



MENA Pharma Excellence CONGRESS

28 - 31 March 2016 | InterContinental Dubai Festival City



Register before
28 February and
save up to USD 300

JOINING FORCES TO REACH EXCELLENCE IN PHARMACEUTICAL INDUSTRY

Pre-conference Workshops: 28-29 March 2016 | International Conference: 30-31 March 2016 | Dubai, UAE

An initiative by:



Government Representation



H.E. Amin Al Amiri

Assistant Undersecretary
for Public Health and Licensing
Ministry of Health, UAE



Dr. Hayel Obeidat

Director General
Jordanian Food and
Drug Administration JFDA

Key Benefits of Attending:

- **Hear** top regional and international experts discuss the most pressing issues facing the pharmaceutical industry
- **Create** partnerships with different stakeholders to build trust and redefine strategies of growth
- **Establish** latest innovative solutions that enhance performance
- **Improve** sales and marketing tools that enable local and global success
- **Participate** in practical workshops designed to help you overcome the key challenges facing the pharmaceutical industry
- **Network, meet and build** relationships with peers in the pharmaceutical field

Strategic Partner:

Media Partners:



Hospitals-Management.com



CONFERENCE OVERVIEW

The **MENA Pharma Excellence Congress** is the premier platform for the pharmaceutical industry and attracts senior local, regional and international leaders from the pharmaceutical industry and government representatives to discuss key issues facing the pharmaceutical industry through a number of interactive presentations, panel discussions and on-stage interviews.

Delegates will have the opportunity to hear from leading experts from across the region and the globe who will discuss the current regulatory environment in the region, key challenges facing the pharmaceutical companies such as pricing, reimbursement, market access, creating successful business models to drive growth to the industry, improve access to medicine and improving sales and marketing effectiveness by using the latest trends in technologies and creating effective partnership to strengthen relation with the key stakeholders.

WHO SHOULD ATTEND



> Policy makers from the healthcare industry



> Leaders from pharmaceutical companies including CEOs and Managing Directors



> The following functions at pharmaceutical companies: medical affairs, regulatory, market access, commercial excellence, sales, marketing, CRM, etc.



TESTIMONIALS



"Many thanks. I learnt a lot throughout the two-day congress. Different topics presented by thought leaders."

Eman Amin, Multichannel Marketing Manager of Gulf and Levant, **Pfizer**

"The congress is a very good event, especially for meeting decision makers within the pharmaceutical industry and the key opinion leaders within the market. It's a very targeted event to come to know the key players. The leadership training was excellent."

Amro Madi, Business Development Manager – MENA Region, **Elsevier Pharma Solutions**

WITH A SPECIAL THANKS TO THE ADVISORY BOARD:

Dr. Emad Wagih, Senior Commercial Director-Gulf & Near East, **Lundbeck**

Dr. Kasem S Akhras, Head, MENA Market Access, **Novartis**

Dr. Nadia Younis, Director, Public Affairs and Communication Lead- Gulf & Levant, **Pfizer**

Patrick Eckert, Region Head MENA (Oncology), **Novartis Pharma services**

Dr. Rami Rajab, Chairman, Medical Technology Association Middle East, **Mecomed**

Wael Soliman, Commercial Excellence Director-MENA and Area Head of Operations, **Genzyme**

Dr. Wisam Haddadin, EMEA Head of Market Access, **MSD**

Dr. Yacoub Haddad, Director of Government Affairs MEAP, **Abbvie** and Chairman of **PhRMAG**

EXPERT SPEAKER FACULTY INCLUDE:

Ahmed Abo Al Fadl, Franchise Director GCC, **Merck Serono**

H.E. Amin Al Amiri, Assistant Undersecretary for Public Health and Licensing, Ministry of Health, **UAE**

Dr. Ashraf Allam, VP ME, Mundipharma, Chairman, **PhRMA**

Dr. Fatima Al Breiki, Group Pharmaceutical Director, **SEHA**

Dr. Hayel Obeidat, Director General, **Jordanian Food and Drug Administration** **JFDA**

Dr. Hosam Badr, Marketing Director, **Julphar**

Dr. Kamal El Dessouky, Therapeutic Area Lead, AFME, **Pfizer**

Dr. Karine Labaky, GM Global Pharma, **Sanofi**

Dr. Kasem Akhras, Head, MENA Market Access, **Novartis**

Dr. Khaled Mansour, Area Managing Director, ME West Asia & Africa, **Janssen**

Dr. Laura Nassar, Head of Compliance, ME, **Roche**

Dr. Mahmoud Ghaly, Regional GCC Manager, **SPIMACO**

Marwan Abdul Janahi, Executive Director, **Dubai Science Park**

Dr. Mohamed Al Tawil, General Manager NEMEA, **Boehringer Ingelheim**

Dr. Mohamed Galal, Head of ME, Consumer Care Division, **Bayer**

Dr. Mohamed Nasser, GM TMEA, **Hospira**

Dr. Nadia Younis, Director, Public Affairs and Communication Lead-Gulf and Levant, **Pfizer**

Ossama Ibrahim, Area Sales Manager – General Medicine, North Gulf Region, **Merck Serono**

Dr. Saad Fahmy, Compliance Director, ME, **Sanofi**

Dr. Wisam Haddadin, Head, EMEA Market Access, **MSD**

Dr. Yacoub Haddad, Government Affairs Director MEAP, **Abbvie**, Chairman, **PhRMAG**

CONFERENCE DAY ONE:

WEDNESDAY, 30 March 2016

08.00 Registration, coffee and networking

08.50 Welcome from Maarefah Management
Dr. Doaa Said, Managing Director, Maarefah Management

PROMOTING INVESTMENTS IN PHARMACEUTICAL INDUSTRY

09:00 Official welcome and opening address from Ministry of Health
H.E. Amin Al Amiri, Assistant Undersecretary for Public Health Policy and Licensing, Ministry of Health, UAE

09:40 Reviewing the JFDA role in facilitating investment and growth in the pharmaceutical sector
Dr. Hayel Obeidat, Director, Jordanian Food and Drug Administration (JFDA)

10:20 Networking break

ENHANCING INDUSTRY-GOVERNMENT COLLABORATION IN THE MENA REGION

11:00 Key Leaders Interactive Panel Discussion: Enhancing collaboration between the governments and the pharmaceutical companies to advance the pharmaceutical industry in the region

Dr. Hayel Obeidat, Director, Jordanian Food and Drug Administration (JFDA)
Dr. Ashraf Allam, VP Middle East, Mundipharma, Chairman, PhRMA
Dr. Yacoub Haddad, Government affairs director Middle East Africa and Pakistan, Abbvie, Chairman, PhRMAG
Dr. Mohamed Galal, Head of Middle East, Bayer
Dr. Mohamed Al Tawil, General Manager NEMEA, Boehringer Ingelheim
Marwan Abdul Janahi, Executive Director, Dubai Science Park



TESTIMONIAL

"What I like about this congress is that the speakers were well-versed and experienced, the congress was organised well and hosted in venue that boasts good standards. The agenda was thoughtfully and carefully put together and the time allocation was spot on. I also enjoyed the networking coffee breaks."

Ahmed El Khamisi, Senior Consultant, IMS Health

11:40 Key Leaders Interactive Panel Discussion: Addressing market access challenges and reviewing regulatory environment in the Middle East

Dr. Kasem Akhras, Head, MENA Market Access, Novartis
Dr. Wisam Haddadin, Head, EMEA Market Access, MSD
Dr. Khaled Mansour, Area Managing Director, ME West Asia & Africa, Janssen
Dr. Mohamed Nasser, GM TMEA, Hospira

12:20 Lunch break

INTEGRATING BEST PRACTICES TO REACH PHARMA EXCELLENCE: PUTTING COMPLIANCE CODES INTO ACTION

13:30 Key Leaders Interactive Panel Discussion: Creating successful business models to adapt to the current situation in the market and aligned to the international compliance code of conduct

Dr. Saad Fahmy, Compliance Director, ME, Sanofi
Dr. Ashraf Allam, VP ME, Mundipharma, Chairman, PhRMA
Dr. Hosam Badr, Marketing Director, Julphar

14:10 Joint Presentation: Highlights on the Middle East Ethical Code of Conduct
Dr. Saad Fahmy, Compliance Director, ME, Sanofi
Dr. Laura Nassar, Head of Compliance, ME, Roche

14:50 Networking break

15:20 Key Leaders Interactive Panel Discussion: Enhancing collaboration between multinational and local Pharma companies in order to adopt more compliant organisation systems

Dr. Laura Nassar, Head of Compliance, ME, Roche
Dr. Saad Fahmy, Compliance Director, ME, Sanofi
Dr. Hosam Badr, Marketing Director, Julphar

16:00 Closing remarks and end of day one

CONFERENCE DAY TWO:

THURSDAY, 30 March 2016

08:00 Registration, coffee and networking

08:30 Chairman's welcome and opening remarks

ENHANCING VALUE OF INDUSTRY PARTNERSHIP WITH PROVIDERS AND PATIENTS

09:00 The role of content marketing in strengthening relations with healthcare professionals and patients

Dr. Hosam Badr, Marketing Director, **Julphar**

09:40 Market Access: Changing the perspective from product focus to patient focus

Dr. Wisam Haddadin, Head, EMEA Market Access, **MSD**

10:20 Onstage Interview: Delivering value through public-private partnership

Dr. Karine Labaky, GM Global Pharma, **Sanofi**

11:00 Networking break

11:30 Leadership, talents and resources: The challenging mix

How companies can optimise their performance to provide best service for HCP's by allocating resources in: developing situational leadership to match the continuous changing market requirements; empowerment for the talents and best resources allocation

Ossama Ibrahim, Area Sales Manager – General Medicine, North Gulf Region, **Merck Serono**

12:20 Key Leaders Interactive Panel Discussion: How to build a successful relationship with healthcare providers

Dr. Fatima Al Breiki, Group Pharmaceutical Director, **SEHA**

Dr. Mohamed Nasser, GM TMEA, **Hospira**

Dr. Nadia Younis, Director, Public Affairs and Communication Lead-Gulf and Levant, **Pfizer**



13:00 Lunch Break

UTILISING INNOVATIVE SOLUTIONS TO IMPROVE OPERATIONAL PERFORMANCE

14:00 Pharmaceutical branding: Latest techniques and strategies

Ahmed Abol Fadl, Franchise Director GCC, **Merck Serono**

14:40 Marketing innovative approaches in modern pharmaceutical environment

Dr. Kamal El Dessouky, Therapeutic Area Lead, AFME, **Pfizer**

15:20 Networking Break

16:10 Implications of Six Sigma in pharmaceutical industry

Dr. Mahmoud Ghaly, Regional GCC Manager, **SPIMACO**

16:50 Closing remarks and end of day two

Join our conversation on:

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CONFERENCE PACKAGES

Bronze Package:	Early Bird: Book and pay by December 28, 2015	Early Bird 2: Book and pay by February 28, 2016	Standard Price
Pharma Companies	USD 799	USD 899	USD 999
Solution Providers	USD 1,499	USD 1,999	USD 2,099
Bronze Package includes: • 2-day Conference • Networking Coffee Breaks • Lunch • Post-congress Presentation Access • Certificate of Attendance			

Silver Package:	Early Bird: Book and pay by December 28, 2015	Early Bird 2: Book and pay by February 28, 2016	Standard Price
Pharma Companies	USD 1,599	USD 1,699	USD 1,799
Solution Providers	USD 2,499	USD 2,799	USD 2,999
Silver Package includes: • 2-day Conference • Networking Coffee Breaks • 1-day Workshops • Lunch • Post-congress Presentation Access • Certificate of Attendance			

Gold Package:	Early Bird: Book and pay by December 28, 2015	Early Bird 2: Book and pay by February 28, 2016	Standard Price
Pharma Companies	USD 1,799	USD 1,999	USD 2,199
Solution Providers	USD 2,799	USD 2,999	USD 3,299
Gold Package includes: • 2-day Conference • Networking Coffee Breaks • 2-day Workshops • Lunch • Post-congress Presentation Access • Certificate of Attendance			

PAYMENT METHOD

☐ By Wire Transfer

☐ By Credit Card

Please debit my credit card: ☐ Visa ☐ Master Card

Card No:

Valid From: / Expiry Date: /

Card Holders Name:

Authorised Signature:

Internal use only:

Registration received on:

Full payment received:

4 WAYS TO REGISTER

E-mail: info@mepharmaceutical.com

Tel: +971 4 361 9616

Fax: +971 4 361 4375

Web: www.mepharmaceutical.com

YES! Please register me for:

☐ Bronze

Bronze package does not include Pre-conference Workshops

☐ Silver

Silver package includes 1-day Workshop

☐ Workshop Day 1

☐ Workshop Day 2

☐ Gold

Gold package includes Workshop Day 1 and Workshop Day 2

EMAIL THIS FORM TO info@mepharmaceutical.com or fax +971 4 361 4375

DELEGATE DETAILS

Please complete in BLOCK CAPITALS as information is used to produce delegate badges.
Please photocopy for additional delegates and/or delegate with different addresses

DELEGATE 1 ☐ Mr ☐ Mrs ☐ Ms ☐ Dr ☐ Other

Name:

Organisation:

Title:

Tel:

Fax:

Email:

Website Address:

TEAM DISCOUNTS

Team discounts available on request.
Check for special group discount for registration of 3 or more. Call +971 4 361 9616 for more information.

VENUE AND ACCOMMODATION

VENUE: **InterContinental Dubai Festival City**

Address: Dubai Festival City, P.O. Box 45777, Dubai, UAE

Tel No.: +971 4 701 1111

Website: <http://www.ihg.com/intercontinental/hotels/gb/en/dubai/dxbhb/hoteldetail>

Hotel and travel costs are not included in the registration fee.

ROOM RESERVATION

Special / corporate rate for room accommodation is available at the hotel.

You may contact the hotel directly as per the details above quoting **MENA Pharmaceutical Excellence Congress**.



TERMS AND CONDITIONS

Registration and Payment Policy

- All participants must register prior to congress admission.
- Pre-registered participants are advised to present a copy of their registration/payment slip at the onsite registration desk.
- Payment is due at the time of registration and includes lunches, refreshments, conference materials and certificate of attendance.
- Your registration will not be confirmed until payment is received in full.
- Cheque payment may only be made from UAE and in AED. Kindly contact us at info@mepharmaceutical.com to discuss.
- EFT / Direct Deposit to be effected as per bank details on the invoice.
- Payment should be made within 7 days of invoice date.
- Payment can also be done through credit card or Paypal.

Discounts

- All early bird discounts require payment at the time of registration and before the early bird deadline in order to receive any discount.
- Discount offers cannot be combined with any other offer.

Cancellation Policy

- Registration cancellations must be notified in writing by email to the Maarefah office in Dubai. Email: info@mepharmaceutical.com
- Cancellations received 30 working days prior to the event will receive a refund of the registration fees, less an administration charge of 100 USD of the congress fee.
- Cancellations made after, as well as 'no shows', are not eligible for a refund.
- Refunds will be processed 2 months after the event completion date.

Liability

- Maarefah reserves the right to amend any part of the congress programme if necessary, at any time.
- Maarefah will not be held liable for damages of any nature sustained by delegates or accompanying persons, or loss of, or damage to their personal property as a result of attending the congress or its related events.
- While every consideration has been taken when presenting the demographics of the attendees in the programme, Maarefah does not guarantee the exact demographics of the congress attendees and cannot be held responsible for the same.

For more information or to register, contact us at ☎ +971 4 361 9616 ✉ info@mepharmaceutical.com or visit 🌐 www.mepharmaceutical.com