

# 9th Annual Pharma Anti-Counterfeiting & Serialisation 2021

#VIpac

“Competences to Combat Counterfeits”

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

## AGENDA AT A GLANCE

### 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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**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 be 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 be worth \$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”**

### ★ CERTIFICATION ★

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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## AGENDA AT A GLANCE

### DAY ONE - 03rd MARCH 2021

09:30 – Welcome Address & Virtual Conference Platform Instructions

- Market analysis and what to learn from other countries?
- Take advantage of new technologies

Moderator :

09:40 – Benefits beyond the EU Falsified Medicines Directive - The hospital setting

**GRANT COURTNEY**  
Founder & CEO  
Smarter and Safer Products

- 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

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 Wave

**RAVI KALYANARAMAN**  
Director  
Bristol-Myers Squibb (USA)

- 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

11:00 – Morning Coffee & Networking

12:10 – Counteracting Counterfeiting: Post Brexit

- What is Pharma-Crime?
- The Dangers of pharmaceutical counterfeiting
- The fallout from Brexit
- Becoming Brexit proof

### CHALLENGES & OPPORTUNITIES

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
- Strategising your solutions based on the facts where consumers fall as victims to counterfeiters
- Next-generation anti-counterfeiting – How to prepare for it? What should be done?

12:50 – Networking luncheon / Exhibition Visit

### FIGHTING FAKES – BRAND PROTECTION

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

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### DAY ONE - 03rd MARCH 2021

**EIKE HILLBRICHT**  
Corporate Security Manager  
Boehringer Ingelheim

14:30 - The Art of Anti-Counterfeiting

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

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

### 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 - [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)

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### DAY TWO - 04th MARCH 2021

#### FIGHT AGAINST FAKE

09:40 - 'INTERPOL's fight against Pharmaceutical Crime during the pandemic and onwards'

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

10:20 - The Rise of Falsified Medical Products during the COVID-19 Pandemic and upstream Internet solutions

- Rogue Internet pharmacies capitalising on misinformation and fear – viral marketing with social media trends and 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
- Other important silver bullets to address the increasing availability of falsified medical products on the Internet

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

11:00 - Morning Coffee & Networking

11:20 - “Fighting the Fakes”: where are we in the global battle against falsified medicines?

- Serialisation and the Falsified Medicines Directive – reducing the risk of counterfeiting through unique identification
- GS1 standards from manufacture to supply – where GS1 standards help to close the gap on supply chain vulnerabilities
- The human cost of counterfeiting – the implications for patient safety and how to overcome them in clinical settings

**GLEN HODGSON**  
Head of Healthcare  
GS1 UK

#### MARKET ANALYSIS & CURRENT OVERVIEW

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

#### NICHOLAS CALL

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

12:40 - Networking luncheon / Exhibition Visit

13:40 - Technology Contribution Smart Packaging & Labelling

#### PRABIR DAS

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

#### SERIALISATION - TRACK & TRACE

14:20 - Panel Discussion with the experts- Next steps for serialisation in the pharma supply chain

- Managing the transformation
- Gaining value from Serialization: Efficient internal operations
- Practical approach to implementing a serialisation solution – Challenges and Solutions
- Future market trends
- Track & Trace – The smart solution
- What are the traceability challenges still to overcome in the next 5 years?
- Reduce your serialization costs
- Viewing serialisation as an opportunity – Business and Supply chain optimisation

Moderator :

**GRANT COURTNEY**  
Founder & CEO  
Smarter and Safer Products

Panelists :

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

**SEBASTIEN MAUEL**  
Head of Serialization and Product Security  
Ferring Pharmaceuticals

**MARCEL DE GRUTTER**  
Liaison Regulatory & Government Affairs  
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### DAY TWO - 04th MARCH 2021

**PATRIK MERCKELL**  
External Business Process Analyst and Project Manager  
Roche

**LINCOLN TSANG**  
Partner  
Arnold & Porter

15:10 - Afternoon coffee & Networking

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

### MAXIMISING SUPPLY CHAIN SECURITY

15:30 - “Pharmaceutical Forensics: Applying state of the art spectroscopic technologies to ensure the security and safety of our Patients.”

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

- 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

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

**JEREMY PETERS**  
Scientist  
Bristol-Myers Squibb (USA)

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

### REGULATORY

16:10 - Panel Discussion: Regulatory Perspective - Global developments & updates

### 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.

- 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 pharmaceutical stakeholders?

Delegate Registration - [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)

Moderator :

**GRANT COURTNEY**  
Founder & CEO  
Smarter and Safer Products

Panelists :

**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/>

For Multiple Bookings - Photocopy this form and send it to [info.uk@virtueinsight.com](mailto: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:

##### STANDARD RATE

- 1 Delegate @ £550 +VAT
- 3 Delegates @ £1350 +VAT

#### PAYMENT:

Please send me a VAT invoice

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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.

**Video :** If you cannot attend the conference, you can still purchase the Video of the virtual conferences for £300.

**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.

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