



Pharma Packaging and Labelling Europe 2018

11-12 SEPTEMBER 2018, MUNICH, GERMANY



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Working together to achieve shared goals in product packaging and labelling

New for 2018

In follow up to the 10 year anniversary of the flagship Pharma Packaging and Labelling East Coast event in February 2018, and the successful launch of the West Coast sister show in November 2016, Pharma Packaging and Labelling completes its full global offering with the launch of our European conference.

Covering all key aspects of the packaging and labelling value chain, Pharma Packaging and Labelling Europe will deliver **key, actionable insight** on the very latest regulatory requirements, technological innovations, and strategic developments, and how to implement them into your packaging and labelling chain with both maximum efficiency and minimal cost.

From addressing the **evolving regulations**, to exploring the **potential of disruptive technologies** such as Artificial Intelligence and Block Chain, and considering best practices for **brand alignment and anti-counterfeiting**, this year's events core theme is **'end-to-end collaboration to improve the efficiency of your supply chain'**.

Confirmed speakers:

Michael Fritz, Director Global Labeling, **Abbott**
Lynsey Flitton, Associate Director, Global Labeling Strategy, **AbbVie**
Mike Isles, Executive Director, **The European Alliance for Access to Safe Medicines**
Kay Loughrey, Director Regulatory Labelling Operations, **Shire**
Gideon Brunner, Senior Global Packaging Engineer, **Roche**
Iñaki Remiro Virto, Global Packaging & Design Lead, **Almirall**
Bianca Gravenhorst, Senior Regulatory Affairs Manager, **Coloplast**
Tania Snioch, Director Healthcare, **GS1**
Mieke Spitaels, Associate Director Supply Chain / Packaging & Labeling, **Merck**
Cornelia Hain, Regulatory Labelling Manager, Biosimilars and Medical Devices, **Sandoz**
Hilde Viroux, Global Head, EU MDR Compliance, **Alcon**
Maarten Van Baelen, Market Access Director, **Medicines for Europe**
Thomas Buchreiter, Head Packaging Material Design, **Novartis**
Martin Brodjegard, Packaging Manager, External Manufacturing, **Swedish Orphan Biovitrum**
Dino Cramer, Director, Packaging & Labelling Engineering Services, **Zimmer Biomet**
Marc Chaillou, Regional Sales Director, **Schlafender Hase**
Simon Cavanagh, Account Manager, Brand Solutions & **Steven Brookes**, Pre-Sales Solution Architect
Brand Solutions, **Esko**
Suzanne Ivory, Global Head of Quality, **Perigord**

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About Arena International

Delivering leading conferences to the Biopharmaceutical and Medical Device sector, globally, has been the stalwart of Arena International's focus for the past 15 years. Our agendas are devised through direct collaboration with industry experts so they are tailored specifically to your needs and feature cutting-edge content and practical strategies that you can apply to your most pressing challenges.

Day One	Tuesday 11th September 2018
08:15	Registration and refreshments
08:50	Chair's opening remarks Lynsey Flitton , Associate Director, Global Labeling Strategy, AbbVie
09:00	OPENING KEYNOTE: Regulatory update – Keeping up-to-date with current and upcoming regulations <ul style="list-style-type: none"> • Are you prepared? Ensuring a fully compliant strategy is in place • Understanding how the upcoming FMD deadline impacts your processes • Protect your brand using standards to reduce counterfeiting and increase patient safety • Filling the gaps: ensuring no holes are left in your transition phase • Looking to the future – where is this industry headed to and what you need to know European Commission (tbc)
09:30	Error-free labelling doesn't happen by mistake <ul style="list-style-type: none"> • Complexities of labelling are here to stay • Case Study: How mistakes really happen • How to get an error-free manuscript • How to prevent errors during artwork creation • How to easily verify braille without any special tool Marc Chaillou , Regional Sales Director, Schlafender Hase
10:00	Progressing your journey through to a fully digitalised labelling strategy <ul style="list-style-type: none"> • Using electronic labelling to optimize patient engagement • Gain an insight QR codes and how this can improve your labelling strategy • Understanding the benefits of innovative labelling solutions with NFC technology • Identifying the opportunities in digitally printed labelling and how this can add value, adhere to regulations and boost brand impact Lynsey Flitton , Associate Director, Global Labeling, AbbVie
10:30	Morning refreshments and networking
11:00	Moving towards e-labelling and QR codes to interact with patients <ul style="list-style-type: none"> • Analysing the global environment for e-labelling and QR codes and using this this to enhance patient interaction

AGENDA HIGHLIGHT!

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	<ul style="list-style-type: none"> • Improve efficiency, reduce costs and keeping ongoing contact with the patients • Going mobile: Using smart devices to access information and improve medication adherence • Tried and tested: understanding what patients want and need through patient on-going communication and interaction • The future of smart labelling: understanding how the FMD will impact e-labelling globally <p>Maarten Van Baelen, Market Access Director, Medicines for Europe</p>
11:30	<p>Let's dream big! Clearly and quickly connect with patients and consumers through packaging and labeling artwork</p> <ul style="list-style-type: none"> • Outlining how Life Sciences organizations can digitize, automate and connect to drive better communication with patients and consumers – both on and offline • Ensuring accurate and timely response to regulatory and market demands with frequently changing packaging • Exploring how to better connect packaging with your single source of truth, driving quality and accuracy • Understanding how integrated quality assurance tools can be part of your workflow, enhancing patient safety and safeguarding you from expensive recalls <p>Simon Cavanagh, Account Manager, Brand Solutions & Steven Brookes, Pre-Sales Solution Architect Brand Solutions, Esko</p>
12:00	<p>PACKAGING AND LABELLING PANEL: A perfect marriage! How to work in harmony</p> <ul style="list-style-type: none"> • Ensuring best results through a strong relationship between packaging and labelling • Allowing flexibility in your processes to ensure supply chain alignment to reduce delays and meet guidelines • Ensuring strong communication between both parties for a smooth supply chain and reduce unexpected delays • Implementing seamless integration to ensure smooth working between both parties <p>Martin Brodjegard, Packaging Manager, External Manufacturing, Swedish Orphan Biovitrum</p>
12:30	<p>TECH SPOTLIGHT: Sacmi Italy</p>
12:45	<p>Lunch and networking</p>
13:45	<p>Fighting fakes by raising consumer awareness and voluntary collaborative actions</p> <ul style="list-style-type: none"> • The extent of the falsified medicines problem outside of the legitimate supply chain (new WHO facts and figures) • What initiatives are being done to offset the criminal activity by Internet intermediaries (ICANN, ccTLDNs, shippers and financial trans actors (VISA etc), advertising platforms (Google, Bing, Yahoo, etc) • Raising public awareness amongst the public and HCPs <p>Mike Isles, Executive Director, The European Alliance for Access to Safe Medicines</p>
14:15	<p>Enhancing End-to-End artwork and labelling processes</p> <p>Suzanne Ivory, Global Head of Quality, Perigord</p>
14:45	<p>Brand alignment: maintaining branding with new design requirements</p> <ul style="list-style-type: none"> • Understanding your company strategy and meeting user requirements • Overcoming challenges with artwork when adhering to regulations • Protecting your brand by adhering to global requirements and regulations

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	<ul style="list-style-type: none"> Incorporating innovative technologies for smart packaging and artwork management Keeping abreast of international competition to ensure brand awareness <p>Iñaki Remiro Virto, Global Packaging & Design Lead, Almirall</p>
15:15	PrismID
15:45	Afternoon refreshments and networking
16:15	<p>INTERACTIVE ROUNDTABLE DISCUSSIONS</p> <p>Facilitated by industry experts, this is your chance to discuss key topics and challenges in smaller, interactive groups. You will be able to share your own experiences and hear from others; benchmark; exchange ideas and get clear answers to specific questions</p>
RT1	<p>Regulatory update – Keeping up-to-date with current and upcoming regulations</p> <p>Kay Loughrey, Director Regulatory Labelling Operations, Shire</p>
RT2	<p>Label and artwork management systems: exploring new concepts</p> <p>Thomas Buchreiter, Head Packaging Material Design, Novartis</p>
RT3	<p>Sustainability: innovative ideas in packaging materials</p> <p>Cornelia Hain, Regulatory Labelling Manager Biosimilars and Medical Devices, Sandoz</p>
RT4	<p>Medical device: Label and artwork management systems</p> <p>Bianca Gravenhorst, Senior Regulatory Affairs Manager, Coloplast</p>
17:15	Chair's summary and close of conference

Day Two	Wednesday 12th September 2018
08:15	Registration and refreshments
08:50	Chair's opening remarks
09:00	<p>Beyond compliance: Management and governance after the deadline has been implemented</p> <ul style="list-style-type: none"> How to develop a bullet-proof roll out plan based upon market regulations, products and packaging/distribution assets Guaranteeing a seamless integration with all systems involved to ensure smooth working Ensuring a comprehensive analysis of risks and countermeasures to tackle counterfeit drugs Overcoming unexpected delays in the supply chain through a holistic management system

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	<ul style="list-style-type: none"> Forecast and predictions for the next 10 years <p>Hilde Viroux, Global Head, EU MDR Compliance, Alcon</p>
09:30	<p>Building a defence: Protecting your brand through global anti-counterfeiting and brand safety awareness</p> <ul style="list-style-type: none"> Outlining the business benefits of serialisation and how this can improve your labelling and packaging strategy Ensuring a comprehensive analysis of risks and countermeasures to tackle counterfeit drugs Aligning brand safety with current artwork processes to support anti-counterfeit Benchmarking the latest developments and regulations to effectively overcome problems <p>Senior Representative, Loftware</p>
10:00	<p>Understanding the big picture: what serialisation will mean to your business</p> <ul style="list-style-type: none"> The different phases in serialisation maturity and how this will impact your supply chain Understand how serialisation impacts the labelling process and what future changes need to be made Understanding how serialisation can benefit the pharmaceutical manufacturer through tighter regulations to reduce counterfeit drugs Adapting to change: ensuring a flexible process to meet new requirements <p>Tania Snioch, Director Healthcare, GS1</p>
10.30	<p>Speed Networking Coffee Break: The Business Card Challenge</p> <p>Delegates will be able to discuss, on a one-on-one basis about challenges they are facing and how to overcome these with other delegates, speakers and sponsors in this informal environment.</p> <p>Bring plenty of business cards to make the best use of this chance. The question is how many business cards can you collect?</p> <p>Get Networking!</p>
11:00	<p>Think-Tank: THE INTELLIGENT TRIAL: Preparing for the future – is artificial intelligence taking over?</p> <p><i>The Think Tank session gives delegates the opportunity to discuss current practices and compile creative ideas for the use of innovative technologies. Facilitated by an industry expert, this is an exciting opportunity to discover cutting-edge practices and build your personal network.</i></p> <ul style="list-style-type: none"> Better than the human eye – how AI can pick out hot spots in the supply chain Achieving digital transformation of your labelling system Forecasting for the future: understanding how AI augments your packaging Highlighting the advantages AI brings to your business <p>Mieke Spitaels, Associate Director Supply Chain / Packaging & Labeling, Merck</p>
11:30	<p>Reserved for Vendor</p>
12:00	<p>Smart labelling: adapting your artwork to adhere to regulations and meet patient requirements</p> <ul style="list-style-type: none"> IVD medical device labelling: Building new designs in artwork to meet guidelines and patient requirements Overcoming challenges in adding more text and reducing space to ensure all the requirements are met with smaller packaging needs

THINK TANK



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	<ul style="list-style-type: none">• Success stories: artwork design and layout of medicinal product packaging• Optimising artwork to support serialisation and improve patient interaction <p>Michael Fritz, Director Global Labeling, Abbott</p>
12:30	Lunch and networking
13:30	<p>Opportunities and challenges of platform packaging systems in the pharmaceutical industry</p> <ul style="list-style-type: none">• Transitioning to a platform packaging system• Understanding how platform packaging can improve your business• The advantages of platform packaging• Overcoming hurdles <p>Gideon Brunner, Senior Global Packaging Engineer, Roche</p>
14:00	<p>Dino Cramer, Director, Packaging & Labelling Engineering Services, Zimmer Biomet</p>
14:30	<p>MINI WORKSHOPS: If you're just starting up or an expert in this field, there is a workshop for you! Choose from one of the following workshops to suit your needs</p> <ol style="list-style-type: none">1. SWOT analysis for packaging and labelling2. Impact of Brexit on packaging3. Five months for serialisation – are you prepared?4. IDMP and what this means for your business
15:30	Chair's summary and close of conference

HANDS ON!