruyn, Product Management, **Inxites**

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Conference Introduction

6th Pharmaceutical Anti-Counterfeiting 8th – 9th June 2011, London, UK

Dear Colleague,

The pharmaceutical anti-counterfeiting industry is set to increase significantly from 2011 to 2020 as new legislations for supply chain security are introduced and counterfeit medicines become more prevalent across developed nations. Counterfeiters are no longer just operating in developing countries; millions of counterfeit medicines are smuggled each year as Europe proves to be a lucrative market. WHO estimates 50% of medicines purchased online to be counterfeit.

There are huge commercial opportunities for solution providers as the pharmaceutical industry and regulators battle the problem of counterfeit medicines globally. Visiongain's 6th Pharmaceutical Anti-counterfeiting Conference will feature leading industry experts who will highlight important strategies in combating fake drugs, introduce the latest in anti-counterfeiting technologies and government initiatives.

Why you should attend this conference

- Understand the economic impact and health risks of counterfeited medicines
- Hear the latest technologies in track and trace packaging
- Develop strategies for maximising product validity
- Review current legislative and regulatory infrastructures
- Evaluate analytical methods for detection
- Learn the effects of counterfeit drugs on drug manufacturers
- Examine threats facing the pharmaceutical anticounterfeiting market
- Use this platform to forge future business collaborations

I look forward to meeting you at the conference

Best regards



Koos Mohammed
Conference Producer

Who should attend?

Chief Security Officers, VPs, Directors, Heads, Managers and Specialists of:

- Supply chain / Supply Chain Security / Supply Chain Systems / Global Supply Chain
- Anti-counterfeit Projects / Anti-counterfeiting Operations
- Brand Protection
- Pharmaceutical and biotechnology companies
- Security/ Global Security
- Packaging suppliers
- Wholesale & distribution
- Quality Assurance/ Quality Control
- Specialists in pharmaceutical logistics
- Regulatory organisations and Law firms
- Compliance

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InXites provides business solutions and services for companies of all sizes in regulated manufacturing industries. InXites, SAP partner, has a clear vision on process integration grouped around following concepts.

- 1) The perfect plant: centralized integration between core ERP and shop-floor devices
- 2) The perfect lab: automated product sampling and quality control during production
- 3) The perfect packaging line: serialization on item level and aggregation into boxes and pallets

Our InX-Link solution will help you to leverage and reduce the cost and implementation of the integration of ERP systems with manufacturing/distribution devices. Together with partner products, it facilitates worldwide product authentication.

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Vesdo Ltd. is active since the year 2000 as leading, independent Engineering and Consulting company focusing on product security technologies. We have our roots in the Swiss high security industry and we help large, globally active pharmaceutical companies in defining their anti-product piracy strategies and support the implementation of complex and demanding security infrastructures. Our engineers and physicists, backed up with our laboratory are can solve complex tasks and build prototypes and measuring equipments to satisfy customer requirements.

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For further information please visit: www.futurepharma.com



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Sponsorship and exhibition opportunities

This event offers a unique opportunity to meet and do business with some of the key players in the pharmaceutical and biotech industries. If you have a service or product to promote, you can do so at this event by:

- Hosting a networking drinks reception
- Taking an exhibition space at the conference
- Advertising in the delegate documentation pack
- Providing branded bags, pens, gifts, etc.

If you would like more information on the range of sponsorship or exhibition possibilities for visiongain's 6th Pharmaceutical Anti-Counterfeiting Conference, please contact us:

Ronald Magali, +44 (0)20 7549 9934
ronald.magali@visiongainglobal.com

09:00 Registration and refreshments

09:30 Opening address from the Chair

09:40 The EFPIA proposal for a pan-European verification system of pharmaceutical products

- Outline of system scope and essentials
- System characteristics in relation to the new legal framework
- Governance model for the cooperation with key stakeholders
- Perspectives of rollout across Europe

Hans-Walter Hoehl
Global Head of Supply Chain
Bayer Schering Pharma

10:20 Enabling enhanced SAP business processes in a serialized world

- Learn how SAP's Auto-ID Enterprise solution enhances and extends standard ERP functionality
- See how SAP is helping its customers comply with existing and future mandates
- Understand the information hierarchy and SAP's role in provisioning, storing and sharing serialization and aggregation information

Stephen Cloughley
Senior Director
SAP

11:00 Morning refreshments

11:20 Implementing pharmaceutical track & trace system to improve security and visibility of your supply chain: Experiences from Sandoz Turkey

CASE STUDY

- Examining traceability worldwide and regional legislation in Turkey to understand what changes must be made in manufacturing and supply chain
- Describing the needs to improve tracing and understanding 2D Datamatrix code to ensure supply chain visibility
- Exploring whole information system and data flow to understand traceability with 2D Datamatrix code
- Identifying the technical requirements to effectively apply and read the code
- Analyzing practical experiences from Sandoz Turkey to develop your international serialisation system

Inal Kose
FDF Warehouse Specialist
Sandoz

12:00 Integrated planning for supply chain security

- Gaining board-level support for supply chain security
- Why many product protection initiatives fall short of expectations
- Seven-step planning framework for success

Mark Davison
CEO
Blue Sphere Health

12:40 Networking lunch

13:20 Forging partnerships to combat counterfeit medicines

- Strategies for better partnership between regulators, law enforcers, and industry
- The need for greater discussion
- Conducting market research in areas of high risk
- The link between parallel trade and fake drugs entering the supply chain

Bonni Kirkwood
Senior Manager Strategy and Operations
Deloitte Consulting

14:20 Presentation to be announced

Dergej Toedtli
Vesdo

14:40 Sponsor Spotlight Session

Take this unique opportunity to be a part of the conference theme, network, share ideas and provide an overview of your product/services to the audience. For more information please contact ronald.magali@visiongainglobal.com

15:00 Afternoon Refreshments

15:20 Is the worldwide agenda for tackling counterfeit pharma products about to be driven by influences from other sectors and what are the implications for the pharmaceutical industry?

- Tobacco and drinks are facing stiff legislation both at a global and an end market level that is aimed at tackling illicit trade
- The pharma industry is being pulled into this legislation by a process of legislative drag even though it is not always directly relevant
- What does this mean for the pharma manufacturers and how can the industry respond?

Steven Carden
Managing Consultant
PA Consulting

16:00 The challenge of combating online pharmaceutical sales

- The role of online pharmacies and illegal online shops
- Strategies for monitoring and investigation of your products on the internet
- Identifying the individuals responsible for illegal online shops to pursue successful legal action

Christopher Fiebig
Managing Consultant, Pharmaceutical Anticounterfeiting
BlueOcean

16:40 Closing remarks from the Chair

16:50 Networking Drinks

Take your discussions further and build new relationships in a relaxed and informal setting.

09:00	Registration and refreshments	12:40	Networking lunch
09:30	Opening address from the Chair	13:40	Fighting drug counterfeit using advanced packaging technology <ul style="list-style-type: none"> • Secure packaging • Use of Overt Technologies • Use of Covert Technologies
09:40	Good distribution practices to combat counterfeit medicinal products <ul style="list-style-type: none"> • Global regulators and influential bodies in the GDP arena • EU GDP regulatory legislation and guidance • The components of a GDP System including bona-fides of customers and suppliers • The counterfeiter's modus operandi and how good GDP systems can cope 		 Eric Hilton Director, Executive & Board Food & Drug Analytical Services
	 Aidan Madden General Manager FivePharma	14:20	Analytical strategies for detecting counterfeits <ul style="list-style-type: none"> • Overview of techniques available • Getting the right tools at the right time • Training tools for supply chain managers • Analysis on a rapid turnaround
10:20	Counterfeits in clinical research <ul style="list-style-type: none"> • How counterfeits could impact clinical research • Risks for patients and clinical trial sponsors • Anti-Counterfeiting strategies for clinical trials 		 Ellen Norman Projects Manager Investigative Analysis RSSL
	 Andrea Zobel Director Clinical Logistics Services Europe PAREXEL International	15:00	Afternoon refreshments
11:00	Morning refreshments	15:20	Use of isotope ratio measurements to aid counterfeit investigations <ul style="list-style-type: none"> • Lack of industry-wide standards • Unproven commercial benefits of current technologies • Problem of online sales
11:20	Serialisation of life sciences products and services: how to provide the value and the confidence customers expect <ul style="list-style-type: none"> • Counterfeiting risks in the pharmaceutical supply chain • Holistic view about anti-counterfeiting and global companies • Requested list of measures using ICT-interfaces and solutions • How to adapt and tune my global ERP following the anti-counterfeiting INXLINK © roadmap 		 Dr Ruth Hearn Team Leader, Chemical Measurement & Calibration LGC Ltd
	 Wim De Bruyn Product Management Inxites	16:00	Challenges facing the pharmaceutical anti-counterfeiting market <ul style="list-style-type: none"> • Lack of industry-wide standards • Unproven commercial benefits of current technologies • Problem of online sales
12:00	Fighting counterfeiting: serialisation, authentication, ePedigree, traceability <ul style="list-style-type: none"> • Major regulatory developments worldwide • Lessons learnt, industry pilot projects • Current status of standards development and adoption • How to advance global harmonisation 	16:40	Chair's closing remarks
	 Jan Denecker Marketing Manager GS1	16:50	End of Conference

Registration Form

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Conf. code **B2B**

Standard Prices

Conference only Fee: £1299 VAT: £259.80 Total: £1558.80

Number of bookings: Total cost:

Promotional Literature Distribution

Distribution of your company's promotional literature to all conference attendees
Fee: £999 VAT: £199.80 Total: £1198.80

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Payment must be made in sterling

By Mail: Complete and return your signed registration form together with your cheque payable to Visiongain Ltd and send to: visiongain Ltd, BSG House, 226-236 City Road, London, EC1V 2QY, UK

By Fax: Complete and fax your signed registration form with your credit card details to +44 (0) 20 7549 9932

By Phone: Call us on +44 (0) 20 7336 6100 with your credit card details

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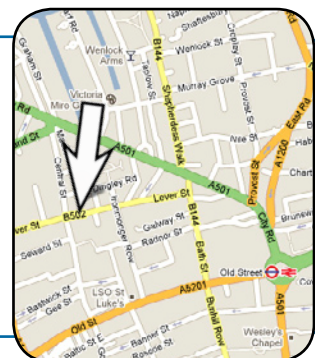
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6th Pharmaceutical Anti-Counterfeiting

8th – 9th June 2011

Location: Thistle City Barbican

Address:
Central Street, Clerkenwell
London
EC1V 8DS
UK



How to book

Email: conferences@visiongainglobal.com

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General information

Venue: Thistle City Barbican, Central Street, Clerkenwell, London, EC1V 8DS, Phone: 0871 376 9004 / +44 845 305 8304, Fax: 0871 376 9104 / +44 845 305 8343
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Unable to attend

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Yes, please send me speaker talks Price£550 VAT:£110 Total:£660

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