

11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

"Competences to Combat Counterfeits"

07th & 08th Feb 2023, Pestana Chelsea Bridge Hotel, UK

AGENDA AT A GLANCE

Key Speakers
Conference Info
Day One
Day Two
Floor Plan
Booking Details

Key Speakers Include



LUIS PEREZ
Country Attache for UK
FDA Office of Criminal Investigations



THOMAS WELCH
Deputy Attache, London Office
Department of Homeland Security



HEATHER HENSON
Senior Director, Investigations and Intelligence
Genentech (USA)



JYRKI SYVAERI
Corporate Director Supply Chain Integrity
Boehringer Ingelheim



ALEXANDRU POPA
Associate Director, Blockchain for Pharma
Supply Chain, MSD



HEIKO TREFZGER
Senior Business Analyst & Product Manager
Roche



GRANT COURTNEY
Founder and CEO
Smarter and Safer Products



MERIEM LOUDIYI
Director of Trademarks and Anti-Falsification
Department, Servier



HUGUES ISEL
Global Quality Manager - Crisis Management
Roche



MOHAMED IBRAHIM
Section Head - Regulatory affairs
Batterjee Pharma (Saudi Arabia)



DUCCIO LOMBARDI
Serialization Normatives Compliance &
Anti-Counterfeiting Corporate Quality Unit
Head, Menarini



RICHARD P. MCDERMOTT
CEO
SIGNAKEY



SONIA QUEIROS
COO, European Medicines Verification
Organisation (EMVO)



KASPER ERNEST
Secretary General
Affordable Medicines Europe



PHIL LEWIS
Director General
Anti-Counterfeiting Group (ACG)



NEHA MEHTA
Regulatory CMC Facilitator
Novartis



MIKE ISLES
Executive Director
ASOP EU / EAASM



MONIKA DERECQUE-POIS
Director General
GIRP – European Healthcare Distribution
Association



LEYLA HANNBECK
CEO
National Pharmacy Association (NPA)



SACHEEN GANDHI
Founder
Healthcopeia Foundation



GUSTAVO MORAIS
Partner, Member of Managing Committee
Dannemann Siemsen



JOSE H. WERNER
Partner
Dannemann Siemsen

Plus More Coming Soon...

Conceptualised By



+44-20 3509 3779

info.uk@virtueinsight.com

11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

#VIPacs

"Competences to Combat Counterfeits"

07th & 08th Feb 2023, Pestana Chelsea Bridge Hotel, UK

AGENDA AT A GLANCE

Key Speakers

Conference Info

Day One

Day Two

Floor Plan

Booking Details

SILVER SPONSOR



BRONZE SPONSORS



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

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

Conceptualised By



+44-20 3509 3779

info.uk@virtueinsight.com

11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

#VIPacs

"Competences to Combat Counterfeits"

07th & 08th Feb 2023, Pestana Chelsea Bridge Hotel, UK

AGENDA AT A GLANCE

Key Speakers

Conference Info

Day One

Day Two

Floor Plan

Booking Details

KEY THEMES: -

- How pharma is fighting counterfeit drugs now? Lessons learnt from this pandemic period
- Market analysis – EU, US and RoW markets & Impact of BREXIT
- Fight against pharma counterfeiting must go deeper - How to fight this plague?
- Discuss your serialization, track and trace, and brand protection programs with industry's top best individuals
- Serialisation, track & trace - Improve efficiency and safety in the pharmaceutical supply chain
- Comparing the DSCSA and the EU/FMD
- Prioritising and protecting patients - Fight the FAKE
- IP - Cybercrime in the pharmaceutical industry: a booming business
- Technology Impact - Current digital world - Counterfeiting Technologies
- Discover the innovative role block-chain has to play in supply chain security
- Fighting counterfeit at the world's largest fraud market
- Smart Packaging and Labelling - Warehouse & Logistics – Lessons to learn
- Serialisation: The Next Frontier for Packaging Security and Traceability
- 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-counterfeit Pharmaceutical Packaging market size is expected to gain market growth in the forecast period of 2020 to 2025, with a CAGR of 6.2% in the forecast period of 2020 to 2025 and will expected to reach USD 124.5 million by 2025, from USD 97.7 million in 2019. According to a report, £9.2bn has been lost through intellectual property (IP) theft, £7.6bn to industrial espionage and £2.2bn from extortion. Anti-Counterfeit Packaging Market Size will worth to \$184.87 Billion by 2025. Track and trace technology products are expected to grow at a CAGR of over 9% by revenue, from 2016 to 2025 driven by the superior product detection and tracking through the supply chain. Track and Trace Solutions Market worth 3.93 Billion USD by 2023.

\$200 billion (10%): that is the global monetary cost of counterfeit drugs according to the World Health Organization. One million: That is the annual cost in human lives each year from fake and altered medicines according to Interpol. Around 10% of pharmaceutical drugs are counterfeit, at a cost of up to \$200 billion annually. Interpol calculates that this volume of counterfeit drugs has a death toll of 1 million people every year (WHO, 2018).

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 "11th Annual Pharma Anti-Counterfeiting & Serialisation 2023 – "Competences to Combat Counterfeits"

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, lawyers

WHY SHOULD YOU ATTEND: -

11th Annual Pharma Anti-Counterfeiting & Serialisation 2023- Competences to Combat Counterfeits

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.

Conceptualised By



+44-20 3509 3779

info.uk@virtueinsight.com

11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

"Competences to Combat Counterfeits"

07th & 08th Feb 2023, Pestana Chelsea Bridge Hotel, UK

#VIPacs

AGENDA AT A GLANCE

Conference Info

Floor Plan

DAY ONE - 07th February 2023

08:30 – Coffee and registration

.....

09:30 – Morning Chair's opening remarks

GRANT COURTNEY
Founder and CEO
Smarter and Safer Products

.....

MARKET ANALYSIS

09:40 – Topic TBC

LUIS PEREZ
Country Attache for UK
FDA Office of Criminal Investigations

.....

10:20 – Falsified Medicines - Risks and Case Management

HUGUES ISEL
Global Quality Manager - Crisis Management
Roche

.....

11:00 – Morning Coffee & Networking

.....

CHALLENGES & OPPORTUNITIES

11:20 – Keynote Panel Discussion: Efforts to stop counterfeit medicines – How to move forward?

- Counterfeit medicines – Biggest issue for pharma industry, working together to stop counterfeit drugs
- As a company, what should you do to handle the situation better?
- Way into the future? How to prepare for it?
- Lessons to learn from RoW
- Utilize social media to educate the consumer to identify counterfeit drugs
- Impact of technology – making the best out of it

Moderator:

GRANT COURTNEY
Founder and CEO
Smarter and Safer Products

Panellists:

HEATHER HENSON
Senior Director, Investigations and Intelligence
Genentech (USA)

KASPER ERNEST
Secretary General
Affordable Medicines Europe

MERIEU LOUDYI
Director of Trademarks and Anti-Falsification Department
Servier

.....

12:20 – Topic TBC

Speaker TBC
Zuellig Pharma

.....

12:40 – Networking luncheon / Exhibition Visit

.....

13:50 – European Healthcare Distribution – future challenges and opportunities

- The healthcare services distribution system landscape
- Issues shaping the future of distribution (green and digital transformation, major regulatory changes, shortages, etc..)
- Protecting the legal supply chain against falsified medicines through the EMVS (the European Medicines Verification System).

MONIKA DEREQUE-POIS
Director General
GIRP – European Healthcare Distribution Association

.....

14:30 – Topic TBC

MIKE ISLES
Executive Director
ASOP EU / EAASM

.....

15:10 – Afternoon coffee & Networking

.....

Conceptualised By



+44-20 3509 3779

info.uk@virtueinsight.com

11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

"Competences to Combat Counterfeits"

07th & 08th Feb 2023, Pestana Chelsea Bridge Hotel, UK

AGENDA AT A GLANCE

Conference Info

Floor Plan

DAY ONE - 07th February 2023

FIGHTING FAKES – BRAND PROTECTION

15:30 – The global scope and scale of criminal counterfeiting

- How did this happen?
- The sources
- The impact
- The challenges
- What we need to do
- How ACG is responding

PHIL LEWIS

Director General

Anti-Counterfeiting Group (ACG)

16:10 – European Medicines Verification System: Contributing to a safe medicines supply chain in Europe

- Overview of the European Medicines Verification System (EMVS);
- Achievements accomplished throughout the 4 years of "go-live" in securing supply chain in Europe;
- Impact of Brexit;
- European landscape and current developments of the EMVS.

SONIA QUEIROS

COO

European Medicines Verification Organisation (EMVO)

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

17:00 – 18:00 - Networking Drinks Session

Conceptualised By



11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

#VIPacs

"Competences to Combat Counterfeits"

07th & 08th Feb 2023, Pestana Chelsea Bridge Hotel, UK

AGENDA AT A GLANCE

Conference Info

Floor Plan

DAY TWO - 8th February 2023

08:30 – Coffee and registration

.....

09:30 – Morning Chair's opening remarks

GRANT COURTNEY
Founder and CEO
Smarter and Safer Products

.....

09:40 – Homeland security investigation's global fight against transnational criminal organizations distribution of counterfeit pharmaceuticals

THOMAS WELCH
Deputy Attache, London Office
Department of Homeland Security

.....

10:20 – The Art of Anti-Counterfeiting

HEIKO TREFZGER
Senior Business Analyst & Product Manager
Roche

.....

11:00 – Morning Coffee & Networking

.....

SERIALISATION – TRACK & TRACE

11:20 – Panel Discussion with the experts- Serialisation and track & trace - Improve efficiency and safety in the pharmaceutical supply chain

- Securing your supply chain
- Best practices that organisations should implement for regulatory compliance for serialization
- Marketplace trends and track and trace needs to ensure supply chain visibility
- Technologies that can help you achieve full regulatory compliance
- Gaining value from Serialization: Efficient internal operations
- Practical approach to implementing a serialisation solution – Challenges and Solutions

Moderator:

GRANT COURTNEY
Founder and CEO
Smarter and Safer Products

Panellists:

JYRKI SYVAERI
Corporate Director Supply Chain Integrity
Boehringer Ingelheim

HEIKO TREFZGER
Senior Business Analyst & Product Manager
Roche

DUCCIO LOMBARDI
Serialization Normatives Compliance & Anti-Counterfeiting Corporate Quality Unit Head
Menarini

SACHEEN GANDHI
Founder
Healthcopeia Foundation

.....

12:20 – Topic TBC

Speaker TBC

.....

12:50 – Networking luncheon/ Exhibition Visit

.....

14:00 – Artworks training with new labelling with QR code

NEHA MEHTA
Regulatory CMC Facilitator
Novartis

.....

14:30 – How MSD is fighting the fakes with blockchain technology

- Blockchain: What you need to know
- Pharma Industry collaboration efforts - a paradigm shift in the digital age

Conceptualised By



+44-20 3509 3779

info.uk@virtueinsight.com

11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

#VIpacs

"Competences to Combat Counterfeits"

07th & 08th Feb 2023, Pestana Chelsea Bridge Hotel, UK

AGENDA AT A GLANCE

DAY TWO - 8th February 2023

Conference Info

- Counterfeit: Problem Statement per pharma supply chain ecosystem segments
- How MSD is using blockchain to fight the fakes (case study)

Floor Plan

ALEXANDRU POPA

Associate Director, Blockchain for Pharma Supply Chain
MSD

.....

15:00 - Afternoon coffee & Networking

.....

15:20 - Criminal remedies available in Brazil to tackle counterfeits

GUSTAVO MORAIS

Partner, Member of Managing Committee
Dannemann Siemsen

JOSE H. WERNER

Partner
Dannemann Siemsen

.....

15:50 - SIGNAKEY INSIDE WALL OF GLASS VIAL
SATISFIES DSCSA AND FMD SERIALIZATION
REQUIREMENTS

- Ten years of development and multiple funded pilots.
- 0.8 x 0.8 mm Signakey nude vial contains GTIN and 20-character serial number.
- Marked and decodes at Pharma line speeds

RICHARD P. MCDERMOTT

CEO
SIGNAKEY

.....

REGULATORY

16:20 - Panel Discussion: Regulatory Perspective - Recent updates and Global developments

- Recent evolving regulatory frameworks towards counterfeit drugs
- Regulatory perspective on counterfeit medicines - what is the global answer to this global plague?
- Most recent track and trace regulations
- Comparing the DSCSA and the EU/FMD

- Regulatory submission pathway in Gulf area - Lessons to be learnt
- Online counterfeits - working together with the regulators to overcome this issue
- Work with regulatory agencies, industry organizations, international agencies
- What governments expect from brand holders and pharmaceutical stakeholders?

Moderator:

GRANT COURTNEY

Founder and CEO
Smarter and Safer Products

Panellists:

MOHAMED IBRAHIM

Section Head - Regulatory affairs
Batterjee Pharma (Saudi Arabia)

LEYLA HANNBECK

CEO
National Pharmacy Association (NPA)

NEHA MEHTA

Regulatory CMC Facilitator
Novartis

.....

17:00 - Chairperson's closing remarks and end of conference

.....

Conceptualised By



+44-20 3509 3779

info.uk@virtueinsight.com

11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

#VIPacs

"Competences to Combat Counterfeits"

07th & 08th Feb 2023, Pestana Chelsea Bridge Hotel, UK

AGENDA AT A GLANCE

Key Speakers

Conference Info

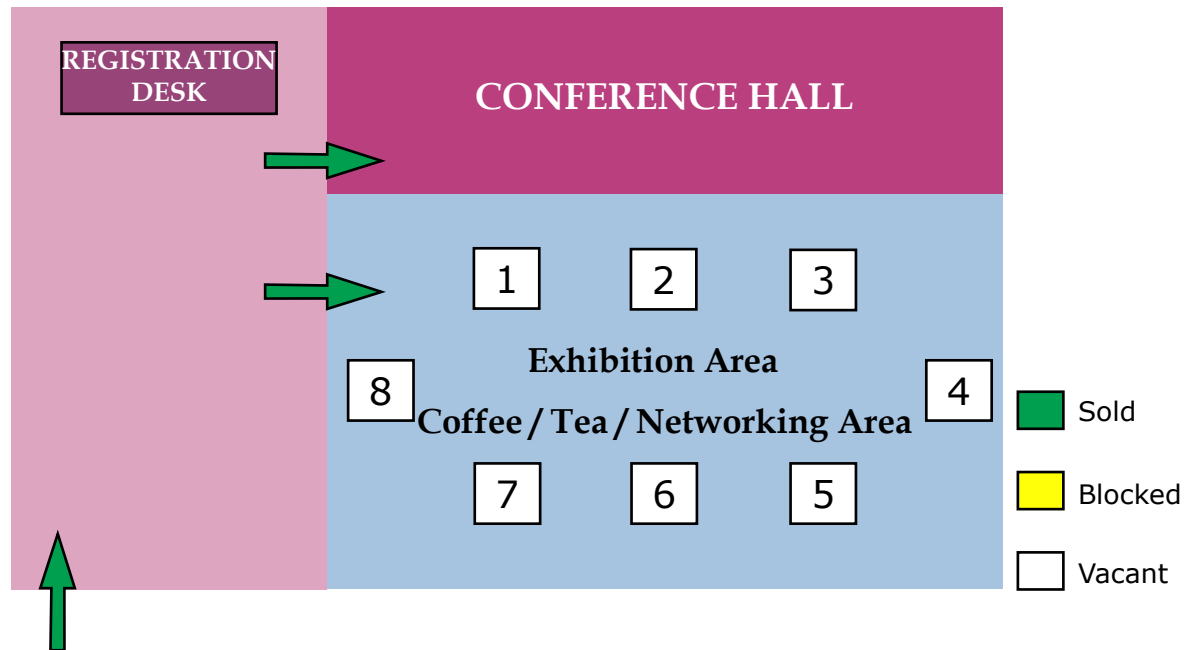
Day One

Day Two

Floor Plan

Booking Details

FLOOR PLAN - Book your stalls now before they run out !!!



1	4	7
2	5	8
3	6	

Note :- The floorplan is subject to change at the discretion of the organisers.

Conceptualised By



+44-20 3509 3779

info.uk@virtueinsight.com

11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

"Competences to Combat Counterfeits"

07th & 08th Feb 2023, Pestana Chelsea Bridge Hotel, UK

AGENDA AT A GLANCE

Conference Info

Floor Plan

REGISTER ONLINE :

Link : <https://virtueinsight.com/event/anti-counterfeiting-serialisation/>

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:

EARLY BIRD PRICE (VALID TILL 16TH JANUARY)

1 Delegate @ £899 + VAT

Group Discount @ £1798 + VAT (3 Delegates for the price of 2)

STANDARD PRICE (VALID FROM 17TH JANUARY)

1 Delegate @ £1299 + VAT

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

PAYMENT:

Please send me a VAT invoice ☐

I enclose a cheque for £

Please charge my card £

Card Number

Security No

Expiry Date

Cardholder's Name

Cardholder's Registered Address

Signature

Our purchase order no.is

Payable to Virtue Insight Events Ltd

Card type: Visa ☐ Mastercard ☐ Maestro ☐ Amex ☐

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.

VENUE

Pestana Chelsea Bridge Hotel

Address: 354 Queenstown Road,
SW11 8AE London, UK,
SAT-NAV: SW84PP
Phone: +44 20 7062 8000

CLICK
HERE
for more details

MAP & DIRECTIONS

Conceptualised By

