

13th Annual Pharma Serialisation & Supply Chain Security 2024

#VIpsscs

"Combating Counterfeits by enhancing Supply Chain"

06th & 07th February 2024, Sheraton Skyline, Heathrow, London

AGENDA AT A GLANCE

Key Speakers

Conference Info

Day One

Day Two

Booking Details

Key Speakers Include



LUIS PEREZ
Country Attache for UK
FDA Office of Criminal Investigations



CAMERON MCKINNELL
Head of Tech - Supply Chain, Strategy, External
Manufacturing, **GSK**



SCOTT HUFFMAN
Associate Director, Forensics & Innovative
Technologies, **Bristol-Myers Squibb**



NEHA MEHTA
Regulatory CMC Facilitator
Novartis



AYSE BAKER
VP of Corporate Regulatory Affairs
Concept Therapeutics



WILFRID ROGE
Manager, Global Anti-Counterfeiting
Servier



MICHEL RUEGG
Associate Director, Supply Chain Management
MSD



NEIL PIPER
Senior Manager AIDC - Healthcare
GS1



HEIKO TREFZGER
Senior Business Analyst & Product Manager
Roche



VLADIMIR SAPUNDZHIEV
Software Architect for Track & Trace Solutions
Sopharma



MONIKA DERECQUE-POIS
Founder
**Cetan (Former President, EMVO | European
Medicines Verification Org)**



STEVEN USTEL
Anti-Piracy & Brand Protection Strategist
Stobbs



JONATHAN BUISSON
Head of Public Affairs, Europe
Alliance Healthcare



HALA JAWAD
Elected South East Regional PDA Union Rep
The PDA Union



MIKE ISLES
Executive Director
European Alliance for Access to Safe Medicines



LINCOLN TSANG
Partner
Ropes & Gray



SONIA QUEIROS
COO, European Medicines Verification
Organisation (EMVO)



ANDREW MASTERSON
PIPCU Disruptions and Engagement Lead
City of London Police



VINEET KHANNA
Former Senior Vice President, Global Head of
Supply Chain, **Nestle**

Plus More Coming Soon...

Conceptualised By



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info.uk@virtueinsight.com

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KEY THEMES DISCUSSED

- The latest on pharmaceutical counterfeiting - How pharma is fighting counterfeit drugs now?
- Supply Chain Challenges in Pharmaceutical Manufacturing Companies
- Pharmaceutical Anti-Counterfeiting: Combating the Real Danger from Fake Drugs
- Market analysis - EU, US and RoW markets
- Fraudulent pharmaceuticals: The legacy of anti-counterfeit packaging - So what's the solution?
- Securing the future - The new way forward for Pharma Supply Chain
- Fight the FAKE - Protect Public
- Impact of Technology - AI, Big Data, Blockchain
- Fight against pharma counterfeiting must go deeper - How to fight this plague?
- Packaging Techniques - Protecting your products
- Understanding Pharmaceutical Serialisation Track and Trace: Enhancing Visibility and Safety
- Protecting your brand and its reputation
- Prioritising and protecting patients - Protecting Patients
- Serialisation: The Next Frontier for Packaging Security and Traceability
- Comparing the DSCSA and the EU/FMD
- Utilize social media to educate the consumer to identify counterfeit drugs
- How counterfeit medicines penetrate the legitimate supply chain
- EU and USA: government policies & strategies - Comparing with RoW
- Regulatory Perspective - Recent updates and Global developments
- How can companies and gov work closely and together and its importance
- Network in our combined exhibition and catering area

CONFERENCE INTRODUCTION

The global anti-counterfeiting packaging market size is projected to grow from \$148.82 billion in 2023 to \$255.41 billion by 2030, at a CAGR of 8.02%

Counterfeit medicines are on the rise, nearly 6,000 pharmaceutical crime incidents were recorded by the non-profit in 2021, up 38 percent from the year before and the peak figure since their records began 20 years ago. In terms of the geographical distribution of counterfeit pharmaceutical seizures, the greatest number was recorded in North America (2,442) followed by the Asia Pacific (1,747), Latin America (770), the Near East (705), Eurasia (646), Europe (374) and Africa (187). This order is largely due to how well countries in these regions are effectively identifying pharmaceutical crime through law enforcement activity and inspections by drug regulatory agencies. According to the World Health Organization, roughly 10 percent of medical products circulating in low- and middle-income countries are substandard or falsified. In sub-Saharan African nations, this share is believed to be even higher, rising closer to 19-50 percent. With this in mind, the actual number of incidents of fake pharmaceuticals being manufactured and distributed is likely far higher, considering the many cases where fake drugs have not been detected or reported. One reason cited for the surge in the volume of fake or defective pharmaceuticals is the increase of online pharmacies.

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 "13th Annual Pharma Serialisation & Supply Chain Security 2024 - Combating Counterfeits by enhancing Supply Chain"

WHO SHOULD ATTEND

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, lawyer

WHY SHOULD YOU ATTEND

13th Annual Pharma Supply Chain Security & Serialisation 2024 - Combating counterfeits by enhancing Supply Chain

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.

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Conference Info

DAY ONE - 06th February 2024

08:30 – Coffee and registration

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09:20 – Morning Chair's opening remarks

STEVEN USTEL

Anti-Piracy & Brand Protection Strategist
Stobbs

.....

MARKET ANALYSIS & CURRENT OVERVIEW

09:30 – Topic TBC

SCOTT HUFFMAN

Associate Director, Forensics & Innovative Technologies
Bristol-Myers Squibb

.....

SERIALISATION – TRACK & TRACE

10:10 – Topic TBC

MIKE ISLES

Executive Director
European Alliance for Access to Safe Medicines

.....

10:50 – Morning Coffee / Tea & Networking

.....

CHALLENGES & OPPORTUNITIES

11:20 – Keynote Panel Discussion: Pharmaceutical
Anti-Counterfeiting: Combating the Real Danger
from Fake Drugs

- Fraudulent pharmaceuticals: The legacy of anti-counterfeit packaging - So what's the solution?
- Effective strategies to deal with the growing problem of counterfeit drugs
- Trends in counterfeit drugs and pharmaceuticals
- How do counterfeit pharmaceuticals find their way into the supply chain? Solution
- As a company, where should you start to handle the situation better?
- The impact of COVID-19 pandemic in counterfeit dissemination
- Worldwide counterfeiting - Lessons to learn from RoW
- Way into the future? How to prepare for it? What should be done?

Moderator:

STEVEN USTEL

Anti-Piracy & Brand Protection Strategist
Stobbs

Panellists:

MIKE ISLES

Executive Director
European Alliance for Access to Safe Medicines

MONIKA DEREQUE-POIS

Founder
Cetan (Former President, EMVO | European Medicines
Verification Org)

WILFRID ROGE

Manager, Global Anti-Counterfeiting
Servier

ANDREW MASTERSON

PIPCU Disruptions and Engagement Lead
City of London Police

HALA JAWAD

Elected South East Regional PDA Union Rep
The PDA Union

.....

12:10 – Solution Provider Presentation

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

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12:30 – Networking luncheon / Exhibition Visit

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SUPPLY CHAIN

13:40 – Securing the future – The new way forward for
Pharma Supply Chain

- Pharmaceutical Supply Chain Management: Key Steps & Challenges
- Pharmaceutical Supply Chain considerations to accelerate drug launches
- Building a reliable and sustainable supply chain to increase efficiency?
- Transforming R&D Supply Chain
- Performance monitoring of Supply Chain management
- What governments can do to support resilience in the Pharma supply chain

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DAY ONE - 06th February 2024

Moderator:

STEVEN USTEL

Anti-Piracy & Brand Protection Strategist
Stobbs

Panellists:

JONATHAN BUISSON

Head of Public Affairs, Europe
Alliance Healthcare

VINEET KHANNA

Former Senior Vice President, Global Head of Supply Chain
Nestle

CAMERON MCKINNELL

Head of Tech - Supply Chain, Strategy, External
Manufacturing, GSK

14:30 - Leveraging GS1 standards for pharmaceutical serialisation enhancing patient safety

During this session, we will delve into the benefits of using GS1 standards for serialisation, tracking, and tracing pharmaceutical products, and how GS1 standards can help in the fight against falsified medicines while ensuring patient safety and regulatory compliance. We will also discuss real-world case studies and best practices for implementing GS1 standards in the pharmaceutical industry.

NEIL PIPER

Senior Manager AIDC - Healthcare
GS1

15:00 - Afternoon coffee & Networking

15:30 - European Medicines Verification System: Lessons Learned and the way forward.

SONIA QUEIROS

COO
European Medicines Verification Organisation (EMVO)

COMPANIES / GOV - WORKING TOGETHER

16:10 - From Production Line to Patient: Government - Industry Collaboration in Drug Serialisation

VLADIMIR SAPUNDZHIEV

Software Architect for Track & Trace Solutions
Sopharma

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

17:00 - 18:00 - Networking Drinks Session

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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Day Two

Booking Details

DAY TWO - 07th February 2024

08:30 – Coffee and registration

.....

09:20 – Morning Chair’s opening remarks

STEVEN USTEL

Anti-Piracy & Brand Protection Strategist
Stobbs

.....

09:30 – Operation Ancord a “Whole of Government”
approach to tackling substandard and falsified
medical products

- Operation Ancord history
- Operation Ancord results
- Whole of Government approach

LUIS PEREZ

Country Attache for UK
FDA Office of Criminal Investigations

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MAXIMISING SUPPLY CHAIN SECURITY

10:10 – Blockchain and Product & Supply Chain Security

How MSD is using blockchain-enabled solutions to support
Product Verification, e2e SC traceability, inventory visibility
and electronic Product Information as well as partnerships and
consortia with e.g. PharmaLedger Association.

MICHEL RUEGG

Associate Director, Supply Chain Management
MSD

.....

10:50 – Morning Coffee & Networking

.....

SERIALISATION, TRACK & TRACE

11:20 – Panel Discussion - Understanding Pharmaceutical
Serialisation Track and Trace: Enhancing Visibility
and Safety

- Connecting The Dots Between Pharma Serialisation And
Track-And-Trace.

- Looking Beyond Compliance: The Benefits of
Pharmaceutical Serialisation
- Key Pillars of Next-Generation Serialisation
- Robust & Stable - Maximising control, scalability and
versatility over your supply chain
- Expediting implementation without flaws
- Combating falsified medicines with modern technologies
– The way forward
- Practical approach to implementing a serialisation
solution – Challenges and Solutions

Moderator:

STEVEN USTEL

Anti-Piracy & Brand Protection Strategist
Stobbs

Panellists:

MONIKA DEREQUE-POIS

Founder

Cetan (Former President, EMVO | European Medicines
Verification Org)

HEIKO TREFZGER

Senior Business Analyst & Product Manager
Roche

.....

12:10 – Solution Provider Presentation

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.....

12:30 – Networking luncheon / Exhibition Visit

.....

13:40 – Supply Chain strategies to achieve business results
in challenging times

Overall Supply Chain strategies to generate revenue growth,
higher margin, sustainability, resilience (in view of various
risks), and agility, etc.

VINEET KHANNA

Former Senior Vice President, Global Head of Supply
Chain, **Nestle**

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DAY TWO - 07th February 2024

PACKAGING

14:20 – Advantages of Digital and Pharma E labelling vs Printing on Paper(Packaging Serialisation)

NEHA MEHTA

Regulatory CMC Facilitator
Novartis

REGULATORY

14:50 – Panel Discussion: Regulatory Perspective – Recent updates and Global developments

- How best can you work with agencies to support your anti-counterfeiting strategy and maintain visibility?
- Opportunities, Challenges of new technologies to stop fake drugs and its regulation update
- Recent evolving regulatory frameworks towards counterfeit drugs
- Trade barriers – Regulatory updates
- Most recent track and trace regulations
- Comparing with DSCSA
- Online counterfeits – working together with the regulators to overcome this issue

Moderator:

LINCOLN TSANG

Partner
Ropes & Gray

Panellists:

AYSE BAKER

VP of Corporate Regulatory Affairs
Corcept Therapeutics

STEVEN USTEL

Anti-Piracy & Brand Protection Strategist
Stobbs

15:50 – Chairperson's closing remarks and end of conference

16:00 – Evening networking Coffee / Tea and End of 13th Annual Pharma Serialisation & Supply Chain Security 2024

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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REGISTER ONLINE :

Link : <https://virtueinsight.com/event/serialisation-supply-chain-security/>

For Multiple Bookings - Photocopy this form and send it to info.uk@virtueinsight.com

Delegate Details:

Title	Mr ☐ Mrs ☐ Ms ☐ Dr ☐
First Name	
Surname	
Company	
Position	
Address	
Pincode	
Telephone	
Fax	
Email	

How to Pay
(Choose one of the following payment options)

RESERVATION PRICING:

SUPER EARLY BIRD PRICE (Valid Till 04th December)

1 Delegate @ **£599 + VAT**

Group Discount @ **£1198 + VAT** (3 Delegates for the price of 2)

STANDARD PRICE

1 Delegate @ **£1299 + VAT**

Group Discount @ **£2598 + VAT** (3 Delegates for the price of 2)

PAYMENT:

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I enclose a cheque for	£
Please charge my card	£
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CERTIFICATION

E-Certificate of attendance would be provided to attendees on request, upon completion of conference

FOR BANK TRANSFER:

Account Name - Virtue Insight Events Ltd

Account Number - 53278603

Bank Name - Barclays Bank PLC

Sort Code - 20-84-20

SWIFT Code: BARCGB22 IBAN Code: GB36BARC20842053278603

ROUTING Code: 026002574

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 vendors 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

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 no extra cost.

Presentation: If you cannot attend the conference, you can still purchase the presentations (Subject to availability) - Please email to bookings@virtueinsight.com

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 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.

Payment Charges: We are a UK registered company and use Barclaycard payment gateway. Some card providers do charge a small foreign transaction fees for international payment (this is not charged from our end). If not sure please contact your card provider before making payment.

Conceptualised By



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