8th Annual Pharma Anti-Counterfeiting, Serialisation, Track & Trace 2020

Co-located with

3rd Annual Pharma AI, IoT & Blockchain 2020

"Competences to Combat Counterfeits & Impact of AI, IoT, Blockchain & Big Data in Pharma"

4th & 5th March 2020, Pestana Chelsea Bridge Hotel London, UK

AGENDA AT A GLANCE

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

Key Speakers Include

NICHOLAS CALL
Special Agent
FDA

PATRIC JARCHOW
Head of Global Multi-Channel Strategy & Execution, Merck KGaA

ERIK MEZACK
Global Serialization Technical Lead
Teva

NICLAS NILSSON
Head of R&D Open Innovation
LEO Pharma

EDDIE GUZDAR
Medical Head of Neuroscience
Sanofi Genzy

PINGPING NI
Director, Biometrics Team Lead
AstraZeneca

ALAN HOW
Strategy & Operations - Global Commercial
Merck

HUSSAIN AL MUSCATI
Customer Engineering Lead, Life Sciences
Google

HARIPRASAD RADHAKRISHNAN
Customer Engineer
Google Cloud

SIMON DOSSEGGER
CEO
modum.io AG

EBERHARD SCHEUER
Chairman
HIT Foundation

ANDREAS GOEBEL
Managing Director
Hypertrust

GABOR PURMAN
Scientific Solutions Director
NexGen Healthcare Communications

MARION BONNET
Data Visualization & Leverage Manager
Ipsen

MARCEL DE GRUTTER
Project Manager Serialization - Regulatory & Government Affairs Liaison, Abbott

JEREMY PETERS
Scientist
Bristol-Myers Squibb (USA)

NEIL LAWRENCE
Global Serialisation Champion
GSK

GARY JOHNSTON
Global Security – Product Crime Investigations
Bayer

AREN AVADISYAN
Country Quality Head
Sanofi

PATRIK MERCKELL
External Business Process Analyst and Project Manager, Roche (Founder, accent.world sa)

JOHN SIMMONS
Serialization and Coding Quality Lead
GSK

EIKE HILLBRICHT
Corporate Security Manager
Boehringer Ingelheim

Organized by

Virtue Insight

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Director of the Serialization Program
Ferring Pharmaceuticals

JACK JING
Global Business Development Director / Head of EU Commercial Operations
Seacross Pharmaceuticals

LEYLA HANNBECK
CEO, Association of Independent Multiple Pharmacies

SULTAN DAJANI
Pharmacist Superintendent
Wainwrights Chemists

MATTHEW COPE
Deputy Director, IP Enforcement
Intellectual Property Office

BRAM VAN LEEUWEN
Lead (digital) Innovation BeNeLux
Sanofi

EVI MATHIOU
Legal, Compliance & Quality Manager BA Europe East & South, Novo Nordisk

MYLES FURNACE
Digital Health and Data Lead, UK & Ireland Speciality Care, Ipsen

SIDDHI TRIVEDI
Healthcare Innovator, Co-founder
Beyond Identity

RADOUANE OUDRHIRI
CTO
EAGLE GENOMICS

RAMINDERPAL SINGH
CEO
ANDURIL

STAN SHEPHERD
CEO
Instant Access Medical

SAMI BILAL
Director Product Management
Advanco

IGNACIO H. MEDRANO
Founder & Chief Medical Officer
SAVANA

EDITH LECOMTE NORRANT
CEO & CSO
IPSOMEDIC

RADHIKA RANGARAJU
Head of Integration, Digital Urgent and Emergency Care, Operations and Information NHSX

ADRIAN VAN DEN HOVEN
Director General, Medicines for Europe (President Of The Board Of Directors, European Medicines Verification Organisation (EMVO))

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

BILL ARONSON
COO
Artificial Intelligence Research Group

ZINA CHATZIDIMITRIADOU
Counsel
Sidley Austin

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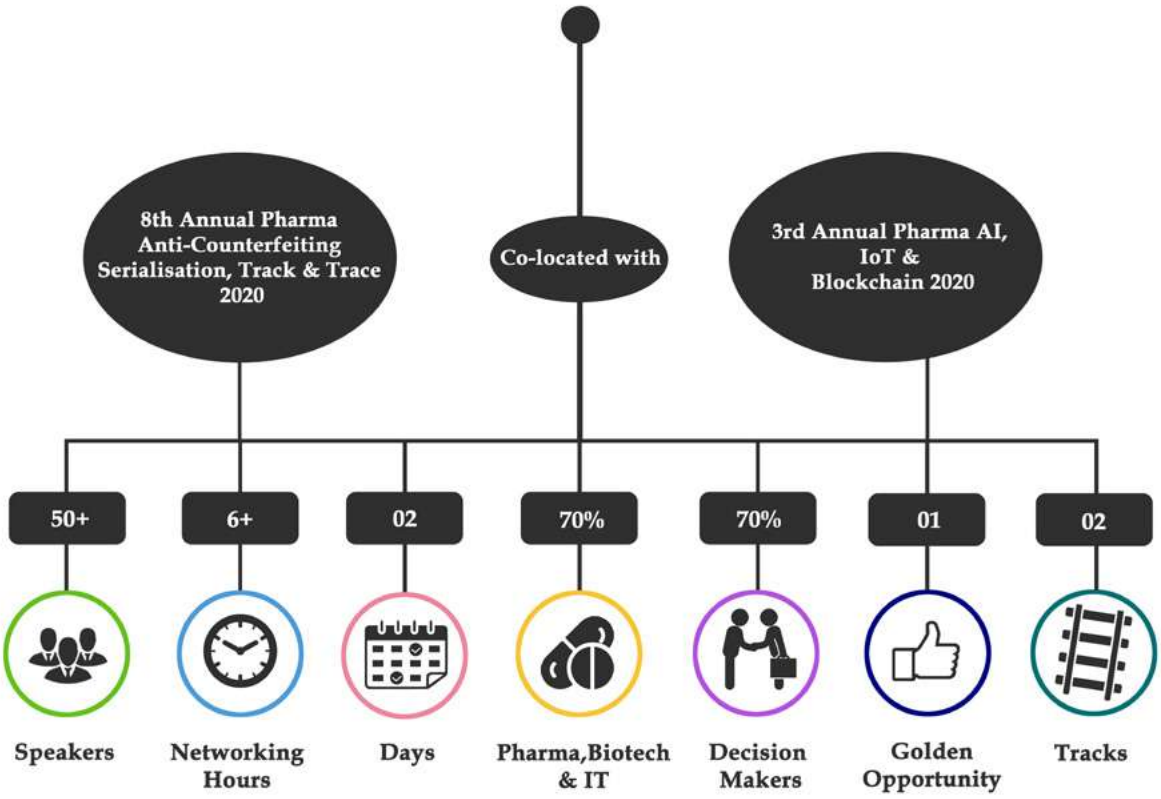
WHO ATTENDS?



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The Pharma Times.in

IOT Insights Essential News, Critical Insights

Securing Industry

IPI

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One HealthTech

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CONFERENCE INTRODUCTION

Following a decade of experience in hosting successful events within many sectors across UK, USA & India. We are taking a GIANT leap in combining 2 of our major events together to benefit participants by meeting diverse people in common network arrangements.

March 2020 in London is going to be highly fascinating, as these co-located events will give you Goosebumps because of their fantabulous theme. We are thrilled to announce our "8th edition of Anti-Counterfeiting Serialisation, Track & Trace" and 3rd edition of "Pharma AI, IoT & Blockchain" which is going to be there to empower you with the updated knowledge in both the fields.

We are an established and renowned name in the event's industry for providing highly focused platform for knowledge exchange between various Pharma & Biotech companies.

Emphasizing on last year events, we are happy to share that more than 100 attendees graced the event. We received good number of positive feedbacks and testimonials that encouraged us to prepare stronger agenda for our upcoming events.

This year, our events are keeping an immersed eye on discussion of critical topics covering practical implementation of these technologies in drug discovery and many other important aspects of Pharma & Biotech companies.

Our events will provide you insight into the current state of play in the EU & US on the vital role of technology impact in the sustainability of pharma and healthcare systems. Our speakers will outline the key recent developments in technology impact in pharma and healthcare in the EU and other international jurisdictions. The event will also address some of the most achievable possibilities of integrating blockchain within Pharma and healthcare through a mixture of practical, lectures and roundtable discussions specifically designed.

By attending this conference, you will gain a comprehensive outlook on the key issues surrounding latest technologies that are being analysed towards the Pharma and healthcare.

With more than 20 big global pharma companies participating, we have many service providing companies indulging to showcase their facilities to ease these technologies. There is massive chance to interact with big gems of the industry in common networking area during breaks.

It gives us great pleasure in welcoming all of you to the Virtue Insight's 8th Annual Anti-Counterfeiting Serialisation, Track & Trace 2020 & 3rd Annual Pharma AI, IoT & Blockchain 2020.

We welcome you to be part of this and enhance your knowledge.

UK is waiting for you!!

KEY THEMES

Anti-counterfeiting, Serialisation, T& T

- Shaping the future for Healthcare
- Effect of Post (FMD) Deadline
- Serialisation strategies- Choosing a Serialisation solution
- AI algorithms to crack down on fake products
- Fight the FAKE – Protect the public
- Technology Impact - Current digital world
- Serialisation and Compliance
- Penetrating the legitimate supply chain
- Packaging Techniques – Protecting your products

AI and IoT

- Applications in Pharma and Healthcare
- Challenges and opportunities
- Use of AI in drug discovery
- Role of Cyber Security in age of IoT and Healthcare Hacks
- IP - Cybercrime in the pharmaceutical industry: a booming business
- Transforming the healthcare and pharmaceutical industry

Blockchain

- How it transforms pharma and healthcare
- Blockchain in Logistics and Supply Chain
- A must learn technology
- Blockchain technology and start-ups – where do you get started?
- Application areas for blockchain within healthcare?

Big data

- Potential future in synchronicity of data
- Big data =Big impact
- A Revolution in Drug Discovery and Pharma R&D
- How to involve patients better to develop drugs

Brexit

Impact on EU, US and Row market

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AN EVENT TO WOW

8th Annual Pharma Anti-Counterfeiting & Serialisation 2020 & 3rd Annual Pharma AI, IoT & Blockchain 2020

Common networking area for all conference participants of both tracks - 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.

WHY EXHIBIT?

Make Sales
Debut new products
Profile your brand
Meet new business partners
Develop key relationships
Educate pharma and biotech companies

WHO WILL YOU MEET

CIOs, CEOs, CDOs, Vice Presidents, Presidents, Heads, Directors, Team Leaders, Evangelists and Senior Scientists from the following areas:

Pharmaceutical manufacturers & distributors, Healthcare professionals & Pharmacists, Artificial Intelligence, Machine Learning, IoT, Cloud, Big Data, Deep Learning Blockchain, Counterfeit, 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, Health-care research organizations, Pharmaceutical associations, Anti-counterfeiting organizations, Packaging, labeling and converting companies, Authentication technology suppliers, Anti-counterfeiting service suppliers – IP specialists, investigators, lawyers, Regulatory Compliance, New Product Development & Process Science, Research & Development, Business Development & Operations & Portfolio Management, Scientific & Commercial Affairs

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

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DAY ONE - 04th March 2020
Track 1 (HALL A) - 8th Annual Anti-Counterfeiting, Serialisation, Track & Trace 2020

08:30 – Coffee and registration

09:30 - Chairperson opening remarks

BILL ARONSON
COO
Artificial Intelligence Research Group

MARKET ANALYSIS & CURRENT OVERVIEW

09:40 – Illicit Online Pharmacies & Dark Net Counterfeiting operations

NICHOLAS CALL
Special Agent
FDA

10:20 – EMVO - 1 year after implementation

ADRIAN VAN DEN HOVEN
Director General, Medicines for Europe (President Of The Board Of Directors, European Medicines Verification Organisation (EMVO)

11:00 – Morning Coffee & Networking

CHALLENGES & OPPORTUNITIES

11:30 – Morning Keynote Panel Discussion: – Challenges and Opportunities – Breaking the barriers to utilize the opportunities

- Post (FMD) Deadline – How are we doing? What else needs to be done?
- Combatting counterfeiting, and overcoming the coordination challenges
- Market analysis – EU, US and RoW markets
- Impact of BREXIT
- FMD compliance to be included in GPhC pharmacy inspections
- Strategies and solutions to optimize your information storing and sharing, and quality management
- Future of automation, data and process standardization supports the future of anti-counterfeiting efforts and product integrity
- Next-generation anti-counterfeiting – How to prepare for it? What should be done?

DAY ONE - 04th March 2020
Track 2 (HALL B)
3rd Annual Pharma AI, IoT & Blockchain 2020

08:30 – Coffee and registration

09:30 – Chairperson opening remarks

SIDDHI TRIVEDI
Healthcare Innovator, Co-founder
Beyond Identity

09.40 – How In Silico Clinical Trials initiative can support clinical trials design?

- Virtual patients generation
- AI & Modeling approaches
- Case study

MARION BONNET
Data Visualization & Leverage Manager
Ipsen

10:20 – Appointments, Bookings and Referrals in the NHS

RADHIKA RANGARAJU
Head of Integration, Digital Urgent and Emergency Care, Operations and Information, NHSX

11:00 – Morning Coffee/Tea & Discussion

CHALLENGES & OPPORTUNITIES

11:30 – Keynote Panel Discussion: AI - Challenges and opportunities – Moving forward with a successful strategy

- The Why, How And When of AI in the pharmaceutical industry
- Implementation to Realization – How do we accelerate AI through its lifecycle in Pharma?
- How quickly will regulatory bodies and payers approve and adopt these approaches?
- Preparing for the Implications of "Brexit" in the Pharmaceutical Industry
- How and where should we invest our efforts moving forward?
- Developing regulatory framework in advanced and developing markets – for Today & Tomorrow
- Future of next generation AI

Moderator:

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BILL ARONSON
COO
Artificial Intelligence Research Group

Panellists:

ADRIAN VAN DEN HOVEN
Director General, Medicines for Europe (President Of The Board Of Directors, European Medicines Verification Organisation (EMVO)

NEIL LAWRENCE
Global Serialisation Champion
GSK

ERIK MEZACK
Global Serialization Technical Lead
Teva

JACK JING
Global Business Development Director / Head of EU Commercial Operations, Seacross Pharmaceuticals

12:10 – Serialization – The next wave

- From Compliance to Optimization – Serialization 2.0
- Deployment stories
- Overview ARC
- About Advanco

SAMI BILAL
Director Product Management
Advanco

12:30 – Networking luncheon / Exhibition Visit

INTELLECTUAL PROPERTY PROTECTION

13:30 – E-Commerce: connecting an unconnected Internet ecosystem

- The rising tide of fake pharmacy websites
- How the Internet stakeholders need to become more connected
- There is no silver bullet just lots of small rounds – what needs to be done
- Stemming public demand by raising awareness is key

DAY ONE - 04th March 2020
Track 2 (HALL B)
3rd Annual Pharma AI, IoT & Blockchain 2020

SIDDHI TRIVEDI
Healthcare Innovator, Co-founder
Beyond Identity

Panellists:

RAMINDERPAL SINGH
CEO
Anduril

MARION BONNET
Data Visualization & Leverage Manager
Ipsen

12:10– How "AI" startups can and will disrupt drug discovery & development

RAMINDERPAL SINGH
CEO
Anduril

12:40 – Networking luncheon / Exhibition Visit

IMPACT OF AI

13:30 – Implementation eats strategy for breakfast

- 80% of innovations don't scale to the doctor's office.
- Patient and nurse included development is key to success
- Implementation is not a project, you need a change model, or you will end up frustrated
- Define your change strategy based on the topic, location, therapeutic area and your timeframe.

BRAM VAN LEEUWEN
Lead (digital) Innovation BeNeLux
Sanofi

14:00 – Big Data & Artificial Intelligence, from concept to care

- Big data allows computers to learn patterns, thanks to a technique called machine learning, which empowers classical statistics.
- Big data means finding correlations where the human mind cannot do it, and allows the design of predicitve algorithms.

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MIKE ISLES
Executive Director
European Alliance for Access to Safe Medicines

14:00 - Anti-Counterfeiting Investigations from industry perspective

- The Global issue
- Why do companies need an ACF strategy
- Investigative methods
- Collaboration
- Case study

GARY JOHNSTON
Global Security – Product Crime Investigations
Bayer

14:30 – Digital transformation and anti-counterfeiting strategy

- What will change? What do we need in terms of health?
- Tracking, tracking, tracking
- How to adapt the anti-counterfeiting strategy to the new situation
- How to set up a regulatory oversight committee
- Case study Pharma Industry and Supply Chain 4.0

PATRIK MERCKELL
External Business Process Analyst and Project Manager
Roche (Founder, accent.world sa)

15:00 – Afternoon coffee & Networking

FIGHTING FAKES – BRAND PROTECTION

15:20 – Counteracting Counterfeiting

- Medicines are not ordinary items of commerce and why faking them is like playing Russian Roulette
- The risks of not implementing measures to public health
- Measures being taken in the UK
- Latest updates since implementation

SULTAN DAJANI
Pharmacist Superintendent
Wainwrights Chemists

15:50 - Serialisation, the past the present and the future

DAY ONE - 04th March 2020
Track 2 (HALL B)
3rd Annual Pharma AI, IoT & Blockchain 2020

- Predictive algorithms based on artificial intelligence are about to disrupt healthcare; there are already examples showing impactful evidence.
- The king of big data in Medicine is genome sequencing, an exponential technology, canalized by NGS, at very low price.
- Other significant data layers are sensors and clinical records.
- Systems biology integrated with machine learning are allowing precision medicine, moving clincial research from clinical trials towards Real World Data in silico studies

IGNACIO H. MEDRANO
Founder & Chief Medical Officer
SAVANA

14:30 – How blockchain can foster access to research participants

- Today it is difficult for healthcare providers and researchers to access or generate data they need
- A decentralized patient registry or data-marketplace enables the match-making between individuals and research organizations
- Due to blockchain technology, such a platform does not require a central database, protects the privacy of individuals, and consent to data access can be granted on a case-to-case basis.
- Digital contracts and currencies can automize compensation of data providers

EBERHARD SCHEUER
Chairman
HIT Foundation

15:00 – Afternoon coffee & Networking

BLOCKCHAIN, IOT, AI, BIG DATA

15:20 – Panel Discussion – How can Blockchain transform pharma with AI, IoT and Big Data?

- How blockchain could revolutionise pharmaceuticals & healthcare?
- How can AI and Blockchain work together?
- AI Powered DAOs (Decentralized Autonomous Organizations)
- Blockchain for startups – Where to start?
- IoT and AI enabled devices

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- How did Serialisation legislation originate
- How have industry delivered and what have been the challenges
- What is the next steps for the technology

NEIL LAWRENCE
Global Serialisation Champion
GSK

PHARMACY PERSPECTIVE

16:20 – Pharmacy perspective – Last part of supply chain

- Final part in supply chain before medication reaches patients
- Safe packaging
- Packaging has led to patient safety incidents and dispensing errors, and FMD

LEYLA HANNBECK
CEO
Association of Independent Multiple Pharmacies

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

16:50 – 18:00 – Networking Drinks - Take your discussions further & build new relationships in a relaxed & informal setting

NETWORKING DRINKS

Meet with your industry peers for a relaxed drink at the end of day one

DAY ONE - 04th March 2020
Track 2 (HALL B)
3rd Annual Pharma AI, IoT & Blockchain 2020

- Decentralized data sharing
- Audit trails on data

Moderator:

SIDDHI TRIVEDI
Healthcare Innovator, Co-founder
Beyond Identity

Panellists:

EDDIE GUZDAR
Medical Head of Neuroscience
Sanofi Genzyme

MYLES FURNACE
Digital Health and Data Lead, UK & Ireland Speciality Care, Ipsen

EDITH LECOMTE NORRANT
CEO & CSO
IPSOMEDIC

16:00 – Pharmaceutical world of tomorrow with AI/ML

- How to be confident with AI/ML?
- How to avoid mistakes by using AI/ML…
- Some concrete examples…"

EDITH LECOMTE NORRANT
CEO & CSO
IPSOMEDIC

16:40 – Chairperson's closing remarks and end of conference

16:50 – 18:00 – Networking Drinks - Take your discussions further & build new relationships in a relaxed & informal setting

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DAY TWO - 05th March 2020
Track 1 (HALL A) - 8th Annual Anti-Counterfeiting, Serialisation, Track & Trace 2020

08:30 Coffee and registration

09:30 Chairperson opening remarks

BILL ARONSON
COO
Artificial Intelligence Research Group

SERIALISATION – TRACK & TRACE

09:40 Benefits beyond compliance

MARCEL DE GRUTTER
Project Manager Serialization - Regulatory & Government Affairs Liaison, Abbott

10:20 – Bristol-Myers Squibb Forensics & Brand Protection – Ensuring Supply Chain Integrity and Patient Safety through Advanced Analytical Capability & Matrix Collaboration

- Scope – Who we are, What we do, Matrix teams involved, and Why?
- Technologies, Capabilities, Methodologies, and Strategies used to ensure Integrity of the Supply Chain and Patient Safety
- Case Studies – Recent examples of how Strategies and Technologies are utilized
- Future? How might Brand Protection look in a future state

JEREMY PETERS
Scientist
Bristol-Myers Squibb (USA)

11:00 – Morning Coffee & Networking

11:30 – Panel Discussion with the experts– Serialisation – Track & Trace – Making the best of it

- Identify the challenge and opportunity space for serialization and interoperability: what technology is right for you?

DAY TWO - 05th March 2020
Track 2 (HALL B)
3rd Annual Pharma AI, IoT & Blockchain 2020

08:30 – Coffee and registration

09:30 – Chairperson opening remarks

SIDDHI TRIVEDI
Healthcare Innovator, Co-founder
Beyond Identity

CLOUD / BIG DATA / AI / ML

09:40 – How Cloud Technology Is Moving Pharma Industry Forward

- Using BigData to gain new insight into scientific data.
- Data collection in real time by wearables, researches and programs, structuring them in connected data infrastructure.
- Running AI/ML to push the industry forward.

HUSSAIN AL MUSCATI
Customer Engineering Lead, Life Sciences
Google

HARIPRASAD RADHAKRISHNAN
Customer Engineer
Google Cloud

BIG DATA & ADVANCED ANALYTICS

10:20 – Big data to big impact: AI-driven patient health optimisation

- Regulation of AI in Europe
- The ethics of AI: predicting disease risk, adverse effects, governance
- Ethical concerns of using AI in Healthcare
- Data Privacy and AI in Healthcare

EVI MATHIOU
Legal, Compliance & Quality Manager BA Europe East & South, Novo Nordisk

11:00 – Morning Coffee & Networking

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DAY TWO - 05th March 2020
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- The Business value of Serialization, Crossing your barriers; identify and develop your solutions
- Practical approach to implementing a serialisation solution
- Benefits/Possible Risks Beyond Serialization
- Track & Trace – The smart solution
- What are the traceability challenges still to overcome in the next 5 years?
- Opportunities as we move over the next 3-5 years
- Practical Issues for operationalising

Moderator:

BILL ARONSON
COO
Artificial Intelligence Research Group

Panellists:

MARCEL DE GRUTTER
Project Manager Serialization - Regulatory & Government Affairs Liaison, Abbott

SEBASTIEN MAUEL
Director of the Serialization Program
Ferring Pharmaceuticals

AREN AVADISYAN
Country Quality Head
Sanofi

JOHN SIMMONS
Serialization and Coding Quality Lead
GSK

12:10 – Holistic Supply Chain Management for sensitive Goods

- Addressing the challenges of pharma supply chain tracking from an end-to-end perspective and on article-level
- Using emerging technologies to optimize and automate supply chains

SIMON DOSSEGGER
CEO
modum.io AG

DAY TWO - 05th March 2020
Track 2 (HALL B)
3rd Annual Pharma AI, IoT & Blockchain 2020

11:30 – Where will we get all the data from?

- Through Digital Transformation, retail, finance, and insurance benefit from huge volumes of structured, coded data
- Without such a similar volume in healthcare, blockchain and AI cannot reach their full potential
- The only solution is the consumer

STAN SHEPHERD
CEO
Instant Access Medical

12:00 – Hypertrust X-Chain: The world's first productive blockchain used in clinical trials of personalized healthcare

- Why Blockchain in personalized healthcare?
- Case study: Hyperledger Fabric, Scalability and possible levels of automation
- Hypertrust X-Chain for Clinical Trials: First Productively used blockchain in clinical trials (including mentioning of customer)

ANDREAS GOEBEL
Managing Director
Hypertrust

12:30 – Networking luncheon / Exhibition Visit

INTERNET OF THINGS

13:40 – Panel Discussion: IoT for Pharma and Healthcare industry

- Transforming Pharma industry with IoT
- How big data can revolutionize pharmaceutical R&D
- Leverage new discovery technologies
- The challenges of a IoT transformation
- Big Data Analytics for the Pharmaceutical Industry and Clinical Trials
- Making it useful: Practical approaches

Moderator:

SIDDHI TRIVEDI
Healthcare Innovator, Co-founder
Beyond Identity

8th Annual Pharma Anti-Counterfeiting, Serialisation, Track & Trace 2020

Co-located with

3rd Annual Pharma AI, IoT & Blockchain 2020

"Competences to Combat Counterfeits & Impact of AI, IoT, Blockchain & Big Data in Pharma"

4th & 5th March 2020, Pestana Chelsea Bridge Hotel London, UK

AGENDA AT A GLANCE

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

DAY TWO - 05th March 2020
Track 1 (HALL A) - 8th Annual Anti-Counterfeiting, Serialisation, Track & Trace 2020

12:30 – Networking luncheon / Exhibition Visit

13:50 – Let's get physical

- How we can use physics to defeat fakes

BILL ARONSON
COO
Artificial Intelligence Research Group

14:10 – Establishing a reliable internal network for investigations on crime against products

- Advantages of internal experts
- Importance of internal steering functions

EIKE HILLBRICHT
Corporate Security Manager
Boehringer Ingelheim

14:50 – Afternoon coffee & Networking

REGULATORY

15:20 - Counterfeit medicines - The regulatory and industry challenges

ZINA CHATZIDIMITRIADOU
Counsel
Sidley Austin

15:50 – Panel Discussion: Global regulatory developments and updates

- Recent evolving regulatory frameworks - EU and US – Comparing with RoW
- Understand the coordination challenge across industry and government stakeholders
- How regulation seeks to respond to the collective coordination challenge?
- Global regulatory challenges and solutions
- How government seeks to regulate IoT and emergent technology to address the counterfeiting challenge
- A holistic strategy that includes collaboration with law enforcement authorities, regulatory officials, supply chain partners, and packaging technology specialists
- What governments expect from brand holders and pharmaceutical stakeholders?

DAY TWO - 05th March 2020
Track 2 (HALL B)
3rd Annual Pharma AI, IoT & Blockchain 2020

Panellists:

ALAN HOW
Strategy & Operations - Global Commercial
Merck

STAN SHEPHERD
CEO
Instant Access Medical

RADOUANE OUDRHIRI
CTO
Eagle Genomics

14:20 – What human beliefs technology can and cannot change?

- How people perception on their condition will impact their treatment behaviour
- Why the treatment experience of patients and health care professionals is very important
- How AI and IoT can be used to explore the beliefs of people and ensure personalised support
- Why is it critical to engage patients in the development of technological solutions

GABOR PURMAN
Scientific Solutions Director
NexGen Healthcare Communications

15:00 – Afternoon coffee & Networking

THE FUTURE

15:20 – Panel Discussion: Where to from here? Disruptive Economics of upcoming Technology

- How will technological trends impact the future of the pharma?
- Tech companies in pharma: could they change the industry forever?
- Where should companies start from for implementing the same?
- The road to digital success in pharma
- Final take away points for today

Moderator:

SIDDHI TRIVEDI
Healthcare Innovator, Co-founder
Beyond Identity

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CR0 5RA

+44-20 3509 3779
info.uk@virtueinsight.com

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Moderator:

BILL ARONSON
COO
Artificial Intelligence Research Group

Panellists:

MATTHEW COPE
Deputy Director, IP Enforcement
Intellectual Property Office

ZINA CHATZIDIMITRIADOU
Counsel
Sidley Austin

16:20 - Chairperson's closing remarks and end of conference

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

DAY TWO - 05th March 2020
Track 2 (HALL B)
3rd Annual Pharma AI, IoT & Blockchain 2020

Panellists:

PATRIC JARCHOW
Head of Global Multi-Channel Strategy & Execution
Merck KGaA

NICLAS NILSSON
Head of R&D Open Innovation
LEO Pharma

PINGPING NI
Director, Biometrics Team Lead
AstraZeneca

16:00 – Chairperson's closing remarks and end of conference

FOR SPONSORSHIP OPPORTUNITIES:-

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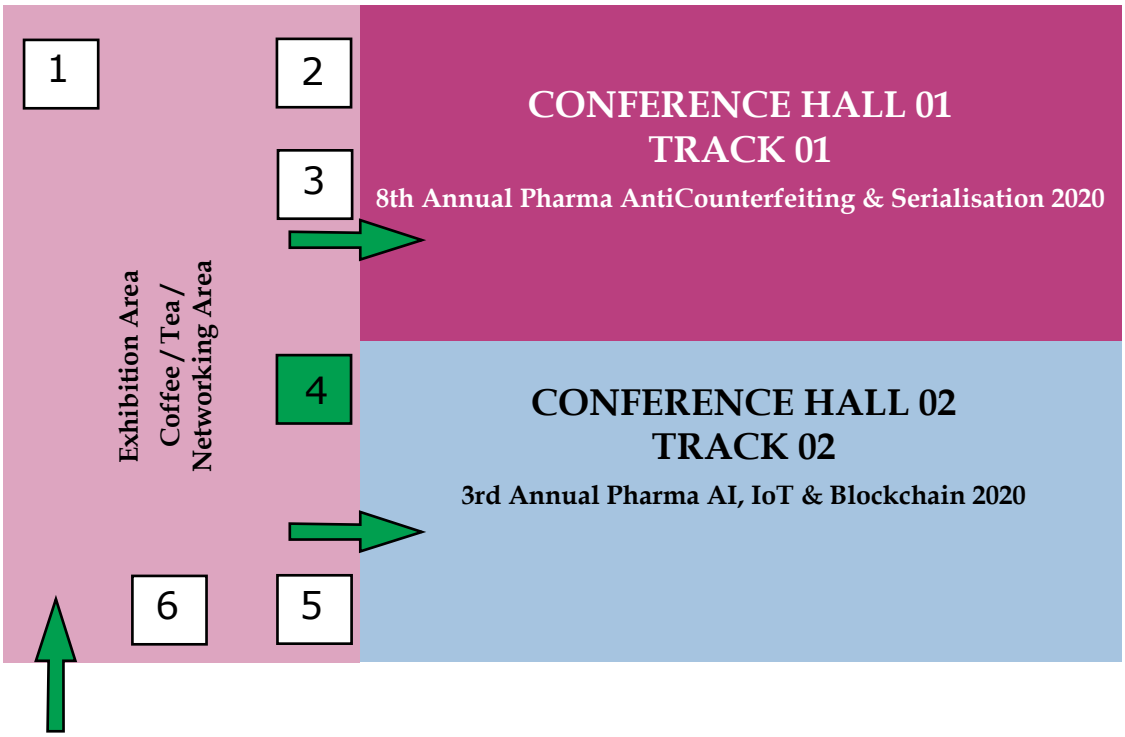
FLOOR PLAN - Book your stalls now before they run out !!!



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

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REGISTER ONLINE :

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Link : https://www.virtueinsight.com/pharma/3rd-Annual-Phrama-AI-IoT--Blockchain-2020/products/

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3 for 2 Offer

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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.

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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 for £500.

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.

VENUE

Pestana Chelsea Bridge Hotel

Address: 354 Queenstown Rd, London SW8 4AE, UK
Phone: +44 20 7062 8000

MAP & DIRECTIONS

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