

4th Annual Pharmaceutical Anti-Counterfeiting Strategies

Maintaining patient safety and securing the supply chain

7th - 8th September 2009, Hilton London Olympia, London, UK

BOOK NOW!

Key Speakers

Andrew Bonser, Director, European Government Affairs, **Pfizer World-Wide Pharmaceuticals**

Dr David Gillen, Head of Medical Teams Primary Care BU Europe Canada Australia and NZ, **Pfizer**

Tassilo Korab, Executive Director, **European Healthcare Compliance Council**

Dirk Broeckx, Secretary-General, **APB - Belgian Pharmacists Association**

Janice Kite, Traceability Director Healthcare, **GS1**

John Jenkins, BRIDGE Project Co-ordinator, **JJ Associates**

Aidan Madden, General Manager, **FivePharma**

Dr David Taylor, Professor of Pharmaceutical and Public Health Policy, The School of Pharmacy,
University of London

Julian Harris, Analyst, **International Policy Network**

Monika Derecque-Pois, Director General, **GIRP**

Christopher Stothers, Senior Associate, **Milbank, Tweed, Hadley and McCloy LLP**

Professor Hamid Ghodse, Professor of Psychiatry and International Drug Policy, **University of London**,
Past President, **International Narcotics Control Board**

Dr Jim Thomson, Chair, **European Alliance for Access to Safe Medicines (EAASM)**

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Conference Introduction

4th Annual Pharmaceutical Anti-Counterfeiting Strategies

7th – 8th September 2009, London, UK

Protecting your product - Combating pharmaceutical fraud & counterfeiting

Dear Colleague,

Counterfeiting of medicinal products is growing problem in the developing world, and is an issue that must be addressed by pharmaceutical manufacturers, public health and regulatory bodies alike. In order to efficiently deal with the changing structure of the pharmaceutical industry, manufacturers, regulators and distributors must work together to implement suitable technologies to maintain patient safety, protect brands and R&D investment and streamline business. There remains a huge market for technology companies who can assist the healthcare industry to meet these challenges. Visiongain's 4th Annual Pharmaceutical Anti-counterfeiting conference will provide valuable insight, into the latest technologies and issues shaping the fields of security and supply chain management, with leading experts presenting the best-practices on tackling pharmaceutical counterfeiting.

By attending Visiongain's 4th Annual Pharmaceutical Anti-Counterfeiting Strategies conference delegates will gain a comprehensive outlook on the anti-counterfeiting market, from product development to potential applications and market trends.

By attending this conference you will:

- Assess the economic and health cost of fake medicines and how they enter the supply chain
- Implement the latest technological developments
- Examine anti-counterfeiting initiatives: governmental and NGO based initiatives
- Compare the latest strategies of manufacturers/suppliers of authentication and track and trace packaging technologies
- Analyse the market for RFID technologies in pharma manufacturing
- Be part of a unique networking opportunity

I look forward to meeting you at the conference

Best regards



Andrea Charles
Head of Conferences

Target Audience:

- Pharmaceutical manufacturing and distributing companies
- Wholesalers
- Pharmaceutical packaging and labelling companies
- Anti-counterfeiting technology and service suppliers
- Pharmaceutical specialist couriers
- Public health and regulatory bodies
- Anti-counterfeiting organisations
- Non-governmental healthcare organisations

Who should attend:

VPs, directors, heads and managers of:

- Supply chain
- Security
- Labelling
- Regulatory Affairs
- Compliance
- Distribution
- Packaging
- Legal counsel
- Quality assurance/ Quality control
- Information systems

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 4th Annual Pharmaceutical Anti-Counterfeiting Strategies Conference, please contact us:

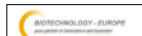
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Ingenia Technology is an emerging international company in the authentication and verification of product packaging, papers, plastics and metals, as used in brand protection, documents, ID cards and item level authentication. Ingenia Technology was founded in 2003 with its headquarters in London. The company's key product is the Laser Surface Authentication (LSA) system – a new, proprietary, and patented technology to rapidly analyze the nanoscopic imperfections in the surface of any item and create a unique digital serial code for the item. This code, which has been described as being like a fingerprint or DNA sequence for the item, is unique for every document, card and carton and can be used to uniquely and unambiguously identify the product.

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3S Simons Security Systems is a renowned manufacturer of anti-counterfeiting technologies. On the basis of the micro colour-codes SECUTAG®, 3S has developed individual industry solutions against product piracy. The protection of primary and secondary packaging is one of the most common requirements for the pharmaceutical industry. Folded boxes, tubes, blisters, bottles and closures are protected by SECUTAG®, independent of their material. The versatile product portfolio of 3S also includes security labels, seals, holograms and traceability devices. The colour-code technology is legally binding and saves brand owners from unjustified product liability claims.

For further information, please visit www.3SGmbH.com

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Envisional uses unique, patented search technologies alongside a team of experienced analysts to help pharmaceutical manufacturers protect themselves and their customers against the growing problem of counterfeit medicines and online IP infringements. We help in-house teams and external IP practitioners pinpoint infringements and assemble the evidence that makes intervention possible, from rapid takedown of counterfeit websites and auctions to civil and even criminal actions against major counterfeiters. Our automated systems monitor the widest range of Internet sources. As well as websites, they scan newly registered domains, spam email, B2B trade boards, auctions, blogs, social networking sites and Internet relay chat channels - all of them important sources of information in building cases and analyzing the counterfeiter's supply chain. Our systems even detect logo and tablet images, a useful extra weapon in the fight against counterfeiters

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4th Annual Pharmaceutical Anti-Counterfeiting Strategies

Monday 7th September 2009, London, UK

09:30 Registration and refreshments

Patric Marshall

Sales and Marketing Director, Europe, Middle East and Africa

World-Check

10:00 Opening address from the chair

10:10 Looking at the Pfizer's experiences in the UK and the Public Awareness campaign that they developed and ran in 2009

- Counterfeit medicines represent a very real, widespread and growing illegal trade that threatens public safety, endangers the health of its victims and at worst, counterfeit medicines have even been shown to kill
- The problem of counterfeit medicines is known to exist in both developed and developing countries, although despite the efforts of the WHO there is no standard definition of a counterfeit medicine, which makes information exchange difficult and limits our ability to understand the true extent of the problem
- The WHO estimates that up to 1% of medicines available in the developed world are likely to be counterfeit. This figure rises to 10% globally, although in some developing countries they estimate one third of medicines are counterfeit.
- The MHRA has been active in the war against illegal, unregulated pharmacies supplying counterfeit medicines and has run five 'Internet Days of Action' since 2006, cracking down on websites hosted in the UK or taking orders from within our shores
- Pharmaceutical companies also take the issue very seriously and are doing many things to further protect patients from the dangers of counterfeit medicines.

Dr David Gillen

Head of Medical Teams, Primary Care BU Europe Canada Australia and NZ

Pfizer

CASE STUDY

10:50 Technological and legal measures – How can we protect patients?

- The EC anti-counterfeit proposal for legal measures to protect the supply chain
- Possibilities and limits of technological means to secure product safety
- GIRP's proposals to strengthen the supply chain

Monika Derecque-Pois

Director General

GIRP

11:30 Morning refreshments

11:50 The impact on value

- Why protect your IP / brand
- How to value your IP / brand
- Impact on value

David Mitchell

Partner

BDO Stoy Hayward

12:30 Illegal internet pharmacies: A framework for coordinated action and cooperation

- Illegal internet pharmacies: Extent of the problem
- Action against illegal Internet pharmacies – what has been done?
- What remains to be done: The need for additional action

Professor Hamid Ghodse

Professor of Psychiatry and International Drug Policy,

University of London,

Past President, **International Narcotics Control Board**

13:10 Networking lunch

14:10 Legally binding identification of pharmaceuticals via colour codes

- Facts and figures of counterfeit drugs
- Risks for the different stakeholders
- Micro colour code as one effective method to protect pharmaceutical products
- Colour codes & traceability codes

Angelina Rayak

Sales Manager

3S Simons Security Systems

14:50 Bridge and Pharma Traceability Pilot

- About the BRIDGE Project
- Objectives of the Pharma Traceability Project
- Mass serialisation in the supply chain
- What we did and who was involved
- Conclusions and Recommendations

John Jenkins

BRIDGE Project Co-ordinator

JJ Associates

15:30 Developing global standards to increase patient safety – Traceability in healthcare

- A safe and secure supply chain
- Authentication and traceability
- Activities of regulatory bodies and industry worldwide
- Global standards – how do they help fighting counterfeiting?

Janice Kite

Traceability Director Healthcare

GS1

16:10 Afternoon refreshments

16:30 Identifying and overcoming challenges in implementing a traceability system across Europe

- Working solutions for traceability and more: challenges and implementation lessons learned
- Belgian pharmacists against counterfeit: what have the Medicines Control Lab and Aegate got in common?
- Traceability, anti-counterfeit, stock management and patient information: how to get "four for the price of one"?
- Experiences concerning conceptual choices and technical solutions from an up-and-running system

Dirk Broeckx

Secretary-General

APB - Belgian Pharmacists Association

17:10 Presentation to be announced

17:40 Tackling Europe's anti-counterfeit weaknesses: a patient's perspective

- Key conclusions from the Counterfeiting Superhighway and Harper reports
- Strengths and weaknesses in the EC's anti-counterfeiting proposals
- EAASM's recommendations to further protect European patients through new regulation

Dr Jim Thomson

Chair

European Alliance for Access to Safe Medicines (EAASM)

18:05 Closing remarks from the chair

18:15 Networking Drinks Reception

4th Annual Pharmaceutical Anti-Counterfeiting Strategies

Tuesday 8th September 2009, London, UK

09:30	Registration and refreshments	13:10	Networking lunch
10:00	Opening address from the chair Philip Payne Business Development Manager (Pharmaceuticals) RSSL Pharma	14:10	Protecting IP rights <ul style="list-style-type: none"> • Trademarks and identity preservation • A history of branding and quality assurance • Causes of counterfeiting • Anti-counterfeiting technology and choice Julian Harris Analyst International Policy Network
10:10	Stumbling block Data Matrix Barcode quality assessment? <ul style="list-style-type: none"> • Is barcode quality assessment a necessity? • The relevant ISO standards • Additional relevant industry standards • The measuring procedure • Barcode verification equipment Sergej Toedtli CEO Vesdo	14:50	Parallel trade and counterfeiting <ul style="list-style-type: none"> • The relationship between parallel trade and counterfeiting: fact and fiction • Basic framework for the parallel trade of pharmaceuticals • Recent and future developments Christopher Stothers Senior Associate Milbank, Tweed, Hadley & McCloy LLP
10:30	Meeting the objectives of the EU Directive: the R&D manufacturers response to supply chain security and product integrity <ul style="list-style-type: none"> • What does the Directive say and how effective will the proposed measures be? • What should be the main criteria for choosing effective solutions to meet the Commission's objectives? • What is the industry position and what solutions does it propose to meet the challenges of supply chain security and product integrity? Andrew Bonser Director, European Government Affairs Pfizer World-Wide Pharmaceuticals	15:30	Drug Counterfeits – an increasing threat to patients' safety <ul style="list-style-type: none"> • Definition • The main risk factors • The stake-holders views • The technical approach • The logistic approach • The regulators' approach Tassilo Korab Executive Director European Healthcare Compliance Council
11:10	Morning refreshments	16:10	Afternoon refreshments
11:30	Natural randomness as a fingerprint for product authentication <ul style="list-style-type: none"> • How Laser Surface Authentication (LSA) can read the nanoscopic imperfections on the surface of every product or packaging and generates a unique code in a similar way as human biometrics but for 'things'. This 'fingerprint' code can be later validated throughout the supply chain. • Overview of how LSA is being applied to product packaging • How LSA is being implemented using both database and self-authentication methods in real customer applications • How LSA complements other supply chain technologies such as data matrix bar codes Mark McGlade Director Ingenia Technology	16:30	Intelligent brand protection and document authenticity <ul style="list-style-type: none"> • Secured protection • Intelligent design system • Security design for brand protection • Security design features • Document authenticity Dr Boglárka Papp Marketing and Sales Director Jura JSP
11:50	Good distribution practices to combat counterfeit medicinal products <ul style="list-style-type: none"> • GDP regulatory legislation and guidance • Global quality systems development • The components of a GDP System including bona-fides of customers and suppliers • Effective management of anti-counterfeiting actions Aidan Madden General Manager FivePharma	16:50	Global strategies for improving medicines supply and reducing the threat from counterfeit pharmaceuticals <ul style="list-style-type: none"> • Medicines counterfeiting is a world-wide threat to public health that demands sustained and co-ordinated international action for its control. • In countries such as those of sub-Saharan Africa people are also at high risk from poor quality medicines that may have been accidentally adulterated, produced to a poor standard and/or degraded by inappropriate storage. Such problems should not be ignored. But neither should they be confused with deliberate counterfeiting. • The WHO's IMPACT (International Medical Products Anti-Counterfeiting Taskforce) initiative built on earlier work aimed at preventing medicines counterfeiting. Funded mainly by (European) government resources, it successfully encouraged international collaboration to curb counterfeiting through measures like more robust policing, stronger penalties, enhanced surveillance and better medicinal product identification schemes. Dr David Taylor Professor of Pharmaceutical and Public Health Policy, The School of Pharmacy University of London
12:30	Lightening the supply chain burden: product protection strategies <ul style="list-style-type: none"> • Repackaging and counterfeiting • Does covert mean secret? • Think like a criminal: evaluate the burden of compliance against the ease with which a determined counterfeiter can defeat a protective method • Evaluate packaging-based and product-based anti-counterfeiting measures by cost, complexity, and effectiveness Dr Sharon Flank CEO InfraTrac	17:30	Chair's closing remarks
		17:35	End of conference

