

## MAIN CONFERENCE DAY ONE

<b>8:30</b>	<b>REGISTRATION &amp; COFFEE</b>
8:50	Welcome from Pharma IQ
8:55	Chairman's Opening Remarks & Welcome
9:00	CASE STUDY: Benefits of Offshoring & Centralising - A Graphic Design Perspective Chikkam Rama Mohan Rao, Senior Director - Global Regulatory, Novo Nordisk
9:30	Get connected: Embrace the Changing Patient Journey and Strengthen Your Brand Across Physical and Digital Channels Mike Baird, Global Business Development, Esko
10:00	Current Regulatory Issues and Packaging Changes: Gain Clarity and Develop Solutions Johan Verhaeghe, FMD Project Manager, Medicines for Europe
10:30	Why Your Labelling Process is Obsolete Askold Zimmermann, Account Executive, Global Vision
<b>10:45</b>	<b>NETWORKING COFFEE BREAK</b>
11:15	Packaging Sustainability: Scrutinising the Revised ISO 14001 Horst Kastrup, Senior Regulatory Advisor, MEDA Pharma
11:50	Avoiding Labelling Misprints: The Truth Behind the Labelling Review Process Marc Chaillou, Account Manager, Schlafender Hase GmbH
12:25	Technology Demo Drive Split into groups and rotate around an exhibition that showcases all the latest technological innovations from various leading companies
<b>13:00</b>	<b>NETWORKING LUNCH</b>
14:00	PANEL DISCUSSION: Emerging Technologies – How can the Latest Packaging and Labelling Innovations Increase your Efficiencies? Chris Doyle, Managing Director, Genshone Transformation Robert Moss, Board Member & Director of Professional Development, European Association of Hospital Pharmacists Germano Alberti, Sales and Marketing Manager, Igb
14:55	Artwork Management Systems: Strategies for Success Suzanne Ivory, Global Head of Quality, Perigord
<b>15:30</b>	<b>NETWORKING COFFEE BREAK</b>
16:00	What Are the Main Challenges of Serialisation & Traceability Applications for Packaging Lines? Julia Guedes Canicali, Project Manager, Novo Nordisk
16:35	Master Data Management: The Missing Link in Packaging and Serialisation Initiatives Chris Doyle, Managing Director, Genshone Transformation
17:10	Chairman's Closing Summary
<b>17:20</b>	<b>NETWORKING DRINKS RECEPTION</b>

## MAIN CONFERENCE DAY TWO

<b>8:45</b>	<b>REGISTRATION &amp; NETWORKING COFFEE</b>		
9:15	Chairman's Recap of Day One		
9:20	Strategies for Packaging Branding in Pharmaceuticals Iñaki Remiro, Global Packaging & Design Management, Almirall		
9:55	Enterprise Serialisation: Best practice for global commercial supply in an evolving market Ian Parsonage, Director of Global Serialization Services, PCI Pharma Services		
<b>10:30</b>	<b>NETWORKING COFFEE BREAK</b>		
11:00	EU FMD Readiness – A Stage Play in Three Acts Stefan Artlich, Director Product Tracking and Authentication, Bayer AG		
11:35	GS1 Standards – A Toolkit for Fighting Against Pharmaceutical Counterfeiting Géraldine Lissalde-Bonnet, Director Public Policy, GS1 Global Office		
<b>12:10</b>	<b>NETWORKING LUNCH</b>		
13:10	CASE STUDY: Lundbeck's Integrated Artwork and Master Data Workflow Tina Schuleit, Senior Manager, Artwork & Master Data, Lundbeck		
13:45	The Implications of the New EU Medical Device Regulations on Combination Product Packaging Andrew Love, Pharmaceutical Advisory Services, Be4ward		
14:20	<b>INTERACTIVE ROUND TABLE SESSIONS!</b>		
	<b>PACKAGING TABLES:</b>  -What are the best tamper-evident solutions that comply with regulations and are cost efficient? Germano Alberti, Sales and Marketing Manager, Igb  -How can we encourage patient compliance with smart packaging?	<b>LABELLING TABLES:</b>  -What are the best ways to cater to a global and multi-lingual market?  -How can we adapt to new serialisation regulations?	<b>ARTWORK TABLES:</b>  -Artwork management systems - how can these improve quality and time to market?  -Strategies for integrating artwork and master data workflows
<b>14:55</b>	<b>NETWORKING COFFEE BREAK</b>		
15:25	Protecting Patients with Latest Innovations Ruxandra Rogosca M.D., PhD, Global Pharmacovigilance Manager, Omega Pharma Corporate		
16:00	Ensuring Child Safety – and Improving Anti-Counterfeiting Packaging Stephen Wilkins, Chairman, Child-Safe Packaging Group		
<b>16:35</b>	<b>CHAIRMAN'S SUMMARY AND CLOSE OF CONFERENCE</b>		

