"Competences to Combat Counterfeits"

03rd - 04th March 2021, Virtual Conference (TimeZone - GMT)





Key Speakers Include



NICHOLAS CALL Special Agent/Senior Operations Manager, Office of Criminal Investigations, FDA



RORY CORCORAN
A/Assistant Director, Organized and
Emerging Crime, Interpol



EDMUND DARVIEU VP Corporate Security Sanofi



ROBERT POPOVIAN CEO, Conquest Advisors (Former VP, Gov Relations, Pfizer)



RAVI KALYANARAMAN Director Bristol-Myers Squibb (USA)



SAI MUNGARA
Vice President and Head of North America
Supply Chain, Sun Pharma (USA)



FILIPPO DAL MASO Head of Anticounterfeiting Serialization Programme, GSK



MARCEL DE GRUTTER
Liaison Regulatory & Government Affairs
Abbott



SEBASTIEN MAUEL Head of Serialization and Product Security Ferring Pharmaceuticals



EIKE HILLBRICHT Corporate Security Manager Boehringer Ingelheim



ADRIAN VAN DEN HOVEN Director General Medicines for Europe



JEREMY PETERS
Scientist
Bristol-Myers Squibb (USA)



MIKE ISLES Executive Director, European Alliance for Access to Safe Medicines



PATRIK MERCKELL External Business Process Analyst and Project Manager, Roche



GLEN HODGSON Head of Healthcare GS1 UK



PRABIR DAS
A postgraduate from Indian Institute of Packaging (1985-'87)



GRANT COURTNEY Founder & CEO Smarter and Safer Products



SULTAN DAJANI Pharmacist Superintendent Wainwrights Chemists



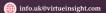
HEIKO TREFZGER Product Manager, Business Analyst, Innovation Representative, Roche



DAVID WORTLEY Vice President International Society of Digital Medicine (ISDM)







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AGENDA AT A GLANCE

Key Speakers Include



KASPER ERNEST Secretary General Affordable Medicines Europe



WAYNE WINEGARDEN
Sr Fellow & Director Center for Medical
Economics & Innovation, Pacific Research
Institute



LEANDRO OLIVEIRA Founder & Managing Director WeDigit



MERIEM LOUDIYI
Head of Unit - IP Legal Counsel, Trademarks & Fight against Falsification Dept, Servier



GEORGES FRANCE Individual Consultant (Former VP Global LOC Quality Lead, GSK)

Plus more COMING SOON.....



LINCOLN TSANG Partner Arnold & Porter



PETER PITTS
President & Co-founder, Center for Medicine
in the Public Interest (Former FDA's Associate
Commissioner for External Relations)

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CONFERENCE INTRODUCTION

The outbreak of COVID-19 pandemic in the world has led to a rise in falsified drugs entering the supply chain, thus putting public health at risk in domestic as well as global markets. 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

The major markets for pharmaceuticals have been forever transformed with the arrival of mandated serialization. With both the United States Drug Supply Chain Security Act (DSCSA) and European Union Falsified Medicines Directive (FMD) now "live", the pharmaceutical supply chain is forever tied to serialized products and data.

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 Virtue Insight's - "9th Annual Pharma Anti-Counterfeiting & Serialisation 2021 - "Competences to Combat Counterfeits"



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

KEY THEMES

- · How pharma is fighting counterfeit drugs during this pandemic?
- Market analysis EU, US and RoW markets & Impact of BREXIT
- · Discuss your serialization, track and trace, and brand protection programs with industry's top best individuals
- Track & Trace: Turning total compliance into a supply chain value plan
- Fight the FAKE Protect the public
- IP Cybercrime in the pharmaceutical industry: a booming business
- Technology Impact Current digital world Counterfeiting Technologies
- · Fighting counterfeit at the world's largest fraud market
- Choose a Serialisation solution wisely to ensure timely and lasting compliance
- Smart Packaging and Labeling Warehouse & Logistics Lessons to learn
- Maximizing brand protection through effective packaging and labeling
- How counterfeit medicines penetrate the legitimate supply chain
- Discover the innovative role block-chain has to play in supply chain security
- EU and USA: government policies & strategies Comparing with RoW
- · Getting ready regulations
- · Assess the current technology landscape and identify the right solution for your needs
- · How can companies and gov work closely and together and its importance
- Network in our combined exhibition and catering area
- Evening networking reception for all attendees

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

9th Annual Pharma Anti-Counterfeiting & Serialisation 2021 - 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 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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DAY ONE - 03rd MARCH 2021

09:30 - Welcome Address & Virtual Conference Platform Instructions	Market analysis and what to learn from other countrTake advantage of new technologies
•••••	Moderator:
 09:40 - Benefits beyond the EU Falsified Medicines Directive - The hospital setting What have been the impacts of the EU FMD on hospitals and what are they doing to minimise these Where do benefits exist across the hospital supply chain, leveraging the new barcodes What uses cases are being leveraged today and will take place in future 	GRANT COURTNEY Founder & CEO Smarter and Safer Products Panelists: ADRIAN VAN DEN HOVEN Director General Medicines for Europe
GRANT COURTNEY Founder & CEO Smarter and Safer Products	EDMUND DARVIEU VP Corporate Security Sanofi
10:20 - Getting Ready For The Healthcare Digitalization	RAVI KALYANARAMAN Director Bristol-Myers Squibb (USA)
 Wave Understanding the challenges How to prepare and stay in control Looking beyond digitalization 	KASPER ERNEST Secretary General Affordable Medicines Europe
LEANDRO OLIVEIRA Founder & Managing Director WeDigit	MERIEM LOUDIYI Head of Unit - IP Legal Counsel, Trademarks & Fight against Falsification Dept, Servier
••••••	12:10 - Counteracting Counterfeiting: Post Brexit
11:00 - Morning Coffee & Networking CHALLENGES & OPPORTUNITIES	 What is Pharma-Crime? The Dangers of pharmaceutical counterfeiting The fallout from Brexit Becoming Brexit proof
11:20 – Keynote Panel Discussion – Challenges and Opportunities - To combat counterfeit drugs & other pharma supply chain threats -	SULTAN DAJANI Pharmacist Superintendent Wainwrights Chemists
 Most common ways where drugs are counterfeited – Where should a company's focus point be regarding this? How to handle it? Utilize social media and educate the consumer to identify counterfeit drugs 	12:50 -Networking luncheon / Exhibition Visit
 Stratergising your solutions based on the facts where consumers fall as victims to counterfeiters 	FIGHTING FAKES - BRAND PROTECTIO

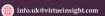
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it? What should be done?



• Next-generation anti-counterfeiting - How to prepare for



13:50 - Establishing a reliable internal network for investigations on crime against products

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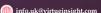
AGENDA AT A GLANCE

DAY ONE - 03rd MARCH 2021

EIKE HILLBRICHT Corporate Security Manager Boehringer Ingelheim	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.
14:30 - The Art of Anti-Counterfeiting HEIKO TREFZGER Product Manager, Business Analyst, Innovation Representative, Roche	
•••••	Sponsorship Enquires - info.uk@virtueinsight.com
15:10 - Afternoon coffee & Networking	
•••••	
DIGITAL MEDICINE	
15:30 - The Future of Digital Medicine - Challenges and Opportunities for the Pharma Sector	
 The rise of digital therapeutics as an alternative to drugs Clinical validation of digital medicine Digital Medicine opportunities for Pharmaceutical companies Anti-counterfeiting technologies for digital medicine 	
DAVID WORTLEY Vice President International Society of Digital Medicine (ISDM)	
•••••	
16:10 - How Covid Pandemic is changing the worldwide serialization&traceability environment	
FILIPPO DAL MASO Head of Anticounterfeiting Serialization Programme GSK	
•••••	
16:50 - End of conference Day One	







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AGENDA AT A GLANCE

DAY TWO - 04th MARCH 2021 FIGHT AGAINST FAKE Special Agent / Senior Operations Manager, Office of 09:40 - 'INTERPOL's fight against Pharmaceutical Crime Criminal Investigations, FDA during the pandemic and onwards' **RORY CORCORAN** A/Assistant Director, Organized and Emerging Crime 12:40 - Networking luncheon / Exhibition Visit 13:40 - Technology Contribution Smart Packaging & 10:20 - The Rise of Falsified Medical Products during the Labelling COVID-19 Pandemic and upstream Internet solutions PRABIR DAS Rogue Internet pharmacies capitalising on misinformation A postgraduate from Indian Institute of and fear - viral marketing with social media trends and Packaging (1985-'87) illegally operating websites How governments are responding The potential impact of the new EU Digital Services Act and how domain name accountability should be a top priority SERIALISATION - TRACK & TRACE Other important silver bullets to address the increasing availability of falsified medical products on the Internet 14:20 - Panel Discussion with the experts- Next steps for serialisation in the pharma supply chain MIKE ISLES **Executive Director** Managing the transformation **European Alliance for Access to Safe Medicines** Gaining value from Serialization: Efficient internal operations Practical approach to implementing a serialisation solution - Challenges and Solutions 11:00 - Morning Coffee & Networking Future market trends Track & Trace - The smart solution What are the traceability challenges still to overcome in the next 5 years? 11:20 - "Fighting the Fakes": where are we in the global battle Reduce your serialization costs against falsified medicines? Viewing serialisation as an opportunity - Business and Supply chain optimisation Serialisation and the Falsified Medicines Directive reducing the risk of counterfeiting through unique Moderator: identification GS1 standards from manufacture to supply - where GS1 **GRANT COURTNEY** standards help to close the gap on supply chain Founder & CEO vulnerabilities **Smarter and Safer Products** The human cost of counterfeiting - the implications for patient safety and how to overcome them in clinical settings Panelists: **GLEN HODGSON** SAI MUNGARA Head of Healthcare Vice President and Head of North America Supply **GS1 UK** Chain, Sun Pharma (USA) **SEBASTIEN MAUEL** Head of Serialization and Product Security **MARKET ANALYSIS & CURRENT OVERVIEW**

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12:00 - FDA OCI enforcement initiatives during COVID-19



Ferring Pharmaceuticals

MARCEL DE GRUTTER

Liaison Regulatory & Government Affairs **Abbott**

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PATRIK MERCKELL **External Business Process Analyst and Project Manager** 15:10 - Afternoon coffee & Networking MAXIMISING SUPPLY CHAIN SECURITY 15:30 - "Pharmaceutical Forensics: Applying state of the art spectroscopic technologies to ensure the security and safety of our Patients." Scope of the counterfeiting issue - Why apply state of the art technologies? Current State - How we are, and have, applied technologies to fight counterfeiting and protect patients? Future State - Vision for how (and what) new technologies could be utilized to ensure business and patient security **JEREMY PETERS** Scientist **Bristol-Myers Squibb (USA) REGULATORY** 16:10 - Panel Discussion: Regulatory Perspective - Global developments & updates Recent evolving regulatory frameworks A regulatory perspective towards counterfeit medicines what is the global answer to this global plague? Work with regulatory agencies, industry organizations, international agencies What governments expect from brand holders and phar maceutical stakeholders? Moderator: **GRANT COURTNEY** Founder & CEO **Smarter and Safer Products** Panelists:

LINCOLN TSANG

Partner Arnold & Porter

PETER PITTS

President & Co-founder, Center for Medicine in the Public Interest (Former FDA's Associate Commissioner for External Relations)

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GEORGES FRANCE

Individual Consultant (Former VP Global LOC Quality Lead, GSK)

WAYNE WINEGARDEN

Sr Fellow & Director Center for Medical Economics & Innovation, Pacific Research Institute

17:00 - End of 9th Annual Pharma Anti-Counterfeiting & Serialisation 2021

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 - info.uk@virtueinsight.com

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ROBERT POPOVIAN CEO, Conquest Advisors

(Former VP, Gov Relations, Pfizer)





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REGISTER ONLINE:

Link: https://www.virtueinsight.com/pharma/9th-Annual-Pharma-AntiCounterfeiting--Serialisation-2021-Virtual-Conference/products/

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