

# Pharma Packaging & Labeling Innovation Program (PPL)



**A PLATFORM FOR SUCCESS**

7<sup>th</sup> - 8<sup>th</sup>  
MAY 2015  
Munich, Germany



# Pharma Packaging & Labeling Innovation Program

Listen to an exciting line up of speakers, participate in thought provoking panel discussions and interact with over 200 leaders from the Pharma Packaging Industry

## Key Topics

- Pharmaceutical Packaging: Implementing Innovations and latest developments alongside its Global Challenges.
- EU Policies AND Strategies : Emphasizing on its future vision.
- Labelling compliance , assuring consistency in pharmaceutical Labelling across the Globe.
- Exploring pharmaceutical packaging techniques for maintaining potency of drug to the end of its shelf life

## Benefits of attending

**200+** Attendees from Europe,Asia & USA .

**15+** Industry speakers including VP & C-Level industry representatives

**12+** Hours of connecting industry together in one inspiring meeting place

**1/2 Day** Workshop lead by industry thought leaders

**4** Interactive panel discussions and interactive sessions by industry experts



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Countries Represented



Networking Hours



Interactive Sessions



Delegates



## Delegates at PPL

Head Pharma Packaging  
Pharma Packaging Design  
Pharma Vendor Selection  
Purchasing Head Pharma  
Outsourcing Pharma Packaging  
Head Innovation Pharma  
Packaging  
Global Pharma Technologist  
Buyer Pharma Packaging  
Pharma Engineer Research and  
development

### Presentation & Interactive Sessions Led By:



**Ruxandra Rogosca**  
Regulatory and Medical  
Affairs Manager Reckitt  
Benckiser



**Astrid Hilde Myrset**  
Director  
AlgiPharma



**Diderik Boot**  
Medical Director  
HAL Allergy



**Thekla Kurz**  
Director, New  
Business Projects  
Merck KGaA

### Sample Delegates

Abbot  
Astra Zeneca  
Almirall  
Bayer Health Care  
Boehringer Ingelheim  
Daiichi Sankyo  
Esteve  
Eisai  
Ferring  
GlaxoSmithKline  
Grünenthal  
Johnson & Johnson  
Lilly  
Merck & Co  
Novartis  
Orion Pharma  
Pfizer  
Takeda  
Pharmaceutical  
Merck & Co

*"Interesting presentations, good line up of meetings. I expect 5 follow up meetings with the companies I met."*

Global Head of R&D

*"Very Satisfied with the level of speakers at the conference programme"*

Head of Pharma Packaging & development

*"Many company delegates, so perfect as many had buying authorisation"*

Director Packaging and R & D

*"All the conversations were interesting and mostly positive"*

Innovation Packaging Technologist



# Programme

**Precise co-ordination,  
Extraordinary results**

## Interactive Training Workshop Day

**13.30 -14.00**      **Lunch And Registration**

**14.00 -17.00**      **Workshop:** Product Packaging In Cross Border Supply And Implementation Of Counterfeit Strategies For Protection Of Your Brand

### **HIGHLIGHTS OF THE WORKSHOP**

- \* How serialization works?
- \* Developing a cost-effective approach to implement serialization globally
- \* Design for your most demanding security concerns
- \* Bar coding
- \* Applying technologies as RFID, Holograms and Specroscopy

**17:30**      **END OF WORKSHOP**

## Benefits of attending

- **Listen** to the brand owners discuss how they access and succeed in new and emerging markets
- **Discover** how to get your message across without overwhelming consumers
- **Understand** how latest innovative technologies support your packaging operations
- **Learn** how to make Packaging your brand identity
- **Join** speaker sessions, expert panel discussions and interact with over 200 attendees

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# Programme

Precise co-ordination,  
Extraordinary results

## Conference Programme Day

08.45 -09.00	<b>Chairman's Opening Remarks</b>
09.00 -09.30	<b>Keynote presentation 1:</b> Pharmaceutical Packaging: Implementing innovations and latest developments alongside its global challenges .
09.30 -10.00	<b>Keynote presentation 2:</b> EU Policies and Strategies: Emphasizing on its future vision.
10.00 -10.30	<b>Keynote presentation 3:</b> Labelling compliance, assuring consistency in pharmaceutical labelling across the globe
10.30 -11.45	<b>Exhibition, Cofee and Networking</b>
11.45 -12.15	<b>Keynote presentation 4:</b> Tamper evident pharma packaging, an effective strategem against counterfeit
12.15 -12:45	<b>Panel Discussion 1</b>
12.45 -13:45	<b>Lunch and Networking</b>
13:45 -14:15	<b>Keynote presentation 5:</b> Effective drug packaging and technologies: techniques enhacing child security, adherence and ease of use
14:15 -14:45	<b>Keynote presentation 6:</b> Survival of a product in supply chain- packaging failure to mitigate against damage to your product and the outcomes of this for product efficacy
14:45 -15:00	<b>Keynote presentation 7:</b> Benifiting from molecular spectroscopy as a tool of detection of counterfeit product.
15:00 -16:00	<b>Exhibition Space Coffee &amp; Networking Session</b>
16:00 -16:30	<b>Keynote presentation 8:</b> Exploring pharmaceutical packaging techniques for maintaining potency of drug to the end of its shelf life
16:30 -17:00	<b>Keynote presentation 9:</b> Solution to packaging challenges : approaches for a controlled and effective online pharma retailing
16:30 -17:00	<b>Panel Discussion 2</b>
16:30 -17:00	<b>Chairman's Closing Remarks</b>
17:00	<b>End of PPL Conference</b>

# Delegate Package

- Half Day Interactive Workshop Session
- Access to all conference rooms / Exhibition/ Meetings and networking area
- Participate in 15 interactive session and workshops
- Strong 12 hours peer to peer networking opportunities with over 200 esteemed peers
- Complete list of delegates with their profiles before the event
- 150 word company profile and logo on website and packaging catalogue
- 150 word personal profile and picture in packaging catalogue
- Full marketing on website and on email invitations and programme pdf
- Maximum exposure for all clients to brand and meet you at the event
- Coffee, drinks, lunch & dinner

**ROI**  
€ \$ ¥ £

## End User/ Brand Owner Delegate

- € 990 (With Workshop)
- € 490 (Without Workshop)

## Supplier/ Solution Provider Delegate

- € 1,590 (With Workshop)
- € 1,190 (Without Workshop)

For multiple bookings contact: [info@worldbil.com](mailto:info@worldbil.com)

+ 44 (0) 20 7789 1100



**Phone:** +44 (0) 207 789 1100  
**Fax:** +44 (0) 207 980 4989  
**Email:** [info@worldbil.com](mailto:info@worldbil.com)

\* Plus applicable VAT and Service charge