

# 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



**ALBERT CABRELLI**  
Assistant Attache  
Homeland Security Investigations (HSI)



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



**JYRKI SYVAERI**  
Corporate Director Supply Chain Integrity  
Boehringer Ingelheim



**KATIE SILK**  
Director Global Security Investigations  
AstraZeneca



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



**FILIPPO DAL MASO**  
Head of Serialisation & Vaccines Traceability  
GSK Biologicals



**HEIKO TREFZGER**  
Senior Business Analyst & Product Manager  
Roche



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



**MERIE M LOUDIYI**  
Director of Trademarks and Anti-Falsification  
Department, Servier



**HUGUES ISEL**  
Global Quality Manager - Crisis Management  
Roche



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



**CAMILLE DISS**  
CPO  
EDGYN



**DANIEL LAVERICK**  
Chief Digital & Data Officer  
Zuellig Pharma



**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

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## Key Speakers Include



**MIKE ISLES**  
Executive Director  
ASOP EU/EAASM



**LEYLA HANNBECK**  
Chief Executive  
Association of Independent Multiple  
Pharmacies



**TONY ORME**  
Director  
Pharma Distribution Consulting

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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](mailto:delegate.uk@virtueinsight.com)

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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.

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## 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.

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## AGENDA AT A GLANCE

Conference Info

Floor Plan

## DAY ONE - 07th February 2023

08:30 – Coffee and registration

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09:30 – Morning Chair's opening remarks

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

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### MARKET ANALYSIS

09:40 – FDA Office of Criminal Investigations and its International Operations Program and Cyber Crimes Unit

- The US FDA Office of Criminal Investigations (OCI).
- FDA OCI International Operations Program (IOP).
- FDA OCI Cyber Crimes Unit (CclU).
- Some case samples of non-approved products being imported into the United States.
- Concealment methods of non-approved products being imported into the United States.

**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)

**KATIE SILK**  
Director Global Security Investigations  
AstraZeneca

**KASPER ERNEST**  
Secretary General  
Affordable Medicines Europe

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

.....

12:20 – Driving Pharma Supply Chain Resilience with Blockchain

- By 2023, over 75% of life science manufacturers are predicted to invest in intelligent supply chain solutions to enable greater resilience.
- Discover how businesses are successfully leveraging serialisation and blockchain to increase supply chain resilience and protect supply chains from counterfeits.
- Explore how technology breaks down data silos, enabling plug-and-play products such as eZTracker, an award-winning blockchain traceability solution that enables secure real-time authentication and data - driven fraud investigation of serialised products for better patient safety.

**DANIEL LAVERICK**  
Chief Digital & Data Officer  
Zuellig Pharma

.....

12:40 – Networking luncheon / Exhibition Visit

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## DAY ONE - 07th February 2023

### 13:50 - The Art of Anti-Counterfeiting

**HEIKO TREFZGER**

Senior Business Analyst & Product Manager  
Roche

.....

### 14:30 - Falsified medicines on the Internet - how close are we to achieving real solutions?

- Does the Digital Services Act fulfil its objective and adds to the EU pharmacy Common Logo?
- What is the potential of the US DRUGS Act?
- What measures can the Medicrime Convention implement?
- Could a Google algorithm be used to demote rogue websites to lower search pages?
- How effective can a top level domain name, like DotPharmacy be?
- Is Public awareness still the key to curtailing demand?

**MIKE ISLES**

Executive Director  
ASOP EU / EAASM

.....

### 15:10 - Afternoon coffee & Networking

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## 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

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### 17:00 - 18:00 - Networking Drinks Session

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## 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

**ALBERT CABRELLI**  
Assistant Attache  
Homeland Security Investigations (HSI)

.....

10:20 – UK Healthcare Distribution – future challenges and opportunities

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

**TONY ORME**  
Director  
Pharma Distribution Consulting

.....

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

**FILIPPO DAL MASO**  
Head of Serialisation & Vaccines Traceability  
GSK Biologicals

**HEIKO TREFZGER**  
Senior Business Analyst & Product Manager  
Roche

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

.....

12:20 – Why the fingerprint technology has taken over physical solutions in brand protection?

- Pharma case study of fingerprint implementation in replacement of security stickers
- Focus on optimization : costs, efficiency, brand protection data

**CAMILLE DISS**  
CPO  
EDGYN

.....

12:50 – Networking luncheon / Exhibition Visit

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### 14:00 – Advantages of Digital and Pharma E labelling vs Printing on Paper(Packaging Serialisation)

**NEHA MEHTA**  
Regulatory CMC Facilitator  
Novartis

- 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:

**LEYLA HANNBECK**  
Chief Executive  
Association of Independent Multiple Pharmacies

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

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

### 15:10 – Afternoon coffee & Networking

### 15:30 – 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

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

### 16:50 – End of 11th Annual Pharma Anti-Counterfeiting & Serialisation 2023

## REGULATORY

### 16:00 – 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

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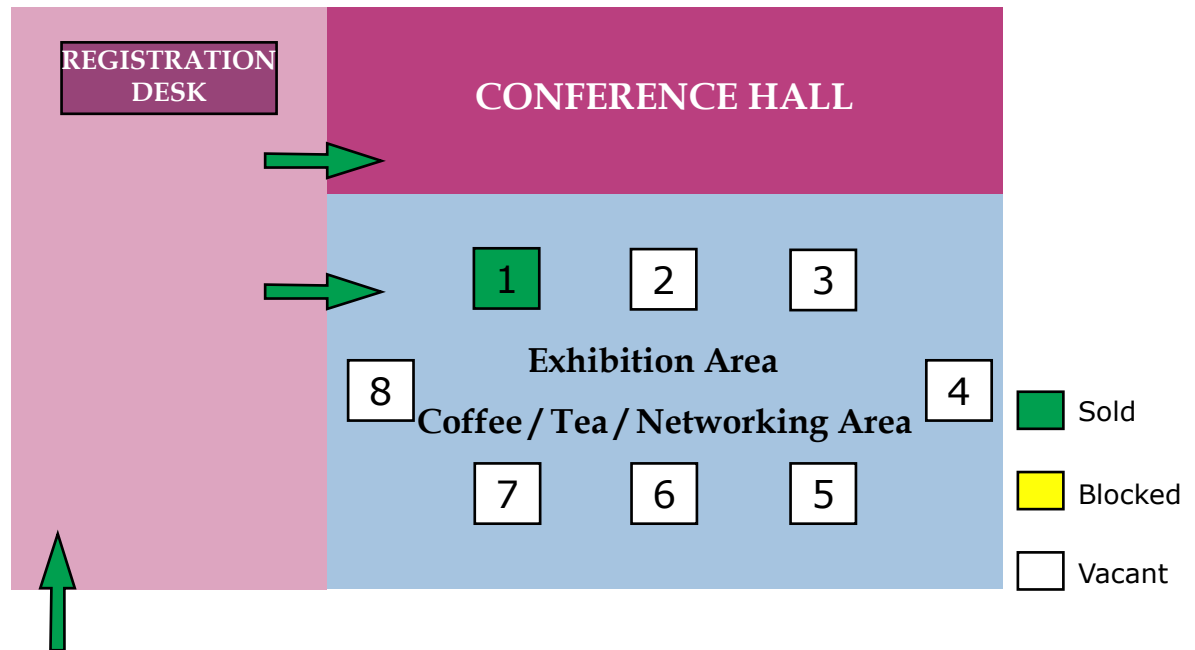
Day One

Day Two

Floor Plan

Booking Details

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



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| 1.  | 5.  |
| 2.   | 6.   |
| 3.   | 7.   |
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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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**How to Pay**  
(Choose one of the following payment options)

### RESERVATION PRICING:

#### STANDARD PRICE

1 Delegate @ **£1299 + VAT**

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I enclose a cheque for £

Please charge my card £

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

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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

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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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#### VENUE

Pestana Chelsea Bridge Hotel

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#### MAP & DIRECTIONS

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