4th Annual Pharma Anti-Counterfeiting 2015

“Competences to Combat Counterfeits”

08th & 09th September 2015, The Kensington Close Hotel, Wrights Lane, London, UK

Key Speakers Include

Geoffroy Bessaud, Sanofi, AVP, Anti-counterfeiting Coordination
Ravi Kalyanaraman, Bristol-Myers Squibb (USA), Associate Director
Lynda Scammell, MHRA, Senior Policy Manager, Relationship Manager, Enforcement Group
Wendy Greenall, Pfizer, Head of Anti-Counterfeiting Laboratory for Europe, Middle East & Africa
Conor Dufrain, U.S. Department of Homeland Security, Assistant Attache
Ulrike Kreysa, GS1 Global Office, Healthcare, Vice-President Healthcare
Mike Isles, European Alliance for Access to Safe Medicines (EAASM), Executive Director
Benoit Goyens, World Customs Organization, IPM Private Sector - Manager
Sultan Dajani, Royal Pharmaceutical Society, Community Pharmacist
Pipasha Biswas, Symogen, Director
Mark Davison, Blue Sphere Health, CEO
Christophe Bureau, Stevanato Group, VP Strategic Innovation
Nigel Banfield, OCS Checkweighers (GS1 Solution Provider), Sales Manager Pharmaceuticals UK
Patrick de Jong, Xerox, Marketing Manager for Printed Electronics
Richard Freudenberg, European Association of Euro-Pharmaceutical Companies (EAEP), Chief Executive
Stephen Wilkins, Child-Safe Packaging Group, Secretary General

Franklin Apfel, World Health Communication Associates, Managing Director
Jose Henrique Vasi Werner, Dannemann Siemsen, Partner
Gillian Lennard, European Regulatory Solutions, Director of Regulatory Affairs
Phil Lewis, UK Anti Counterfeiting Group, International IP Enforcement Consultant and Strategic Adviser

Special reasons to attend

- Fighting the fakes - Discovering successful business models
- Market trends – Where we are and where are we heading?
- Serialization, track and trace
- Brand protection programs
- Opportunities & Challenges
- Packaging and labeling
- Risk management plan – Protecting your product
- Regulatory
- Technology landscape - Identify right solutions for your needs
- Online brand protection and IP infringement
- Case studies - Interactive sessions

An event to attend

To achieve excellence in anti-counterfeiting, pharma must balance the challenges that surround regulatory, resource and operational constraints while exploring the new opportunities in strategy design and implementation. To succeed in this environment, it is critical to understand how to design and implement a proactive anti-counterfeit program and translate this into operational excellence.

This conference will gather government bodies, pharmaceutical companies and solution and technology providers to discuss the in-depth insights into the strategies and cutting edge technologies for pharmaceutical anti-counterfeiting. Learn from top industry innovators and influencers. Take your place at the forefront of the new anti-counterfeit era and be a part of these important discussions.

Book now... Register now to secure your seats - Call +44 (0) 2036 1208 86 or email - info.uk@virtueinsight.com
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

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/newsletters about the event and advertise the event via different forms of media.

Sponsorship Enquiries - sponsor.uk@virtueinsight.com
CONFERENCE INTRODUCTION:-

Where’s the pharmaceutical anti-counterfeiting technologies market heading? Counterfeit medicines issue is creating a growing threat to patients in every part of the world, with increasing numbers in Europe and the USA. Customs department in every part of the world are finding more and more illegally produced drugs in day-to-day life. Medicines are increasingly sold via the Internet making it much easier to put counterfeits into spread. According to a report it is predicted that the global anti-counterfeit packaging market in food and pharmaceuticals is forecasted to attain market value of $142.7 billion by 2020 from $57.4 billion in 2013, growing at 13.9% CAGR during 2013 to 2020.’

The wake-up call is that counterfeits REMAIN a SERIOUS THREAT AND GETTING BIGGER while the industry and various stakeholders are mobilizing on their sides for a serious battle. This conference will gather government bodies, pharmaceutical companies and solution and technology providers to discuss the in-depth insights into the strategies and cutting edge technologies for pharmaceutical anti-counterfeiting.

It gives us immense pleasure in welcoming you to “4th Annual Pharma Anti-Counterfeiting 2015 – “Competences to Combat Counterfeits”

KEY THEMES DISCUSSED AT THIS CONFERENCE:-

- Pharma Anti-Counterfeiting and Product Security in EU and USA: government policies & strategies
- Fighting the fakes - Discovering successful business models – Opportunities & Challenges
- Develop strategies for using the latest technology throughout your supply chain
- Pharma Anti Counterfeiting market trends – Where we are and where are we heading?
- Serialization, Track & Trace & further: Crossing your barriers; identify and develop your solutions
- Discuss your serialization, track and trace, and brand protection programs with peers at this interactive session
- SAP Track & Trace: Turning total compliance into a supply chain value plan
- Improve consumer trust by utilizing authentication technologies and educate the public
- Preventing counterfeits with new technologies and information management to achieve efficiency in packaging operations
- Maximizing brand protection through effective packaging and labeling
- Plan for your most pressing security concerns
- Risk management plan – Protecting your product
- Effective drug packaging design and technologies enhancing product efficiency, patient and health personnel security, compliance, ease of use
- Establish robust pharmaceutical anti-counterfeiting and brand protection strategy to protect product and brand revenue
- Monitor the internet effectively to combat cybercrime and illegal online pharmacies
- Assess the current technology landscape and identify the right solution for your needs
- How to successfully cope up enterprise-level and online data? Security and reliability
- Include anti-counterfeiting in your business plan in order to secure product and supply chain safety in your company
- Law is changing – Keep yourself updated - Analysing and complying with recent legislative and regulatory developments
- Lead successful diversion and grey market investigations by overcoming investigative barriers
- How the FBI is currently addressing intellectual property crime and partnering with U.S. government agencies?
- Online brand protection and IP infringement
- Network in our combined exhibition and catering area
- Evening networking reception for all attendees

WHO SHOULD ATTEND:-

Pharmaceutical manufacturers and distributors, Healthcare professionals, Pharmacists, 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:-

4th Annual Pharma Anti-Counterfeiting 2015 - 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.
08:30 – Coffee and registration

09:30 – Morning Chair's opening remarks

MARK DAVISON, CEO, Blue Sphere Health

09:40 – GS1 Standards: A tool for fighting Counterfeiting?

ULRIKE KREYSA, Vice-President Healthcare, GS1 Global Office, Healthcare

• Daily interaction is natural and unnoticed
• The latest in GS1 developments
• Enabling regulatory compliance, supply chain security AND Patient Safety!

MARKET ANALYSIS & CURRENT OVERVIEW

10:20 – Topic TBC


11:00 – Morning Coffee & Networking

CHALLENGES & OPPORTUNITIES

11:20 – Creating a road map - Challenges and Opportunities

• Foreign drug entry into EU & US markets
• Sales over the internet - Fighting the illegal sale or supply of medicines
• Predicting and dealing with common pitfalls and challenges
• Strategies for conducting global anti-counterfeiting investigations
• Safeguarding efficient post-marketing surveillance systems to detect and mitigate counterfeits

Moderator –

MARK DAVISON, CEO, Blue Sphere Health

Panelists –

GEOFFROY BESSAUD, AVP, Anti-counterfeiting Coordination, Sanofi

SULTAN DAJANI, Community Pharmacist, Royal Pharmaceutical Society

ULRIKE KREYSA, Vice-President Healthcare, GS1 Global Office, Healthcare

12:00 – Best manufacturing practice reported from the field

• What is the pharmaceutical industry using to successfully realise their serialisation and aggregation operational requirements
• Minimum requirements that need to be fulfilled, in order to be ready for 2018
• Prepared for the future: Optional requirements to maintain flexibility
• Discover Simplicity to safeguard both operational and process control
• Key Success Criteria: Product Handling, Standardised Systems, coupled with a common interface for data exchange
• Applied Examples in the field: Demonstrating all of the above, showing Quality & Excellence to supply all your Track & Trace equipment needs

NIGEL BANFIELD, Sales Manager Pharmaceuticals UK, OCS Checkweighers (GS1 Solution Provider)

12:30 - Networking luncheon - Take your discussions further & build new relationships in a relaxed & informal setting

13:40 Serialization, Track and Trace and further: Crossing your barriers; identify and develop your solutions

• Implementing serialisation globally - Developing a cost-effective approach
• How to find the solution that is best for your business while complying with new mandates
• Building a complete traceability system to be prepared for changing global regulatory mandates
• Mapping a plan of action in the early stages of implementing your serialisation strategy
• Business and product security benefits that is brought via serialisation

• Using the IPM tool to communicate with and provide operational data to customs officers on the ground
• Participating to WCO Operations and Seminars to train Customs officers in real-life conditions
• Enabling the use of authentication or track & trace solutions found on your products for Customs officers using IPM on their mobile devices

BENOIT GOYENS, IPM Private Sector – Manager, World Customs Organization

14:10 – A Global approach of counterfeiting: IPM by The World Customs Organization
14:50 – Afternoon coffee & Networking

15:10 – Patient litigation and regulatory issues in Brazil

- Applicable Laws
- Regulation
- Investigation
- Requirements for Patent Litigation
- Civil Litigation (nullity action/ injunction action/ patent infringement action)
- Criminal Litigation (criminal injunction/ private criminal action)
- Conclusions

JOSE HENRIQUE VASI WERNER, Partner, Dannemann Siemsen, Legal Director, ABRAL, Director-Secretary, ANGARDI

15:50 – Design criteria - ease of opening

- Latest developments on the child resistant packaging standard ISO 8317
- EN 14375 and EN 862 into ISO
- Proper attention to the ergonomics of openability for elderly people and child resistance
- Patient compliance

STEPHEN WILKINS, Secretary General, Child-Safe Packaging Group

16:30 – Topic TBC

PATRICK DE JONG, Marketing Manager for Printed Electronics, Xerox

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

MARK DAVISON, CEO, Blue Sphere Health

DAY TWO - 09TH SEPTEMBER 2015

08:30 – Coffee and registration

09:30 – Morning Chair’s opening remarks

MARK DAVISON, CEO, Blue Sphere Health

09:40 – Past, Present and Future analytical techniques to screen counterfeit drugs

- Analyzing the past, present and future analytical techniques for screening counterfeit drugs
- Rapid screening of counterfeit drugs using bench-top and portable spectrometers
- Screening biologics counterfeits and biosimilars
- Implementing an in-house chemical testing program to rapidly screen counterfeits

RAVI KALAYANARAMAN, Associate Director, Bristol-Myers Squibb (USA)

10:20 – Patient Education – A critical success factor in the fight against counterfeits

- How much do we know already about consumer/patient online buying behaviour?
- What strategies and tactics can be deployed to raise public awareness?
- The introduction of the Common Logo obligates the Commission in cooperation with the EMA and Member States to promote information campaigns – how effective are these?
- How can patient safety organisations contribute to the fight
- Serialisation – a portal to the patient?

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

11:00 – Morning Coffee & Networking

One of these medicines is fake.
Can you tell which?
11:20 – Speak Out Session - Implementation challenges and lessons to be learnt
Discuss your serialization, track and trace, and brand protection programs with peers at this interactive session. Share your views, find out what worked and what didn’t work, and learn how others have tackled your challenges as per their expertise. Please come prepared for this session with your questions and expertise.

Speakers:

MARK DAVISON, CEO, Blue Sphere Health

PIPSHA BISWAS, Director, Symogen

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

12:00 – Topic (TBC)

CHRISTOPHE BUREAU, VP Strategic Innovation, Stevanato Group

12:20 - Networking luncheon - Take your discussions further & build new relationships in a relaxed & informal setting

13:40 – Pitfalls of Counterfieting from Pharmacovigilance point of view
- EMA regulations governing counterfeit medicines
- Counterfeit Medicines: Current Worldwide situation
- Patient safety issue related to the use of counterfeit medicines
- Methodology and Analysis of Adverse Events (AEs) arising from counterfeit medicines

PIPSHA BISWAS, Director, Symogen

14:20 - Best practice in pharmaceutical product security
- How to design a global strategy including serialisation
- Protect your patients, reputation and revenue
- See how peer organisations meet the challenges

MARK DAVISION, CEO, Blue Sphere Health

15:00 – The Counterfeiting Highway to the EU
- How organised criminal syndicates are using the Balkans as a route to Europe.
- Current conditions in Serbia & surrounding countries, the challenges being faced by enforcement authorities & rights holders
- How the EU is working to improve matters?

PHIL LEWIS, International IP Enforcement Consultant and Strategic Adviser, UK Anti Counterfeiting Group

15:30 – Afternoon coffee & Networking

15:50 - Raising “counterfeit” health literacy - people, professionals and policy makers

FRANKLIN APFEL, Managing Director, World Health Communication Associates

16:20 – Panel Discussion: Analysing and complying with recent legislative and regulatory developments
- Recent legal enforcements in EU and US towards Anti-counterfeiting
- Emerging trends of global compliance and the global architecture issues associated with regulatory updates
- Regulatory forces and guidelines for implementation of security measures
- Best practices in collaborating with law enforcement and government agencies
- What governments expect from brand holders and pharmaceutical stakeholders?
- Collaboration & Interaction between stakeholders & law enforcement - Building an interactive network with government & police for investigating & to monitor, track, trace counterfeiting drugs

Moderator –

GILLIAN LENNARD, Director of Regulatory Affairs, European Regulatory Solutions

Panelists –

WENDY GREENALL, Head of Anti-Counterfeiting Laboratory for Europe, Middle East & Africa, Pfizer

LYNDA SCAMMELL, Senior Policy Manager, Relationship Manager, Enforcement Group, MHRA

RICHARD FREUDENBERG, Chief Executive, European Association of Euro-Pharmaceutical Companies (EAEPC)

PHIL LEWIS, International IP Enforcement Consultant and Strategic Adviser, UK Anti Counterfeiting Group

17:00 – Chairperson’s closing remarks and end of conference

MARK DAVISON, CEO, Blue Sphere Health

17:10 - End of 4th Annual Pharma Anti-Counterfeiting 2015
4th Annual Pharma Anti-Counterfeiting 2015

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Substitutions/name changes or cancellations: There is a 50% liability on all bookings once made, whether by post, fax, or email. There is a no refund policy for cancellations received on or after two months before the start of the event. Should you decide to cancel after this date, the full invoice must be paid. Conference notes will then be sent to you. Unfortunately, we are unable to transfer places between conferences and executive briefings. However, if you cannot attend the conference, you may make a substitution/name change at any time, as long as we are informed in writing by email, fax or post. Name changes and substitutions must be from the same company or organization and are not transferable between countries.

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Fee: The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.

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