

# 10th Annual Pharma Anti-Counterfeiting & Serialisation 2022

#VIPacs

"Competences to Combat Counterfeits"

02nd & 03rd March 2022, 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



**LUIS PEREZ**  
Attache  
FDA OCI



**RORY CORCORAN**  
A/Assistant Director, Organized and Emerging  
Crime, **Interpol**



**TIMOTHY HEMKER**  
Deputy Attache  
Homeland Security Investigations (HSI)



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



**STEFAN ARTLICH**  
Director 'Track&Trace'  
**Bayer**



**NEIL LAWRENCE**  
Global Serialisation Champion  
**GSK**



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



**SEBASTIEN MAUEL**  
Head of Serialization and Product Security  
**Ferring Pharmaceuticals**



**HEIKO TREFZGER**  
Product Manager, Business Analyst, Innovation  
Representative, **Roche**



**CLAIRE CLARKE**  
Director Healthcare Engagement  
**GS1**



**EIKE STRUTZ**  
Corporate Security Manager  
**Boehringer Ingelheim**



**HUGUES ISEL**  
Global Quality Issue Manager  
**Roche**



**GARY POND**  
Global Program Manager - Authentication  
**Colorcon**



**SULTAN DAJANI**  
Pharmacist Superintendent  
**Wainwrights Chemists**



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



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



**KASPER ERNEST**  
Secretary General  
Affordable Medicines Europe



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



**PATRIK MERCKELL**  
CEO, Disruptor and Founder  
**accent.world sa**



**GUSTAVO MORAIS**  
Partner - Member of Managing Committee  
**Dannemann Siemsen**



**JOSE H. WERNER**  
Partner  
**Dannemann Siemsen**

Plus more COMING SOON.....

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## CONFERENCE INTRODUCTION

The outbreak of COVID-19 pandemic in the world has led to a rise in falsified drugs entering the supply chain, thus putting public health at risk in domestic as well as global markets. 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 be 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 be 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.

The major markets for pharmaceuticals have been forever transformed with the arrival of mandated serialization. With both the United States Drug Supply Chain Security Act (DSCSA) and European Union Falsified Medicines Directive (FMD) now “live”, the pharmaceutical supply chain is forever tied to serialized products and data.

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 “10th Annual Pharma Anti-Counterfeiting & Serialisation 2022 – “Competences to Combat Counterfeits”

## KEY THEMES

- How pharma is fighting counterfeit drugs especially during this post pandemic?
- Market analysis – EU, US and RoW markets & Impact of BREXIT
- Challenges and Opportunities - Waging war against counterfeit medicines
- Discuss your serialization, track and trace, and brand protection programs with industry's top best individuals
- Track & Trace: Turning total compliance into a supply chain value plan
- Fight the FAKE – Protect the public
- IP - Cybercrime in the pharmaceutical industry: a booming business
- Technology Impact - Current digital world - Counterfeiting Technologies
- Fighting counterfeit at the world's largest fraud market
- Choose a Serialisation solution wisely to ensure timely and lasting compliance
- Smart Packaging and Labeling - Warehouse & Logistics – Lessons to learn
- Serialisation: The Next Frontier for Packaging Security and Traceability
- How counterfeit medicines penetrate the legitimate supply chain
- Discover the innovative role block-chain has to play in supply chain security
- EU and USA: government policies & strategies - Comparing with RoW
- Getting ready - regulations
- Assess the current technology landscape and identify the right solution for your needs
- How can companies and gov work closely and together and its importance
- Network in our combined exhibition and catering area

## 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

### 10th Annual Pharma Anti-Counterfeiting & Serialisation 2022 - 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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### DAY ONE - 02nd March 2022

08:30 - Coffee and registration

09:30 - Morning Chairperson's opening remarks

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

### MARKET ANALYSIS & CURRENT OVERVIEW

09:40 - FDA OCI enforcement initiatives during COVID-19

**LUIS PEREZ**  
Attache  
FDA OCI

### SERIALISATION - TRACK & TRACE

10:20 - Serialisation in the Pharma - Points to remember

- Tackling Counterfeit Medicines
- The Serialisation Solution
- To consider - Right partner, Automation, Data Management & Exchange
- Key for successful serialization of pharmaceuticals: data is the cornerstone
- Alert Management - learnings from the EU
- Adapting to the changing regulatory environment

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

11:00 - Morning Coffee & Networking

### CHALLENGES & OPPORTUNITIES

11:20 - Keynote Panel Discussion :- Challenges and Opportunities - Waging war against counterfeit medicines

- Most common ways where drugs are counterfeited - Where should a company's focus point be regarding this? How to handle it?
- Solutions based on the facts where consumers fall as victims to counterfeiters

- Fightback Against Counterfeit Online Medicine Suppliers
- Next-generation anti-counterfeiting - How to prepare for it? What should be done?
- Market analysis and what to learn from other countries?
- Utilize social media and educate the consumer to identify counterfeit drugs
- Take advantage of new technologies

Moderator

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

Panelists

**EIKE STRUTZ**  
Corporate Security Manager  
Boehringer Ingelheim

**KASPER ERNEST**  
Secretary General  
Affordable Medicines Europe

12:10 - Delivering Smarter Medicines

On-dose authentication technology can help deter counterfeiters, while also helping patients better engage with their medicines. SoteriaRx® provides a level of authenticity, transparency, and brand protection not previously available to the Pharma industry. Incorporating taggants directly into a product's film coating or primary packaging provides a unique opportunity for brands to secure their product with real-time verification. Using a smartphone app extends this technology to enable faster decision making and provides a unique way to interact with patients to improve outcomes. Through real-time data collection and analysis, patient-focused product teams can make medicines smarter and provide more personalized support resources as needed.

- Protect company reputation and brand integrity
- Secure product and improve patient safety
- Smart medicines to connect with your patients

**GARY POND**  
Global Program Manager - Authentication  
Colorcon

12:30 - Networking luncheon / Exhibition Visit

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### DAY ONE - 02nd March 2022

#### 13:30 - A safe and secure supply chain - realising the patient safety benefits

- Why GS1 standards are being mandated by regulators
- Safe & secure supply chain, its benefits
- Realising and enabling the patient safety benefits.

**CLAIRE CLARKE**  
Director Healthcare Engagement  
GS1

#### INTELLECTUAL PROPERTY PROTECTION

##### 14:10 - Topic TBC

**TIMOTHY HEMKER**  
Deputy Attache  
Homeland Security Investigations (HSI)

##### 14:50 - The experiences of the European Medicines Verification System and the current challenges.

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

##### 15:20 - Afternoon coffee & Networking

#### FIGHTING FAKES - BRAND PROTECTION

##### 15:40 - Counteracting Counterfeits in Medicines

- Why this is a serious public health issue
- Ways to spot fakes
- Solutions to this growing problem

**SULTAN DAJANI**  
Pharmacist Superintendent  
Wainwrights Chemists

##### 16:20 - Improvement of anti-counterfeiting measures during the Pharma Industry 4.0 transformation

- Mindset change - from 2.0 to 4.0
- Industry 4.0 will improve protection of the pharmaceutical goods
- What about the multiple serialization initiatives

**PATRIK MERCKELL**  
CEO, Disruptor and Founder  
accent.world sa

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

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

#### NETWORKING DRINKS



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

#### 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 TWO - 03rd March 2022

08:30 – Coffee and registration

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09:30 – Morning Chairperson opening remarks

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

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09:40 – A multisector approach to tackling counterfeiting and piracy during the pandemic

- Information sharing between Public & Private Sectors during the pandemic
- INTERPOL's Operation PANGAEA 2022
- INTERPOL's tactical response to counterfeit vaccines/medicines
- The way forward

**RORY CORCORAN**  
A/Assistant Director, Organized and Emerging Crime  
Interpol

.....

### SERIALISATION – TRACK & TRACE

10:20 – Serialisation by demand and by design

- How the legal requirement for Serialisation and Traceability has been met
- The opportunities this has created within supply chain
- How EPL and Blockchain will provide greater benefits

**NEIL LAWRENCE**  
Global Serialisation Champion  
GSK

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11:00 – Morning Coffee & Networking

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11:20 – Panel Discussion with the experts- Serialisation: The Next Frontier for Packaging Security and Traceability

- Securing your supply chain
- Gaining value from Serialization: Efficient internal operations

- Practical approach to implementing a serialisation solution – Challenges and Solutions
- Track & Trace – The smart solution
- What are the traceability challenges still to overcome in the next 5 years?
- Viewing serialisation as an opportunity – Business and Supply chain optimisation

Moderator

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

Panelists

**NEIL LAWRENCE**  
Global Serialisation Champion  
GSK

**SEBASTIEN MAUEL**  
Head of Serialization and Product Security  
Ferring Pharmaceuticals

**HEIKO TREFZGER**  
Product Manager, Business Analyst, Innovation Representative, Roche

.....

12:10 – Are the GS1DataMatrix Code's Days Already Numbered?

- Role of 2D GS1 DataMatrix and EAN/UPC linear barcodes today
- Why we see the use of QR codes increasing as well in the healthcare sector
- How the GS1 Digital Link standard comes into play

**STEFAN ARTLICH**  
Director 'Track&Trace'  
Bayer

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12:40 – Networking luncheon / Exhibition Visit

.....

13:40 – Prevention Initiative Against Product Crime in hot-spot countries

Besides robust anti-counterfeiting features applied to pharmaceuticals, preventative actions and raising the

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## DAY TWO - 03rd March 2022

awareness on the danger of product crime in hot-spot countries by fostering relationships within the company as well as with external stakeholders, are key to protecting patients

**HUGUES ISEL**  
Global Quality Issue Manager  
Roche

### COMBATING FAKE DRUGS ONLINE

14:20 - Solutions to combat the rising tide of online falsified medicines

- There is no one silver bullet to eradicate falsified medicines from the Internet
- Many new legislative and best practice initiatives are providing concrete solutions
- Top level verified domain names such as the .pharmacy National Association of Boards of Pharmacy is adding greatly to patient safety
- The presentation will describe other practical solutions to combat falsified medicines online

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

15:00 - Afternoon coffee & Networking

15:20 - How MSD is fighting counterfeit drugs with blockchain technology

Global Pharma supply chains are increasingly complex, with products passing through multiple entities in their journey to the patient. The level of counterfeited material entering the market has increased over time, also as it has become more complex to detect counterfeited products. As a result, patient safety is put at risk and it's creating loss of public confidence in pharmaceutical products. As part of the fight against counterfeiting, health authorities around the world are publishing legislation forcing pharma companies to serialize products at the unit level to enable traceability of the product from the manufacturing site until the patient. **Learn how MSD is addressing these challenges in fighting counterfeited medicine with blockchain technology**

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

## REGULATORY

16:00 - PHARMA REGULATORY ASPECTS IN BRAZIL

- Overview
- Recent Discussions
- National Legislation
- Compulsory Licenses?

**GUSTAVO MORAIS**  
Partner - Member of Managing Committee  
Dannemann Siemsen

PHARMA & BORDER PROTECTION IN BRAZIL

- How make it possible?
- Why this should be part of your market protection?
- Advantages
- Practical Cases

**JOSE H. WERNER**  
Partner  
Dannemann Siemsen

17:00 - 17:10 - 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.

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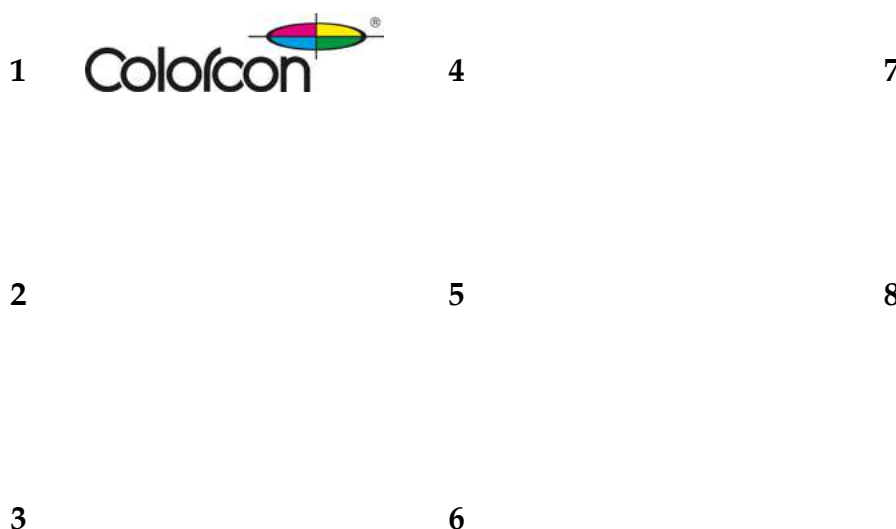
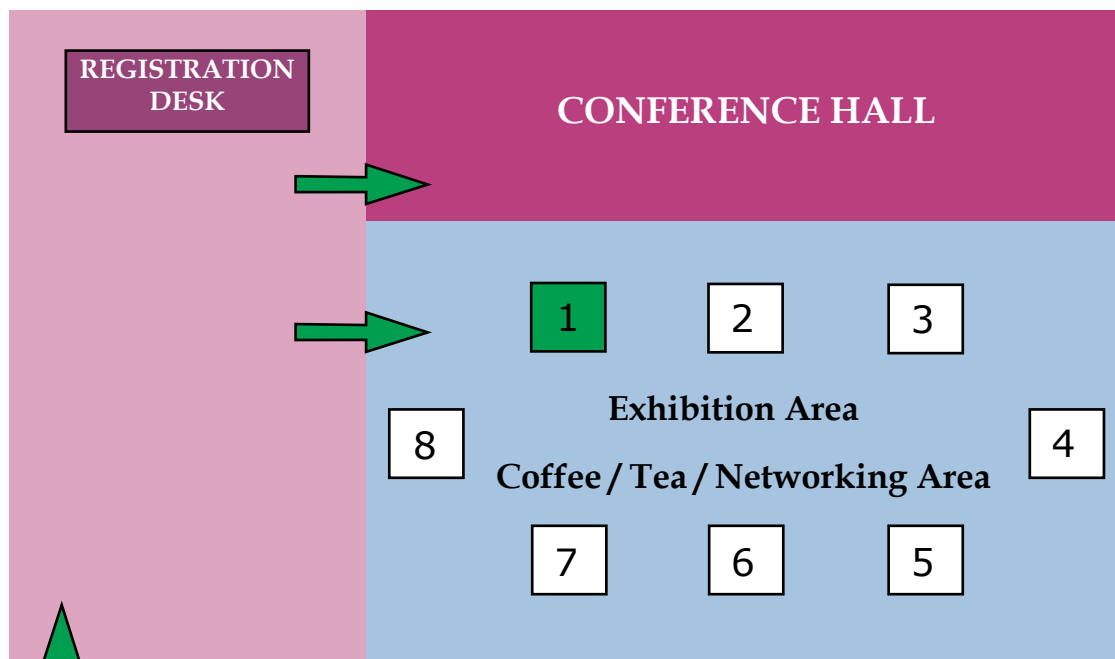
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FLOOR PLAN - Book your stalls now before they run out !!!



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

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### REGISTER ONLINE :

Link : <https://www.virtueinsight.com/pharma/10th-Annual-Pharma-AntiCounterfeiting--Serialisation-2022/products/>

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Surname	<input type="text"/>
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#### How to Pay (Choose one of the following payment options)

#### RESERVATION PRICING:

Early Discount Valid Till 02nd February 2022

1 Delegate @ £999 + 20% VAT

3 Delegates @ £1,998 + 20% VAT

#### Standard Price

1 Delegate @ £1,299 + 20% VAT

3 Delegates @ £2,598 + 20% VAT

**\*\* In the unlikely event that the event is forced to run virtually, we will refund 50% of your registration fee. Or you can transfer your registration to another/next year's event for free (no 50% refund if registration is transferred)**

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**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.

**Cancellations:** Delegates and vendors are subject to the following charges and refunds upon withdrawal or cancellation between 2-3 month's prior 75% cancellation fee/ 25% refund. Less than 2 months prior to the event Full cancellation fee / No refund.

**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.

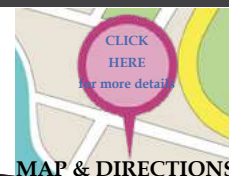
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**Fee:** The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.

#### VENUE

Pestana Chelsea Bridge Hotel

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