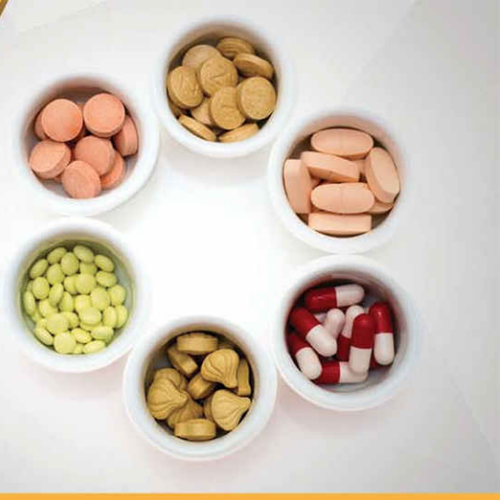
GRAVITON events

Pharma Anti-Counterfeiting & Brand Safety World Summit 2015

Combating the rising threat of drug counterfeiting to enable safety



United Kingdom
The Kensington Close Hotel, London

01-02- OCT
Years 2015

Top Speakers
Best Specialist, Industry Leaders

Limited Seats
Hurry up, Register

KEY SPEAKERS

Patrik Merckell
Global Packaging Technology Program and Operation Manager
/**Novartis Pharma AG**

Johan Verhaeghe
FMD Project Manager
/**EGA**

Adesina Iluyemi
Founder
/**Healthtronics Consultancy and Advisory**

Sophie Molle
Senior Manager
/**World Customs Organization**

Ellen Bamborough
Senior Paralegal
/**Brand Enforcement**

Joakim Gustafsson
CEO / Partner
/**DH Solutions**

Janice Kite
Traceability Director Healthcare
/**GS1 Healthcare**

Martin FitzGerald
Deputy Director General
/**GIRP**

Jean Pierre Allard
Global Serialization Program Manager
/**OPTEL VISION, Canada**

Chris Doyle
Managing Director
/**Genshone Transformation Limited**

Michael Thorne-Begland
Director Brand and Trade Channel Integrity and Assistant General Counsel
/**Altria, USA**

Jose Henrique Vasi Werner
Managing Director
/**Dannemann Siemen Advogados**

Dr Paul Tunnah
CEO & Founder
/**Pharmaphorum**

David Chen
Consultant
/**Hydrogen Group**

Dr Fred Jordon
CEO
/**AIpVision SA**

Roger Pallavacini
Sales Director Europe
/**JURA JSP**

CONFERENCE FOCUS

Counterfeit drugs pose a huge threat to the public health worldwide. They are also great challenge for the pharmaceutical industries. The WHO International Medical Products Anti-Counterfeiting Taskforce (IMPACT) estimates that in many developing countries more than 30 percent of medicines may be counterfeit.

The impacts of these illegal drugs are significantly high. The WHO International Medical Products Anti-Counterfeiting Taskforce (IMPACT) estimates that more than 30% of drugs in developing countries may be fake. The problem is not limited to developing countries but also rampant in the US and EU. With growth in Internet and online marketing the problem has escalated multiple folds.

Thus, strategies and technologies that can stop the entry of counterfeit medicines into the supply chain and from reaching the patients become very significant. Anti-counterfeiting technologies thus provides product authentication and tracking though the supply chain that prevents the entry of counterfeit medicines. As we know this fight is never ending since counterfeiters present us with new challenges through growing sophisticated technologies.

This platform provides all with an opportunity to interact with regulatory, industry eperts and delegates to exchange theirexperiences on numerous facets of anti-counterfeiting system.

KEY THEMES DISCUSSED AT THIS CONFERENCE

- Current anti-counterfeiting market trends
- Social media and online pharmacy
- Handling counterfeiters in hotspot countries
- Securing supply chain integrity
- Serialisation strategies and globalization
- Packaging and Labelling technologies and trends
- Brand protection
- IP and regulatory enforcement
- Strategies for public awareness and patient protection
- Future anti-counterfeiting technologies

TARGETED AUDIENCE

Vps, Directors, Heads, Managers, Scientific Advisors, Consultants and professionals with intermediate to advance knowledge and experience in the following:

- Counterfeit Protection Management
- Packaging and Labelling companies
- Supply chain and track and trace
- Anti-counterfeiting service providers
- IP specialists and enforcement
- Serialization and Tracking
- Regulatory agencies
- Brand protection
- Research and Development
- Pharmaceutical manufacturers and distributors
- Pharmaceutical associations

SCOPE OF THE CONFERENCE

The conference aims to present the regulatory activities and pharmaceutical industry activities to combat counterfeiting. The conference will focus on various regulatory and IP policies, economical innovative technologies and collaborative efforts to fight fake drugs. The conference will also discuss strategies to educate and increase public awareness on counterfeit medicines.

CONFERENCE SCHEDULE

Day1 Thursday 01 October 2015

08:30 Registration & Refreshment

09:30 Chairperson's Opening Remarks - **Dr Paul Tunnah, CEO & Founder, Pharmaphorum**

Anti-counterfeiting Market & Challenges

09:40 **Morning Keynote Address - The Future of Brand Protection is Here: Learn How New Technologies Change the Game** - Yoav Keren, CEO, BrandShield

- What is really happening with online counterfeiters and brand abusers?
- How big is the problem of online brand abuse, trademark infringement and counterfeit sales?
- How is the pharmaceutical industry doing compared to brands in other industries?
- While companies invest more in brand protection today, the problem continues to grow exponentially. Why?
- What is the "Dark-Net" and is it the next big threat?
- Why Pharma companies cannot rely on 20th century technologies and strategies to fight 21st century attackers of their brand?
- How do you assess the revenue losses of your company as a result of on-line counterfeits sales?
- Case study: How does BrandShield's revolutionary technologies help top companies fight in this constantly changing arena, minimize revenue losses, and secure brand integrity.

10:10 **Simple Brand Authentication Using a Smartphone** - Dr. Jordan - ALPVISION SA

10:40 **'Jura IQ-R: Adding IT authentication to the serialisation'** - Roger Pallavicini – JURA JSP

11:10 Morning - Coffee/Tea &Networking

11:30 **FMD Compliance - The National Blueprint Approach** - Johan Verhaeghe, Falsified Medicines Directive Project Manager, EGA- European and Biosimilar Medicines Association (Commercial and Partner Management a.i,

- Outlining of the FMD + Delegated Act (expected to be adopted by this time!)
- Unique Identifier: contents + design Tamper verification
- Design of the pan-European system – The national blueprint approach

12:10 **Panel Discussion - Effective Coordination between All Stakeholders of Public and Private Sectors**

- Need for an efficient cooperation across industry
- Collaboration at regional, national and international levels
- The best mechanism to work together and its impact.
- Role of Interpol, WHO, WTO, WIPO
- How has IMPACT influenced these efforts
- European stakeholders model (ESM)

Moderator:
Panelists:

Johan Verhaeghe, Falsified Medicines Directive Project Manager, EGA- European and Biosimilar Medicines Association(Commercial and Partner Management a.i, EMVO)

IP Enforcement and Regulatory Perspective

12:40 **Progress in IP Enforcement in Europe**
Liz Ward, PrincipaL, Virtuoso Legal

- How have the recent changes and events in Europe molded the policies?
- US strategies to secure IP and how does it differ from EU

CONFERENCE SCHEDULE

- IP strategies for fighting distribution of fake drugs
- European Observatory network of OHIM on Infringements of Intellectual Property Rights

13:10 **Networking Luncheon**

14:20 **Regulatory Enforcement to Fight Gray Markets**

- More strategic approach
- Falsified Medicines Directives and DQSA-difficulties in implementing and complying with the directives
- EU enforcement of serialization by 2016
- Information sharing and Better data collection
- Expanding and developing international law Enforcement Corporation.

15:00 **Securing Supply Chain Integrity**

- Efforts by regulatory authorities, Assessing the Risk involved
- Monitoring strategies
- Cloud based software's for security
- Track and trace technologies
- Challenges in protecting supply chain-distribution and shipping still remain the most vulnerable
- Exploiting the services of GxP-compliant logistics supplier
- Building a lasting rapport to safeguard full supply chain compliance

15:30 **Afternoon Tea/Coffee**

16:00 **GS1 Standards: A Tool For Fighting Counterfeiting?** Janice Kite,Traceability Director Healthcare,GS1 Healthcare

- Daily interaction is natural and unnoticed
- The latest GS1 development
- Enabling regulatory compliance, securing the supply chain and increasing patient safety

16:30 **Medicines Verification Systems in Europe – Viewpoint from Wholesale Distributors**

- Falsified Medicines Directive and its Delegated Act on the safety features in context
- Impact of the Falsified Medicines Directive and its Delegated Act on the safety features on wholesalers
- Wholesalers perspectives on medicines verification systems – adaption points

Martin FitzGerald, Deputy Director General,GIRP— European Association of Pharmaceutical Full-line Wholesalers

17:00 **Chairperson's Closing Remarks**

17:10 **Networking Drinks Session**

DAY 2 Friday 02 October 2015

08:30 **Registration & Refreshments**

09:30 **Chairperson's Opening Remarks -** David Chen, Consultant, Hydrogen Group

Serialization and Tracking

09:40 **Open-SCS : A serialization standard between the vendors,** Jean-Pierre Allard, Global Serialization Program Manager, OPTEL VISION, Canada

- Problem (what is missing, what is the need)
- Description of the standard use cases (business level discussion)
- Who is working on this standard (list of the different vendors)

CONFERENCE SCHEDULE

- Roadmap of the standard development

10:10 **Cloud Based System and Information Sharing for Serialization, Chris Doyle, Managing Director, Genshone Transformation Limited**

- Benefits of information sharing among all in the supply chain
- Cloud and other computing systems in sharing information.
- Challenges in networking numerous systems together for information sharing
- Concerns and security risks associated with it

10:40 **EDQM Anti-Counterfeiting Traceability Service for Medicines (eTACT)**

- Ensuring traceability of individual packs
- Public governance
- UMI- has it been able to tackle falsified drug
- How the service helps trace patients

11:10 **Morning Coffee/Tea & Discussion Brand Protection and Assessment**

11:40 **Self-funding Brand Protection Strategies: Ellen Bamborough, Senior Paralegal, Brand Enforcement**

12:10 **Developing an effective anti-counterfeiting structure simply by securing your organisations internal processes. Quite simple, isn't it?" Joakim Gustafsson, CEO / Partner, DH Solutions**

12:40 **Criminal Enforcement – The Benefits and Challenges of Private Entities Sponsoring Criminal Enforcement Efforts to Combat Counterfeiting: Michael Thorne-Begland, Director Brand and Trade Channel Integrity and Assistant General Counsel, Altria, USA.**

- Defining success in criminal enforcement
- Issues associated with private companies gathering intelligence on criminal activity
- Pitfalls in storing and sharing intelligence with law enforcement agencies
- Challenges of working with law enforcement agencies
- Emerging issues associated with victims' rights in criminal proceedings

13:10 **Networking Luncheon**

Packaging and Labelling

14:20 **Anti-Counterfeiting Packaging Technology - Providing Ultimate Flexibility For Tackling Serialization and Compliance : Patrik Merckell, Global Packaging Technology Program and Operations Manager, Novartis Pharma AG**

- Authentication packaging and Track and trace packaging
- Digital packaging an answer to faster time to market and increasing flexibility.
- Tamper-evident packaging
- Leading technologies that can help

14:50 **Global Labelling – Bringing Complete Uniformity**

- Challenges when adhering to various regulations
- Methods to maintain global standard
- RFID based anti-counterfeiting systems
- Assuring compliance with high standards but maintaining cost effectiveness
- Moving towards complete consistency in global labelling operations

15:20 **Afternoon Tea/Coffee**

CONFERENCE SCHEDULE

Public Awareness and Patient Protection

15:50 **Challenges On Fighting Fake Drugs in Brazil:** Jose Henrique Vasi Werner, Dannemann Siemen Advogados, Brazil

16:20 **Preventing Poison: Innovation to the rescue.**
Adesina Iluyemi, Founder, Healthtronics Consultancy and Advisory

- IMobile telephony to tackle drug counterfeiting in Africa
- Understanding the informal medicine markets in Africa.
- How pharmaceutical companies can navigate complex supply chain.

16:50 **Staying ahead of Today's Counterfeiters:** Sophie Molle, IPM Private Sector, Senior Manager, World Customs Organization

- The challenge of growing technological sophistication of counterfeiters
- UV and IR ink pens, scanners and multi-testers- improved security technology
- SigNature DNA
- Replacing Barcodes with Bokode
- Smartphones to detect counterfeit drugs

17:20 **Chairperson's Closing Remarks and End of Conference**

CONFERENCE SPONSORS

Platinum Sponsor

BrandShield®

Gold Sponsor

AlpVision®

Bronze Sponsor

JURA
SECURITY PRINTING

Associate Sponsors

Harvee Designs

Siby George & Co.
Accountancy and Taxation

GRAVITON events

Pharma Anti-Counterfeiting & Brand Safety World Summit 2015

01-02, OCT-2015 / The Kensington Close Hotel, London, United Kingdom

RESGISTRATION FORM

Pricing Info

	Price	Select
Super Early Bird Discount (Valid till 16th July 2015)	£ 550 + VAT	☐
Early bird Discount (17th July 2015 - 27th Aug 2015)	£ 700 + VAT	☐
Standard Registration (From 28th August 2015)	£ 998 + VAT	☐

Registration Details

Delegate Name :

Company Name :

Job Title :

Address :

Postal Code :

Telephone :

Email :

For Bank Transfer

Account Name : GRAVITON EVENTS LIMITED

Account Number : 52191598

Bank Name : HSBC BANK

Sort Code : 40-40-14

SWIFT/BIC Code : MIDLGB22

IBAN : GB93MIDL40401452191598

For Cheque : Payable to Graviton Events Limited.

Payment Details

Send a VAT Invoice :

Purchase Order No :

Card Charge £ :

Card Type : Visa ☐ Master ☐ Maestro ☐ JCB ☐

Card Number :

CVV : Expiry Date :

Name on the Card :

Card Billing Address:

Postal Code :

☐ I acknowledge that I have read and agree to the below Terms and Conditions

Signature : Date :

Terms and Conditions

Payment Terms

We reserve the right to decline any booking for an event. Graviton Events requires full payment of the amount to be made at the time of booking via credit card, debit card, bank transfer or cheque payment. If payment is not made at the time of booking an event, then an invoice will be issued and must be paid in full within 14 days from the date of the booking stated on the invoice and immediately prior to the event.

Cancellation or Substitution Policy

All cancellations must be received in writing 14 days prior to the event. If a cancellation is received more than 14 days before the conference attendees will receive a full credit to a future conference. Cancellations received 14 day or less prior to the conference will be liable for the full fee. A registration may be transferred to another member for attendance of the same event by giving a prior notice to info@gravitonevents.org

Indemnity

Graviton Events reserves the right to make alterations to the event briefing content, timing, speakers or program and venues. Where major or significant changes occur shortly before the conference date, Graviton Events will take reasonable steps to notify Customers using the contact details supplied by them. However, any such changes and any other changes will be deemed to have been sufficiently notified to the Customers if placed on theconference web site. The responsibility remains on the Customers to check for updated information at all times.

The event may be postponed or cancelled due to unforeseen events beyond the control of Graviton Events. We have no liability for any loss of trade or profit occurring to the Customer as a result of a change or cancellation. Graviton Events will not accept liability for any transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply.

In the event that Graviton Events cancels or postpones an event for any reason, the Customer will receive a refund of the registration fee paid. The refund will be made within 30 days from the date of cancellation of the conference.

Fee

The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel, hotel accommodation, transfers or insurance, (which we strongly recommend you obtain)

Contact

Our preferred method of communication is by email and phone. Please ensure that you complete the registration form in full so that we can contact you.