

“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 Include



**NICHOLAS CALL**  
Special Agent  
FDA



**KONRAD DOBSCHUETZ**  
Commercial Director Upjohn Division - Agile  
Team Developed Markets, **Pfizer**



**STEVE ABRAHAMSON**  
Sr. Director, Product Cyber Security  
GE Healthcare (USA)



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



**GALIT MEYRAN**  
Serialization Global Program Manager  
Teva



**NICLAS NILSSON**  
Head of R&D Open Innovation  
LEO Pharma



**STEVE WILLIAMSON**  
Audit Account Director, Information Security and  
Data Privacy, **GSK**



**EDDIE GUZDAR**  
Medical Head of Neuroscience  
Sanofi Genzyme



**NATALIA M. MONTEIRO**  
Blockchain specialist  
Frontiers



**PINGPING NI**  
Director, Biometrics Team Lead  
AstraZeneca



**ALAN HOW**  
Strategy & Operations - Global Commercial  
Merck



**HUSSAIN AL MUSCATI**  
Customer Engineering Lead, Life Sciences  
Google



**MARCO GUIDOBALDI**  
Sales Engineer - Healthcare & Life Sciences  
Google



**SIMON DOSSEGGER**  
CEO  
modum.io AG



**EBERHARD SCHEUER**  
Chairman  
HIT Foundation



**GABOR PURMAN**  
Scientific Solutions Director  
NexGen Healthcare Communications



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



**JEREMY PETERS**  
Scientist  
Bristol-Myers Squibb



**NEIL LAWRENCE**  
Global Serialisation Champion  
GSK



**GARY JOHNSTON**  
Crime Defense Senior Investigator &  
UK / I Security Manager, **Bayer**



**AREN AVADISYAN**  
Country Quality Head  
Sanofi



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

Organized by



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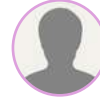
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Key Speakers Include



**JOHN SIMMONS**  
Serialization and Coding Quality Lead  
GSK



**SIDDHI TRIVEDI**  
Director, Beowulf Proof Works (Co-Founder,  
Beyond Identity)



**EIKE HILLBRICHT**  
Corporate Security Manager  
Boehringer Ingelheim



**EDITH LECOMTE NORRANT**  
CEO & CSO  
IPSOMEDIC



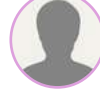
**SEBASTIEN MAUEL**  
Director of the Serialization Program  
Ferring Pharmaceuticals



**RADHIKA RANGARAJU**  
Head of Integration, Digital Urgent and Emer-  
gency Care, Operations and Information NHSX



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



**ROBIN SMITH**, Security and Information  
Assurance Lead, Independent Office for Police  
Conduct (IOPC)



**LEYLA HANNBECK**  
CEO, Association of Independent Multiple  
Pharmacies



**TRACQ ANTOINE**  
Head of Commercial Logistics & Serialization  
Galderma



**SULTAN DAJANI**  
Pharmacist Superintendent  
Wainwrights Chemists



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



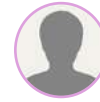
**MATTHEW COPE**  
Deputy Director, IP Enforcement  
Intellectual Property Office



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



**BRAM VAN LEEUWEN**  
Lead (digital) Innovation BeNeLux  
Sanofi



**MONIKA DERECQUE-POIS**  
Director General, GIRP – European  
Healthcare Distribution Association



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



**BILL ARONSON**  
COO  
Artificial Intelligence Research Group



**RAMESH KRISHNAMURTHY**  
Senior Advisor, Division of Data, Analytics &  
Delivery for Impact, WHO (World Health  
Organization)



**MARIE MANLEY**  
Partner, Head of the Life Sciences  
Sidley Austin



**SANDY EISEN**  
Chief Medical Officer  
Frontline Pharma Consulting

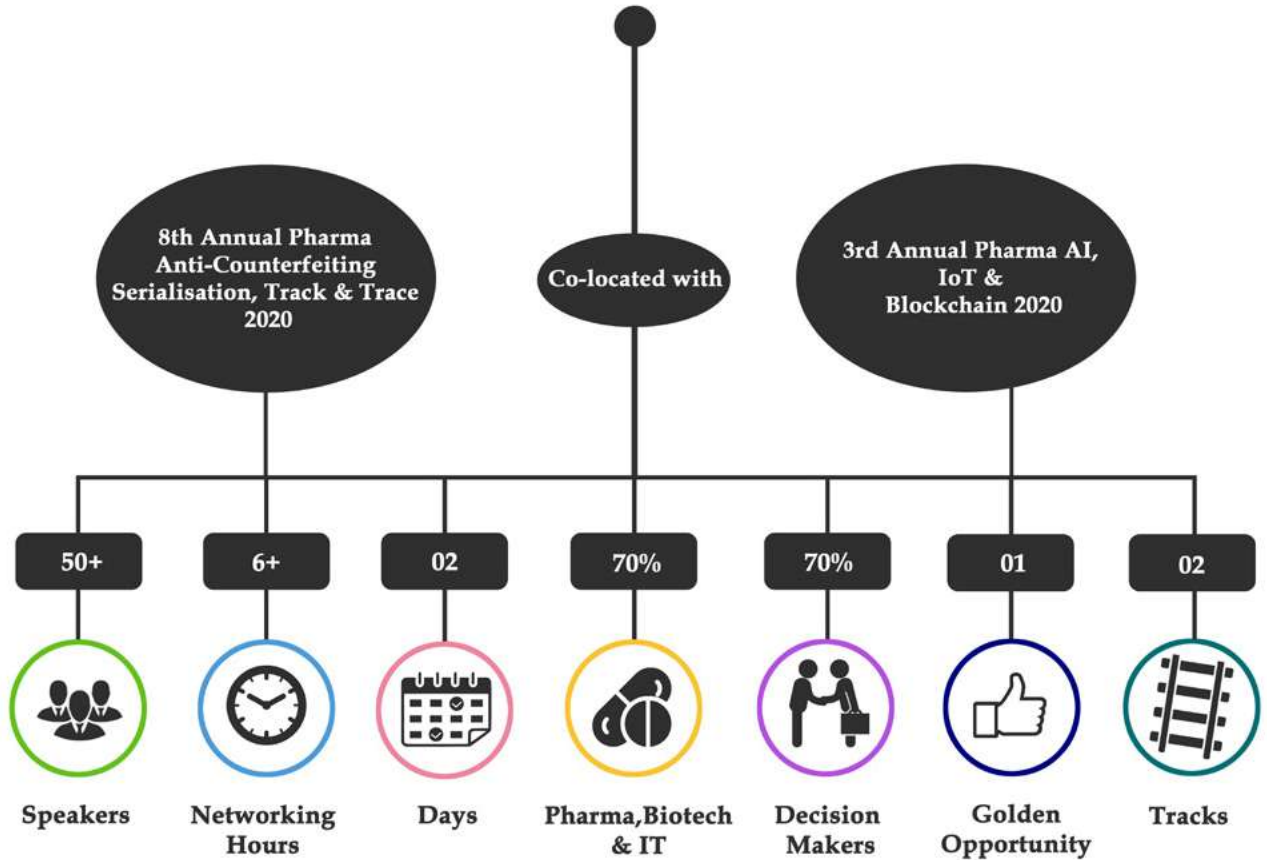
Plus many more COMING SOON.....

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WHO ATTENDS?



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AT A GLANCE

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

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DAY ONE - 04th March 2020

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

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 <b>BILL ARONSON</b> COO Artificial Intelligence Research Group
<b>MARKET ANALYSIS &amp; CURRENT OVERVIEW</b> 09:40 - Illicit Online Pharmacies & Dark Net Counterfeiting operations <b>NICHOLAS CALL</b> Special Agent FDA
10:20 - Topic TBC <b>MONIKA DERECQUE-POIS</b> Director General GIRP – European Healthcare Distribution Association
11:00 - Morning Coffee & Networking
<b>CHALLENGES &amp; OPPORTUNITIES</b> 11:30 - Morning Keynote Panel Discussion: - Challenges and Opportunities - Breaking the barriers to utilize the opportunities <ul style="list-style-type: none"> <li>• Post (FMD) Deadline - How are we doing? What else needs to be done?</li> <li>• Combatting counterfeiting, and overcoming the coordination challenges</li> <li>• Market analysis - EU, US and RoW markets</li> <li>• Impact of BREXIT</li> <li>• FMD compliance to be included in GPhC pharmacy inspections</li> <li>• Strategies and solutions to optimize your information storing and sharing, and quality management</li> </ul>

08:30 - Coffee and registration
09:30 - Chairperson opening remarks <b>SIDDHI TRIVEDI</b> Director Beowulf Proof Works (Co-Founder, Beyond Identity)
<b>MARKET OVERVIEW &amp; ANALYSIS</b> 09:40 - Shaping the future of AI in Pharma <ul style="list-style-type: none"> <li>• What's holding back the application of AI in Pharma?</li> <li>• AI in Pharma and Biomedicine</li> <li>• Looking beyond the hype and find the underlying trends that matter in business</li> <li>• How AI technology can accelerate, cheapen and De-Risk R&amp;D</li> <li>• AI initiative towards drug discovery</li> </ul>
10:20 - Appointments, Bookings and Referrals in the NHS <b>RADHIKA RANGARAJU</b> Head of Integration, Digital Urgent and Emergency Care, Operations and Information, NHSX
11:00 - Morning Coffee/Tea & Discussion
<b>CHALLENGES &amp; OPPORTUNITIES</b> 11:30 - Keynote Panel Discussion: AI - Challenges and opportunities - Moving forward with a successful strategy <ul style="list-style-type: none"> <li>• The Why, How And When of AI in the pharmaceutical industry</li> <li>• Implementation to Realization - How do we accelerate AI through its lifecycle in Pharma?</li> <li>• How quickly will regulatory bodies and payers approve and adopt these approaches?</li> </ul>

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- 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?

Moderator:

**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

**GALIT MEYRAN**  
Serialization Global Program Manager  
Teva

**MONIKA DEREQUE-POIS**  
Director General, GIRP – European Healthcare Distribution Association

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

12:10 - Solution Provider Presentation

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12:30 - Networking luncheon / Exhibition Visit

INTELLECTUAL PROPERTY PROTECTION

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

- 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:

**SIDDHI TRIVEDI**  
Director  
Beowulf Proof Works (Co-Founder, Beyond Identity)

Panellists:

**STEVE WILLIAMSON**  
Audit Account Director, Information Security and Data Privacy, GSK

**NATALIA M. MONTEIRO**  
Blockchain specialist  
Frontiers

**RAMESH KRISHNAMURTHY**  
Senior Advisor, Division of Data, Analytics & Delivery for Impact, WHO (World Health Organization)

12:10- Solution Provider Presentation

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IMPACT OF AI

13:30 - Topic TBC

**BRAM VAN LEEUWEN**  
Lead (digital) Innovation BeNeLux  
Sanofi

14:00 - Topic TBC

Speaker TBC



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- 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

**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**

Crime Defense Senior Investigator & UK / I Security Manager, 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

DAY ONE - 04th March 2020

Track 2 (HALL B)  
3rd Annual Pharma AI, IoT & Blockchain 2020

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 automate 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
- Decentralized data sharing
- Audit trails on data

Moderator:

**SIDDHI TRIVEDI**

Director

Beowulf Proof Works (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



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3rd Annual Pharma AI, IoT & Blockchain 2020

**SULTAN DAJANI**  
Pharmacist Superintendent  
Wainwrights Chemists

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

- 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

**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

NETWORKING DRINKS



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

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<p>DAY TWO - 05th March 2020 Track 1 (HALL A) - 8th Annual Anti-Counterfeiting, Serialisation, Track &amp; Trace 2020</p> <p>08:30 Coffee and registration</p>
<p>09:30 Chairperson opening remarks</p> <p><b>BILL ARONSON</b> COO Artificial Intelligence Research Group</p>
<p><b>SERIALISATION - TRACK &amp; TRACE</b></p> <p>09:40 Benefits beyond compliance</p> <p><b>MARCEL DE GRUTTER</b> Project Manager Serialization - Regulatory &amp; Government Affairs Liaison, <b>Abbott</b></p>
<p>10:20 - Bristol-Myers Squibb Forensics &amp; Brand Protection - Ensuring Supply Chain Integrity and Patient Safety through Advanced Analytical Capability &amp; Matrix Collaboration</p> <ul style="list-style-type: none"> <li>• Scope - Who we are, What we do, Matrix teams involved, and Why?</li> <li>• Technologies, Capabilities, Methodologies, and Strategies used to ensure Integrity of the Supply Chain and Patient Safety</li> <li>• Case Studies - Recent examples of how Strategies and Technologies are utilized</li> <li>• Future? How might Brand Protection look in a future state</li> </ul> <p><b>JEREMY PETERS</b> Scientist Bristol-Myers Squibb</p>
<p>11:00 - Morning Coffee &amp; Networking</p>
<p>11:30 - Panel Discussion with the experts- Serialisation - Track &amp; Trace - Making the best of it</p> <ul style="list-style-type: none"> <li>• Identify the challenge and opportunity space for serialization and interoperability: what technology is right for you?</li> </ul>

<p>DAY TWO - 05th March 2020 Track 2 (HALL B) 3rd Annual Pharma AI, IoT &amp; Blockchain 2020</p> <p>08:30 - Coffee and registration</p>
<p>09:30 - Chairperson opening remarks</p> <p><b>SIDDHI TRIVEDI</b> Director, <b>Beowulf Proof Works</b> (Co-Founder, <b>Beyond Identity</b>)</p>
<p><b>CLOUD / BIG DATA / AI / ML</b></p> <p>09:40 - How Cloud Technology Is Moving Pharma Industry Forward</p> <ul style="list-style-type: none"> <li>• Using BigData to gain new insight into scientific data.</li> <li>• Data collection in real time by wearables, researches and programs, structuring them in connected data infrastructure.</li> <li>• Running AI/ML to push the industry forward.</li> </ul> <p><b>HUSSAIN AL MUSCATI</b> Customer Engineering Lead, Life Sciences <b>Google</b></p> <p><b>MARCO GUIDOBALDI</b> Sales Engineer - Healthcare &amp; Life Sciences <b>Google</b></p>
<p><b>SECURITY - 2020</b></p> <p>10:20 - Securing Medical Devices within the IoT</p> <ul style="list-style-type: none"> <li>• Medical Device Security is critical to improving patient care, protecting patient safety and privacy</li> <li>• Medical devices are similar to IT but cannot be secured as a conventional IT device</li> <li>• Medical Device Manufacturers must enable the device operators to protect the devices</li> <li>• Developing better risk management techniques will provide a path to a solution</li> </ul> <p><b>STEVE ABRAHAMSON</b> Sr. Director, Product Cyber Security <b>GE Healthcare (USA)</b></p>

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DAY TWO - 05th March 2020

Track 1 (HALL A) - 8th Annual Anti-Counterfeiting,  
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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:**

**TRACQ ANTOINE**  
Head of Commercial Logistics & Serialization  
Galderma

**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

DAY TWO - 05th March 2020

Track 2 (HALL B)  
3rd Annual Pharma AI, IoT & Blockchain 2020

**11:00 – Morning Coffee & Networking**

**SECURING SUPPLY CHAIN & LOGISTICS**

**11:30 – Use cases for blockchain in pharma**

- The manufacturing supply chain – a logistics nightmare
- Drug safety – how drugs are manufactured
- Inventory management
- Public safety and consumer awareness
- Clinical trial management

**12:10 – Solution Provider Presentation**

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**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**  
Director, Beowulf Proof Works (Co-Founder, Beyond Identity)

**Panellists:**

**KONRAD DOBSCHUETZ**  
Commercial Director Upjohn Division - Agile Team  
Developed Markets, Pfizer

“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

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

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

<p><b>SIMON DOSSEGGER</b> CEO modum.io AG</p>
<p>12:30 – Networking luncheon/ Exhibition Visit</p>
<p style="text-align: center;"><b>IMPACT OF TECHNOLOGY</b></p> <p>13:40 – Counterfeiting Technologies – Welcome to the digital world</p> <ul style="list-style-type: none"> <li>Emerging technologies to tackle counterfeiting</li> <li>Things to carry out while implementing new technologies into their business processes, and practices</li> <li>Identifying the right solution for your requirement</li> <li>Working closely and effectively with different stakeholders to avoid implementation and interoperability challenges</li> <li>IT challenges to integrate track &amp; trace solutions in production and supply chain</li> <li>Carving the way for future global serialization process with the aid of technology</li> </ul>
<p>14:00 – Topic TBC</p> <p><b>BILL ARONSON</b> COO Artificial Intelligence Research Group</p>
<p>14:20 – Establishing a reliable internal network for investigations on crime against products</p> <ul style="list-style-type: none"> <li>Advantages of internal experts</li> <li>Importance of internal steering functions</li> </ul> <p><b>EIKE HILLBRICHT</b> Corporate Security Manager Boehringer Ingelheim</p>
<p>15:00 – Afternoon coffee &amp; Networking</p>
<p style="text-align: center;"><b>REGULATORY</b></p> <p>15:20 - Counterfeit medicines - The regulatory and industry challenges</p>

<p><b>ALAN HOW</b> Strategy &amp; Operations - Global Commercial Merck</p> <p><b>ROBIN SMITH</b> Security and Information Assurance Lead, Independent Office for Police Conduct (IOPC)</p>
<p>14:20 – What human beliefs technology can and cannot change?</p> <ul style="list-style-type: none"> <li>How people perception on their condition will impact their treatment behaviour</li> <li>Why the treatment experience of patients and health care professionals is very important</li> <li>How AI and IoT can be used to explore the beliefs of people and ensure personalised support</li> <li>Why is it critical to engage patients in the development of technological solutions</li> </ul> <p><b>GABOR PURMAN</b> Scientific Solutions Director NexGen Healthcare Communications</p>
<p>15:00 – Afternoon coffee &amp; Networking</p>
<p style="text-align: center;"><b>BIG DATA &amp; ADVANCED ANALYTICS</b></p> <p>15:20 – Big data to big impact: AI-driven patient health optimisation</p> <ul style="list-style-type: none"> <li>Learn about how to use big data and it’s features, advantages and complexities</li> <li>How to develop a data-driven user driven experience and filter the wealth of IoT available to what is truly useful</li> <li>how to implement an ethical AI: benefits, risks, evaluation, deployment</li> <li>The ethics of AI: predicting disease risk, adverse effects, governance</li> </ul>
<p style="text-align: center;"><b>THE FUTURE</b></p> <p>16:00 – Panel Discussion: Where to from here? Disruptive Economics of upcoming Technology</p> <ul style="list-style-type: none"> <li>How will technological trends impact the future of the pharma?</li> </ul>



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**MARIE MANLEY**  
Partner, Head of the Life Sciences  
Sidley Austin

16:00 - 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?

Moderator:

**BILL ARONSON**  
COO  
Artificial Intelligence Research Group

Panellists:

**MATTHEW COPE**  
Deputy Director, IP Enforcement  
Intellectual Property Office

**MARIE MANLEY**  
Partner, Head of the Life Sciences  
Sidley Austin

**SANDY EISEN**  
Chief Medical Officer  
Frontline Pharma Consulting

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

- 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**  
Director, Beowulf Proof Works (Co-Founder, Beyond Identity)

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

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

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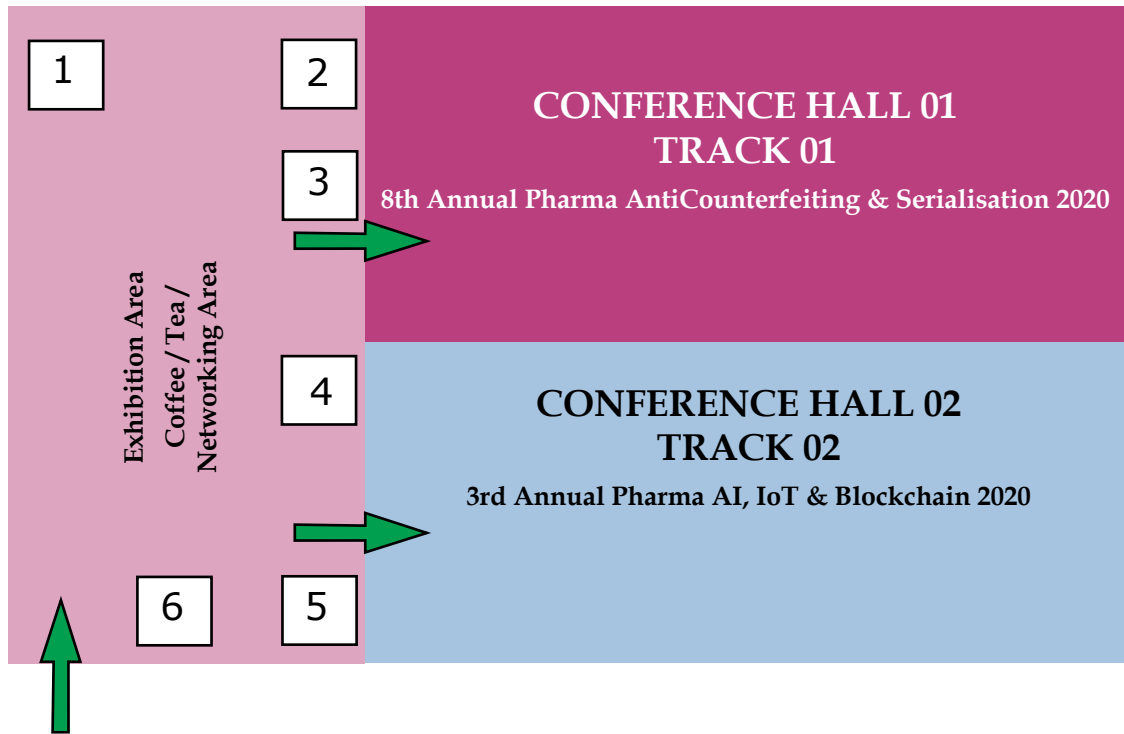
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AGENDA AT A GLANCE

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



1	4	7
2	5	8
3	6	

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

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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.

VENUE

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



MAP & DIRECTIONS

AGENDA AT A GLANCE