



100%
Senior Speaker
panel



24+
Speakers



60%
interactive
agenda



OVER 32
hours of peer-to-peer
learning



150+
Attendees



80%+
Practitioner
Attendees



7th Annual

Pharmaceutical Serialisation & Traceability 2016



**TAILOR YOUR EVENT BY
IMPLEMENTATION STAGE!**

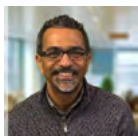
Workshops: 7th November 2016
Conference: 8th -9th November 2016
Starling Hotel and Conference
Center, Geneva, Switzerland

**“
VERY GOOD AND
DEEP CONTENT”**

- Global Track & Trace Implementation
Program Lead, Merck, 2015 Delegate

CREATING FUTURE BUSINESS VALUE IN THE RACE TO BECOME SERIALISED

HEAR INSIGHTS FROM GLOBAL INDUSTRY PRACTITIONERS INCLUDING:



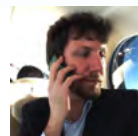
**Ravi
Kalyanaraman,**
Associate
Director,
**Bristol Myers
Squibb**



Michael Kinsella,
Industrial
Operations
Deputy Director,
Servier



Reid Graves,
Global
Serialisation
Enterprise Master
Data Lead,
Pfizer



**Stefano
Zanobini,**
Serialisation
Global Project
Manager,
UCB



Mike Meakin,
Vice President,
Global Quality
Regulatory &
Compliance,
Life Sciences &
Healthcare,
DHL



**Daniela
Guttman,**
Packaging &
Serialisation
Product &
Service Manager,
Vetter



Matthias Korbl,
Head Supply
Chain
Management,
**Arena
Pharmaceuticals**



Dhermita Desai,
Operations
Projects Team
Manager,
Concordia

SPONSORED BY:

SEE FULL SPEAKER PANEL INSIDE!



www.pharmaserialisation.com

TABLE OF CONTENT: WHAT'S NEW FOR 2016?

NEW SPEAKER LINE-UP

Learn from and engage with the brand new 2016 speaker panel, including Servier, Pfizer, Sanofi, GS1, UCB, Bristol Myers Squibb and more! **Turn to page 3.**



PRE-CONFERENCE WORKSHOP DAY

Take this opportunity to deep dive your serialisation and traceability challenges by engaging in our interactive workshops which allow you to ask questions to your peers, benchmarking ideas and leave with clear goals in mind for your operational strategy for 2017 and beyond. **Turn to page 4.**



BRAND NEW CONTENT LED AGENDA

We have taken on your feedback and this year's event will deliver real case studies detailing not only the successes but the lessons learned along the way. Take part in the interactive discussion groups and panel sessions to share your thoughts, ask questions and learn something new that could significantly impact your operations. **Turn to page 4.**



LESSONS LEARNED, WARTS AND ALL!

No one wants to hear just about the successes but about the journey and pitfalls along the way. Take part in the lessons learned so roundtables to find out what the biggest lessons each of your peers have taken from their project so far and what it has meant to their business. **Turn to page 5.**

ZONE OUT!

Engage in discussions with peers who are at the same implementation stage. During our roundtable zones, switch between three topics which will address critical considerations for the maturity phase of your strategy. **Turn to page 5.**



DOWNLOAD THE APP!

Download the free event app to ensure you're up-to-date with all the latest agenda changes, connect with other event attendees, and continue discussions after the event too.



BUILD FUTURE ROI NOW THROUGH IT AND DATA MANAGEMENT

This year's agenda features more IT and data content including streams on day one covering topics such as IT integration, interoperability and data management and security. Take part in an IT focused panel session discussing the opportunities IT brings for future global serialisation processes. **Turn to page 6.**



SPONSORSHIP OPPORTUNITIES

Want advice on new technology and services that can bring your serialisation strategy to the next level of success? **Turn to page 9.**

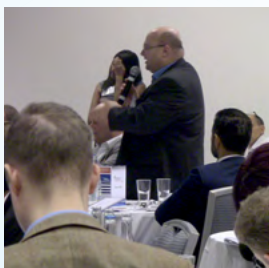
WELCOME TO THE PHARMACEUTICAL SERIALISATION & TRACEABILITY SUMMIT 2016!



Dear Colleague,

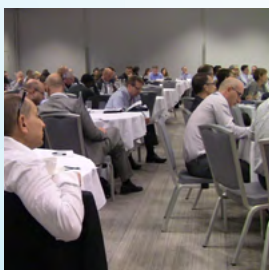
By now you are mostly likely implementing your serialisation strategy, but at this stage it is critical to think about the next steps which may save your business vast sums as well as securing a robust and future proof strategy. The Pharmaceutical Serialisation & Traceability Summit 2016 will bring together over 130 pharma and biotech professionals gathered in Geneva for the 7th Annual conference all wrestling with this key challenge.

Across three days, learn about issues you need to consider before the fast approaching FMD deadline takes effect including, correctly identifying all of the external forces that enable or constrain your serialisation program as well as understanding the differences between serialisation regulations. Learn about requirements and assumptions on how serialisation data is formatted, managed and shared, how to monetise your investment by scaling up for increased supply chain visibility.



Brand New for 2016:

- Understand the opportunities cloud based technology brings for future global serialisation process and overcome IT challenges to integrate track & trace solutions in production and supply chain
- Learn about how chemical testing might be the missing link in serialisation to fight counterfeit drugs in a case study from Bristol Myers Squibb
- Address key issues such as data management and value addition, overcoming integration challenges, understanding aggregation and stakeholder management to improve supply chain visibility
- Align stakeholder responsibilities for the future and discuss how to manage different partner requirements in serialisation a presentation by Concordia
- Engage with your peers on their biggest serialisation hurdles and how they overcame them in the interactive lessons learnt roundtables



- Discuss ways to bridge the gap between IT and the pharma production line in a joint roundtable session led by IT Project Manager Serialisation Track & Trace / Team Lead and Packaging & Serialisation Product & Service Manager, Vetter
- Assess the ways to get the most out of your serialisation strategy in terms of resource, compliance and ROI in an interactive panel session led by Blue Sphere Health



Benefit from the insights of executive speakers, who will be addressing the challenges you are currently faced with around gaining extra value from your operations, aligning stakeholders, harnessing greater supply chain visibility and more. Choose from multiple topic streams and roundtables to tailor your agenda to the most pressing issues facing your operations right now.

Registering is easy - just visit www.pharmaserialisation.com, email us at enquire@iqpc.co.uk, or give us a call on +44 (0)207 036 1300

On behalf of the entire team, we look forward to meeting you in Geneva in November for the biggest Pharmaceutical Serialisation and Traceability event yet!

Best wishes,



Katherine Gordon
Director
Pharmaceutical Serialisation and Traceability Summit



P.S. DON'T FORGET TO CHECK OUT THE PRE-CONFERENCE WORKSHOPS WHICH WILL ALLOW YOU TO DEEP DIVE YOUR MOST PRESSING SERIALISATION AND TRACEABILITY CHALLENGES.

MEET THE 2016 SPEAKER PANEL

You'll meet and hear from innovative industry leaders sharing detailed presentations and insight to drive your business forward including:

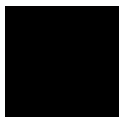
Dr. Ozdemir Sengoren,
Area Head - Turkey,
Middle East & Africa,
UCB Pharmaceuticals



Rajesh Pednekar,
Head of Distribution,
Pfizer



Aaron Barzey,
CEO,
ADB Medical



Ravi Kalyanaraman,
Associate Director,
Bristol Myers Squibb



Michael Urso,
Product Manager Pharma
& Packaging Solutions,
Atlantic Zeiser



Christian Hay,
Senior Executive Healthcare,
GS1



Michael Kinsella,
Industrial Operations
Deputy Director,
Servier



Jim Cummings
VP Americas
Adents



Mike Meakin,
Vice President, Global
Quality Regulatory
& Compliance, Life
Sciences & Healthcare,
DHL



Mark Davidson,
Chief Executive Officer,
Blue Sphere Health Ltd



Titus Krauss,
Director Sales &
Marketing,
Systec & Services



Bawan Ahmed,
Senior Pharmaceutical
Assessor,
**Kurdistan Medical
Control Agency**



Stefano Zanobini,
Serialisation Global
Project Manager,
UCB



Reid Graves,
Global Serialisation
Enterprise Master
Data Lead,
Pfizer



Kathrin Guenther,
Team Leader Sales Support
Software & Automation,
Uhlmann



Liam O' Riordan,
Director of Serialisation
and Senior Consultant,
ESP



Matthias Korbl,
Head Supply Chain
Management,
Arena Pharmaceuticals



Alexander Ulbrich,
IT Project Manager
Serialisation Track &
Trace / Team Lead,
Vetter



Dhermita Desai,
Operations Projects
Team Manager,
Concordia



Michel Bullen,
Track & Trace
Solution Manager,
Optel Vision



Klaus Braig,
Head of Global
Account Management,
Uhlmann



Daniela Guttman,
Packaging & Serialisation
Product & Service Manager,
Vetter



Stephen Wilkins,
Chairman,
**ChildSafe Packaging
Group**



Christoph Staub,
General Manager
Track & Trace,
Laetus



Sultan Dajani,
UK Representative,
**Pharmaceutical Group
of the European Union**



Guy Weiss,
Traceability
Program manager,
**Independent
Serialisation Executive**



Pasi Kemppainen,
Executive Consultant,
Pharma Serialisation
and Traceability,
Entrepreneur



Dirk Hendrik Kneusels,
Branch Director,
Antares Vision



PRE-CONFERENCE WORKSHOP DAY

MONDAY 7TH NOVEMBER 2016

The FMD requirements have brought huge change for pharma over recent years, and the challenges aren't over yet! These interactive workshops will provide a controlled environment in which decisions makers and experts can consider options, consequences and solutions for your sterilisation strategies. Get a head start on discussions an engage in detailed conversations with your peers.

08:30 **Morning registration and Coffee**

09:00 **Workshop A: Value beyond compliance-Data management and value addition in serialisation**

Serialisation can create a wealth of data and the challenges associated with storing and maintaining the integrity of that data is no simple task. This workshop will discuss the best approaches to data management and how it can add value to your organisation.

- Sharing information across your organisation through dashboards and metrics to yield opportunities for growth and innovation
- Using analytics to improve multiple areas of your business including sales and marketing by tracking selling cycles, measuring promotional effectiveness and plotting sales trends
- Providing the analytics and metrics to guide strategic business decisions

Guy Weiss, Traceability Program Manager, Independent Serialisation Executive

Experience in supply chain organisation and traceability. Helping businesses comply with emerging standards and enable them to use smart tracking to address issues such as counterfeiting, diversion of valuable items, making the food and the medicament supply safer and boosting product availability in retail stores and pharmacy outlets. Helping companies become more competitive through improved insights, better visibility and automated intelligence.

11:00 **Workshop B: Conducting and stabilising effective supply chain and stakeholder management**

- Establishing collaborations with expert supply chain partners to find efficiencies and develop compliance capabilities to keep to deployment times and ongoing costs low
- Understanding the major end to end processes most impacted by serialisation, the typical process stakeholders involved and most importantly how to seamlessly implement serialisation protocols into your business model
- Collecting a detailed audit trail data and monitoring it closely, so recalls will be simplified
- Identifying and minimising supply chain bottle necks

13:00 **Networking lunch**

13:30 **Workshop C: Overcoming your technical interoperability and integration challenges - how to prepare and what to look out for?**

This interactive workshop will discuss the associated challenges of implementation and integration of serialisation and traceability technology with enterprise IT systems to support end-to-end business processes. Find out what are the critical integration points between

your organisation's serialisation and traceability systems with the enterprise systems to allow for seamless data exchange between packaging infrastructures and your MES, ERP, repository, warehouse management, regulatory and partner IT systems.

Pasi Kemppainen, Executive Consultant, Pharma Serialisation and Traceability Entrepreneur

Pasi Kemppainen is an entrepreneur and executive consultant in strategic digitalisation advisory and initiatives for biopharma and pharma companies. The customer assignments range from helping with the digitalisation strategies to implementing global regulatory compliances such as manufacturing IT GMP/GAMP, medicine serialisation and traceability.

He was Chief Executive Officer at Original1 GmbH (a joint venture of SAP, Nokia and Giesecke&Devrient - leaders in enterprise IT, mobile and security) servicing a cloud and mobile platform for product serialisation, traceability and consumer authentication services in Europe and China. In Europe, Original1 focused in serialisation and traceability services for pharma, consumer products and manufacturing industries. In China, Original1 commercialised the first drug traceability and authentication cloud and mobile service for pharma companies and consumers utilising China FDA Electronic Drug Monitoring Service.

Prior to Original1 Pasi headed Nokia Authentication Solution business in Nokia China empowering consumers and businesses to authenticate product originality and counterfeits using their mobile phones. The products covered consumer products, drugs and ID cards and ultimately the solution was selected as the best anti-counterfeit solution in China by China RFID Journal and China Anti-counterfeit Association.

Currently Pasi is also working on Ph.D. dissertation on pharma digitalisation technology and business disruption (IoT/Industrial Internet) at Lappeenranta University of Technology Faculty of Industrial Engineering and Management.

15:30 **Workshop D: Serialisation and aggregation: Assessing the future implications**

To control both operating condition and data at any time, the connection between the physical machine level and the control software must be integrated across many stages of your company's IT. This workshop will look at considerations for aggregation including:

- Looking at the future benefits aggregation may provide
- What legislations are you considering
- Discussing aggregation for different business models

17:30 **End of Workshops**

CONFERENCE DAY ONE

TUESDAY 8TH NOVEMBER 2016

FIND YOUR SESSION!

Look out for the icons, they'll help you get around the programme, identify panel sessions, case studies, tracks, networking sessions and more!

★ Networking break
🗨 Interactive session

📁 Case study session
☰ Regulatory session session

- 8:45 **Welcome address**
- 8:50 **Chairman's opening remarks**
Jim Cummings, VP Americas, **Adents**
- 9:00 **Supply chain standards, regulatory requirements (IDMP) and the link to FMD implementation**
• Master Data Management: some suggestions to support consistencies
• Serialisation: looking at the drivers for aggregation
Christian Hay, Senior Consultant Healthcare, **GS1 Global Office**
- 9:40 **Business card bingo**
Meet new contacts in this fun and interactive icebreaker by finding a person with the number corresponding to your bingo sheet, ask them three questions and complete your form to be in with a chance to win a prize at the end of day two.
- 10:00 **Panel: Garnering resources to ensure full compliance whilst maximizing ROI of your serialisation initiative**
This panel will discuss ways you can get the most out of your serialisation strategy in terms of resource, compliance and ROI.
• Developing the technological savvy of internal and external cross-functional teams to manage serialisation, provide guidance and ensure compliance across the board
• Driving up standards across the organization through training to limit the times it takes to overcome problems, to fully understand regulation and boost morale during a challenging period
• Assessing routes to ROI for serialisation and ways to scale up internally for future business needs including:
- Improved product availability and time to market
- Reduced losses from theft & counterfeit
- Improved script and POS data capture
- Faster development cycles
Panelists include:
Mark Davidson, Chief Executive Officer, **Blue Sphere Health Ltd**
Rajesh Pednekar, Head of Distribution, **Pfizer**
- 10:40 **Morning networking and coffee**
- 11:00 **Tech demo**
This hands on session will give you a chance to hear about multiple solutions to help you gain the most out of your serialisation strategy. Find out what solutions your peers are using and how it is changing the way they do business.

- 11:20 **Challenges of serialisation and track & trace applications on company level: How to make a serialisation strategy future-proof**
• What are the big challenges in Pharma today and which impact do they have on serialisation
• Where in the process chain can serialisation and late-stage printing take place?
• What are the reasons to implement a central serialisation solution on Level 3 and 4?
• Which interfaces are necessary to guarantee secure flow of data to lower levels and to external sources such as CMOs or national hubs?
• What is the best way to centrally manage serial numbers?
• How should scalable workflows look like to allow adaptation with minimum effort for validation?
Michael Urso, Product Manager Pharma & Packaging Solutions, **Atlantic Zeiser**
- 11:50 **Zoned Roundtables:**
Wherever you are on the road to serialisation, these interactive group discussions will cater to the challenges you face. Zone one will focus on the early stages of implementation and give you a chance to discuss the associated challenges. Zone 2 will cover the associated issues with the advanced stages of implementation in a peer-to-peer setting.

ZONE 1: From pilot phase to operational

Table One: Interpretation of regulation: Comparing approaches to serialisation implementation
Stefano Zanobini, Serialisation Global Project Manager, **UCB**

Table Two: Assessing innovative ways to tackle and improve costly product recalls through serialisation

Table Three: How do you effectively project engineer new equipment into existing lines?

ZONE 2: Systems in place, what next?

Table One: What requirements do you need to consider to ensure serialisation hardware and software is upgraded for future business needs?

Table Two: Information storage: Ensuring each player in the supply chain maintains complete and accurate records of all items
Michael Kinsella, Industrial Operations Deputy Director, **Servier**

Table Three: Discussing ways to bridge the gap between IT and the pharma production line
Alexander Ulbrich, IT Project Manager Serialisation Track & Trace / Team Lead, **Vetter**
Daniela Guttmann, Packaging & Serialisation Product & Service Manager, **Vetter**

12:50

Networking lunch

13:50

Serialisation one-stop shop: Is it possible?

Implementing serialisation to meet upcoming legislation deadlines can be daunting as the process can indeed be quite complex. With different lines, different packaging, different departments and sometimes different countries involved, it is no wonder that simplification is a key factor in the supplier-selection decision.

Key learnings in this presentation will include:

- Guide on how to make the best choice according to your needs:
 - Most popular serialisation strategies with main pros and cons
 - Comparative overview of solutions and coverage
 - Potential impacts to consider
- Moving forward



Michel Bullen, Track & Trace Solution Manager, Optel Vision

Streamed sessions
STREAM A:
 Supply chain and
 stakeholder alignment

STREAM B
 IT implementation and
 data management


14:30

**(A1). A DHL perspective on
 serialisation solutions & their
 implementation**

- Aspects need to be considered when planning and implementing regulatory compliance projects
- Looking at change management techniques to address new processes around recalls
- Stakeholder management and understanding customer needs for improved efficiency

Mike Meakin, Vice President, Global Quality Regulatory & Compliance, Life Sciences & Healthcare, DHL

**(B1). Analytical method design
 and validation for detection
 of counterfeit medicines and
 degradation products**

- Assessing key future data requirements for anti-counterfeiting
- Conducting network scans to discover and isolate high-risk vulnerabilities
- Gaining valuable insights that reveal potential threats to help your IT staff prioritise remediation tasks
- Managing master data and ensuring data integrity

Bawan Ahmed, Senior Pharmaceutical Assessor, Kurdistan Medical Control Agency

15:10

**(A2). The importance of
 serialisation, traceability to
 the prescriber, patient and
 manufacture**

- Historical counterfeit and falsified medicines incidents
- Assessing the impact on the industry

**(B2). Undertaking a global data
 approach to your serialisation
 infrastructure**

- Ensuring network connectivity, scalability, and compliance flexibility for global regulation
- Building an infrastructure that

- Discussing global legislative changes and the impact on your business
- Aaron Barzey, Manager, Global Labelling, Indivior**

15:10

**From Switzerland to South Korea:
 Track & Trace Implementation in
 a Mid-Size Pharma Company**

- Implement track and trace system and process for South Korea in a mid-size pharmaceutical company
- Integrate serialisation solutions directly with an ERP (no Manufacturing Execution System)
- Learn about the challenges in interfacing packaging lines from two vendors
- Get ready for the collaboration with partners for track & trace in Brazil, USA and Europe

Matthias Korbl, Head Supply Chain Management, Arena Pharmaceuticals

- masters the network data exchange complexities, massive serialized information processing challenges, and evolving compliance timelines
- Remaining focused on your specific serialisation requirements whilst expanding your scale and scope to account for international legislations

**(B3). TR experience: Lessons
 learned in DDTS & ITS**

Session outline pending

Dr. Ozdemir Sengoren, Area Head - Turkey, Middle East & Africa, UCB Pharmaceuticals

16:30

Afternoon networking break

17:00

Serialisation regulations across the globe

- A global overview of the most current serialisation regulations
- A detailed analysis of regulatory guidelines in all major markets
- Anticipated changes to come

Liam O' Riordan, Director of Serialisation and Senior Consultant, ESP



17:30

Implementing a sustainable serialisation strategy

- Decipher the secrets of building a cost effective and sustainable serialisation strategy
- Reap the commercial benefits of a good serialisation strategy
- Develop strategies to overcome technical challenges of serialisation

Christoph Staub, General Manager Track & Trace, Laetus



18:00

Counteracting counterfeiting in Pharmacies

The majority of counterfeit drugs and drug ingredients are distributed online, but even in the most strictly regulated markets, they have also infiltrated the supply chains to pharmacies and hospitals. This session will discuss how prone supply chains are to corruption, the pitfalls and advantages of introducing the right system which falls on the NMVO too and looking at ways to detect counterfeit drugs before they reach their destination and right before handing them to a patient.

Sultan Dajani, UK Representative, Pharmaceutical Group of the European Union



18:30

Closing remarks from the Chair

Jim Cummings, VP Americas, Adents

18:40

**End of Day One and
 drinks reception**


CONFERENCE DAY TWO

WEDNESDAY 9TH NOVEMBER 2016

08:50 **Chairman's opening remarks**

09:00 **Day two opening panel: An IT focus on serialisation**

- Discussing the opportunities cloud based technology brings for future global serialisation process
- Enabling legacy infrastructures to seamlessly exchange data across complex ecosystems
- Defining the IT architecture challenges across multiple levels
- Identifying and overcoming IT challenges to integrate track & trace solutions in production and supply chain



Panelists include:

Rajesh Pednekar, Head of Distribution, Pfizer

09:40 **Implementing Serialisation Programs for Multinationals, Large CMOs and Smaller Industries: Common Points and Differences**

Although designed to provide compliance to the same regulations, the serialisation solutions requested by different types of industries are highly diversified. In this lecture we share our experience and lessons learned in deploying 750+ lines in 140+ sites worldwide, analysing the specific approaches and requirements from the different industry clusters.

- Requirements for Level 1 and Level 2: how the different mix of needs for productivity, flexibility and investment influence the solutions adopted
- Serialisation data and required infrastructure for Level 3/Level 4 as seen by MAHs, CMOs, trading partners
- A modular, flexible approach to keep the systems current with new regulations
- Integrating warehouse and stock management for serialised goods



Dirk Hendrik Kneusels, Branch Director, Antares Vision

10:20 **Morning Networking break**

10:50 **Roundtable: Future proofing strategies for your long term serialisation plans**

Featuring only the hottest topics that need to be challenged, the roundtable discussion is all about thought leadership and learning from industry leaders.

Hear what your peers have to say and have a chance to ask questions about their projects, this is the most inspiring way to get a crucial discussion under way.

Table One: How do you ensure a future-proof strategy that is also cost effective?

Pasi Kemppainen, Executive Consultant, Pharma Serialisation and Traceability Entrepreneur

Table Two: The Future of Inventory Optimization & Supply Chain Analytics

Reid Graves, Global Serialization Enterprise Master Data Lead, Pfizer

Table Three: Data management and value addition in serialisation?

Sylvain Oudot, Head of Global Labeling Operations / Dengue Labeling Manager / Regulatory Affairs, Sanofi Pasteur



11:50 **Serialisation projects: Challenges and opportunities**

- Developing the right Strategy
- Being aware about the challenges-what to prepare for
- Knowing why projects fail and how to avoid the pitfalls
- Defining the right KPIs for your project
- Being open for the changes and managing accordingly



Titus Krauss, Director Sales & Marketing, Systec & Services

12:20 **Networking Lunch**



13:20 **Roundtables: Lessons learnt and what you would have done differently**
Insight sharing session: Implementation challenges, lessons to be learnt and what you would have done differently



Discuss your serialisation and track and trace programs with peers at this interactive session. Share your views, find out what worked and what didn't work, and learn how others have tackled your challenges from their expertise. Please come prepared for this session with your questions, examples and expertise.

13:40 **Defining the Success Factors of Global Serialization Projects**

Witness a dialogue between a customer and supplier talking about how to plan and implement serialization track & trace solutions successfully!

Kathrin Guenther, Team Leader Sales Support Software & Automation, Uhlmann and **Klaus Braig, Head of Global Account Management, Uhlmann**

14:20 **Chemical screening of counterfeits: The missing link in Serialisation and traceability**

- Focusing on the missing link in serialisation, track and trace and traceability of pharmaceutical products to fight counterfeit drugs is the chemical testing of suspect counterfeit drugs
- Safeguarding patients by testing the fake drugs to determine if the patients have ingested medicines containing harmful ingredients
- Implementing a chemical testing program at different points throughout the supply chain, i.e., manufacturing facilities, whole sale distributors, secondary distributors, retail distributors, pharmacies, hospitals and at the point of dispensing
- Reviewing the use of portable and lab based instruments to screen fake drugs including the new types of biologics pharmaceuticals

Ravi Kalyanaraman, Associate Director, Bristol Myers Squibb

14:50 **Afternoon networking break**

15:20 **New regulations on child-resistant packaging and the implications for drug manufacturers**



- Standards and regulations. How do they differ?
- Child resistant; but easy for adults to use properly. Achievable or not?
- Self regulation; the best way forward

Stephen Wilkins, Chairman, ChildSafe Packaging Group

15:50 **Map your vision: Take-aways and strategies for 2017**

Take part in an open discussion distilling some of the key messages from the 2016 summit. This session will kick start with questions around the presentations you heard and interactive session you took part in during the past two days.



Make sure you submit any final questions to ensure that you get this last chance to get answers from our 2016 panel of experts.

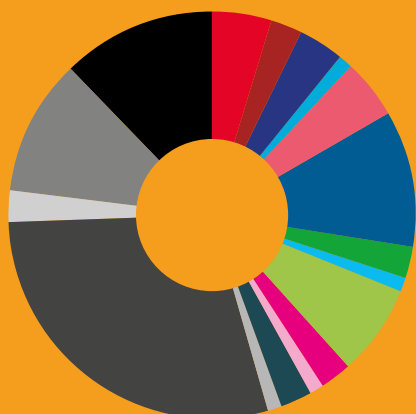
16:20 **Closing remarks from the Chair**

16:30 **End of Conference**

WHO WILL YOU MEET AT PHARMACEUTICAL SERIALISATION & TRACEABILITY SUMMIT 2016?

Meet new friends and potential business partners in Geneva. Take a look at who we have had the pleasure of working with previously and who you can expect to meet.

ATTENDEE BREAKDOWN:



WHO YOU CAN EXPECT TO MEET AND NETWORK WITH:

VPs/Heads/Directors/Managers/Specialists of:

- Serialisation
- Supply chain
- Projects
- Engineering
- Manufacturing
- IT/ICT
- Anti-counterfeit
- Product Security
- Distribution
- Logistics
- Packaging
- Regulatory affairs

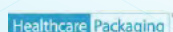
PAST ATTENDEES INCLUDE:



MEDIA PARTNERS AND ASSOCIATIONS:



European Federation of Pharmaceutical Industries and Associations



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REASONS YOU SHOULD SPONSOR PHARMACEUTICAL SERIALISATION & TRACEABILITY SUMMIT 2016!

On the basis of sponsor and delegate feedback, we have embraced a more flexible and consultative approach and innovated our platforms, marketing channels and service delivery. This is all because we are dedicated to ensuring a return on our sponsor's investment, and as such want to work with you to build bespoke packages that are tailored to your individual goals.

We offer a comprehensive range of platforms, media, networking opportunities and marketing channels to deliver your objectives. In consultation with our expert team, you can mix a variety of activities that meet your specific business development needs:

- **Thought leadership** - showcase your experiences and key differentiators ←
- **Branding** - Gain maximum exposure and prominence in a competitive market ←
- **Networking** - Maintain existing relationships and make new contacts ←

Demonstrate thought leadership: Take centre stage in front of a captive and targeted audience and demonstrate your expertise and market knowledge

Position your company brand front of mind: Be the name that all serialisation leaders think of when selecting solutions, and be the brand that springs to mind when these leaders look for new products and applications

Generate new, qualified leads: Access influencers and buyers at the point where they are making purchasing decisions to further their business strategies

Network with key decision makers and influencers: As a sponsor you will be in a position to have face-to-face meetings with existing and potential clients in an environment that is set up for business conversations and interaction

Gain competitive advantage: Place your key staff in a room with serialisation leaders from across Europe and beyond who have a genuine interest in your solution at a time when you can have a direct influence on selection criteria

FOR MORE INFORMATION AND TO DISCUSS THE RIGHT OPPORTUNITY FOR YOU,
CONTACT SPONSORSHIP@IQPC.CO.UK, OR GIVE US A CALL ON +44 (0)207 368 9300

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Sharp Packaging Solutions

"GOOD CONTACTS WITH
PHARMA COMPANIES,
CMOS AND CONSULTANTS"

- Product Manager, Atlantic Zeiser

"VERY USEFUL,
NO.1 IN EUROPE"

- Director Sales & Marketing, Systec & Services

www.pharmaserialisation.com



Workshops: 7th November 2016
Conference: 8th -9th November 2016
Location: Geneva, Switzerland

5 Ways to Register:

Visit: www.pharmaserialisation.com

Phone: +44 (0) 207 036 1300

Fax: +44 (0) 20 7368 9301

Email: enquire@iqpc.co.uk

Post: Return your Booking form to:

IQPC Ltd, 129 Wilton Rd

London, SW1V 1JZ

For speed registration, please provide the priority code located on the mailing label or in the box below.

My registration code is: **PDFW**

Pass includes	3 Day Pass	2 Day Pass
Main Conference 8th - 9th November	✓	✓
Access to post-event presentations on B2B Shop at www.b2biq.com	✓	✓
Access to workshop day 7th November	✓	✗

Access to Evening Reception - applicable to 3 day pass only

Package Options For Pharma and Biotech Professionals	3 Day Pass	2 Day Pass
Register & Pay By 7th October	€3399 SAVE €300	€2299 SAVE €300
Standard Price	€3699	€2599

Solution Providers	Conference Only
Register & pay by 9th September 2016	€2699 SAVE €200
Standard Price	€2999

A la Cart - Add to any packages	
Single workshop	€699
Conference presentations on B2B Shop at www.b2biq.com only	€599

*To qualify for early booking discounts and promotional offers, payment must be received by the early booking deadline

DELEGATE DETAILS

Please photocopy for each additional delegate ☐ Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Dr ☐ Other

Family Name: _____ Family Name: _____

Job Title: _____ Tel No.: _____

Email: _____

☐ Yes I would like to receive information about products and services via email

Organization: _____ Nature of business: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Fax: _____

Approving Manager: _____

Name of person completing form if different from delegate: _____

Signature: _____

I agree to IQPC's cancellation, substitution and payment terms

Special dietary requirements: ☐ Vegetarian ☐ Non-dairy ☐ Other (please specify)

Please note: if you have not received an acknowledgement before the conference, please call us to confirm your booking.

PAYMENT METHOD

Total price for your Organisation (Add total of all individuals attending):

Card Number: VISA ☐ M/C ☐ AMEX ☐

Exp. _____ Sec _____ Name _____

Billing address _____ City/County _____

(Please quote 19085.007 with remittance advice)

Bank account details: Account name: International Quality & Productivity Centre Ltd.
Bank: HSBC Bank Plc 67 George Street, Richmond Surrey TW9 1HG, United Kingdom
Account number: 51304143 Sort code: 40 38 18 IBAN: GB59 MIDL 4038 1851 3041 43
SWIFT: MIDLGB2112V

START KNOWLEDGE SHARING AND NETWORKING BEFORE THE EVENT

ACCOMMODATION AND VENUE

Location: Event to be held in Geneva, Switzerland. Exact venue to be released shortly.

Accommodation: Travel and accommodation are not included in the registration fee. For updates on accommodation, please visit www.pharmaserialisation.com

GROUP DISCOUNTS

IQPC recognises the value of learning in teams. Teams booking at the same time from the same company will receive:

3 or more receive
10% off

5 or more receive
15% off

7 or more receive
20% off

TERMS AND CONDITIONS

Please read the information listed below as each booking is subject to IQPC Ltd standard terms and conditions. Return of this email will indicate that you accept these terms. Payment Terms Upon completion and return of the registration form full payment is required no later than 5 business days from the date of invoice. Payment of invoices by means other than by credit card, or purchase order (UK Plc and UK government bodies only) will be subject to a €65 (Plus VAT) processing fee per delegate processing fee. Payment must be received prior to the conference date. We reserve the right to refuse admission to the conference if payment has not been received. IQPC Cancellation, Postponement and Substitution Policy You may substitute delegates at any time by providing reasonable advance notice to IQPC. For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference. In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation. In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement. Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances. IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency. Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible. Discounts All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered whether by IQPC (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer. Conference Audio: The purchase of any conference audio, video or digital recording on B2B Shop (www.b2biq.com) includes keynote, topic and panel sessions where the presenters agree to grant permission for their presentation/sessions to be audio and/or video recorded by IQPC and further agree to release all rights to IQPC related to the contents of the recording, its distribution, sale, reproduction, broadcast in whole or in part and without limitation or compensation. Please be aware that in respect of this IQPC cannot guarantee the inclusion of any or all sessions until after the conference has taken place.

VAT Registration #: GB 799 2259 67