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"Invaluable conference that will help
us in the area of parallel imports"

 **SMi**
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SMi presents their 8th annual...

Parallel Trade

Marriott Regents Park Hotel, London, UK

10TH - 11TH
FEB
2014

NEW FOR 2014

- **How** to comply with current and forthcoming pharmaceutical legislation
- **Gain** a diverse perspective on parallel trade from Johnson & Johnson Diabetes Solutions Companies
- **Discuss** the impact of government policies on parallel trade in Europe
- **Perspective of traders** – putting the spotlight on best practice within industry
- Key **panel** discussion with **LEO Pharma** and **Biogen Idec** plus parallel trade industry experts **Don Macarthur** and **Panos Kanavos**

KEY SPEAKERS:

- **Dick Saunders**, Commercial Manager, **Johnson & Johnson Diabetes Solutions Companies**
- **Hélène Juramy**, Case Handler, **European Commission**
- **Eric Noehrenberg**, Director, Public Affairs for Market Access, **Shire Pharmaceuticals Group Plc**
- **Joe van den Bergh**, Director, **Jeron Medical Limited**
- **Maarten Van Baelen**, Medical Affairs Manager, **European Generic Medicines Association**
- **Dimitrios Karageorgiou**, General Secretary, **Panhellenic Pharmacists Association, Greece**
- **Janice Haigh**, Practice Leader, Market Access, **Quintiles**
- **Craig Stobie**, Global Life Sciences Sector Manager, **Domino Printing Sciences**
- **Panos Kanavos**, Reader, International Health Policy, **London School of Economics and Political Science**

PLUS ONE INTERACTIVE HALF-DAY POST-CONFERENCE WORKSHOP

Wednesday 12th February 2014, Marriott Regents Park Hotel, London, UK

Parallel trade management strategies

Hosted by **Janice Haigh**, Practice Leader, Market Access, Europe, **Quintiles Consulting**
8.30am - 12.30pm

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Register online or fax your registration to +44 (0) 870 9090 712 or call +44 (0) 870 9090 711



8.30 Registration & Coffee

9.00 Chairman's Opening Remarks

Eric Noehrenberg, Director, Public Affairs, Market Access,
Shire Pharmaceuticals Group Plc

OPENING ADDRESS / KEYNOTE ADDRESS

9.10 Overview of parallel trade as a technique

- Why is it happening?
- Contrasting perspectives on the phenomenon
- How to approach parallel trade going forward

Eric Noehrenberg, Director, Public Affairs, Market Access,
Shire Pharmaceuticals Group Plc

LEGISLATION – KEY POINTS AND HOW TO COMPLY WITH DIRECTIVES

9.50 Parallel trade within the EU – a competition regulator's viewpoint

- Parallel trade of pharmaceuticals in the EU: context and policy debate
- Assessing parallel trade under competition rules: economic and legal framework
- A look at recent trends: industry and regulatory developments

Hélène Juramy, Case Officer, **European Commission**

10.30 Morning Coffee

10.50 Past, present and future of pharmaceutical parallel trading

- Why and how did parallel trading start?
- Exploring the development of parallel trade and legislation
- Discussion of current issues and future issues in parallel trade

Joe van den Bergh, Director, **Jeron Medical Limited**

11.30 What the Falsified Medicines Directive means for parallel trade

- Considering the building blocks of current legislation
- How to get a compliant product to market – evaluating the impact of 2014 legislation on the pharmaceutical industry
- Parallel traders as manufacturers – where you sell product versus making product – simplifying the conundrum
- Revealing the hidden challenges of serialisation and traceability

Craig Stobie, Global Life Sciences Sector Manager, **Domino Printing Sciences**

12.10 Networking Lunch

EXPLORING MARKET OUTLOOKS

1.30 How have government policies responded to parallel trade?

- Has government price setting changed?
- Have other government policies changed?
- Have patterns of parallel trade changed following the ascension of new member states?

Margaret Kyle, Professor, **Toulouse School of Economics, France**

2.10 Falsified Medicines Directive – implementing safety features

- Costs for the generic medicines industry
- Risks for the supply chain
- Setting up repository systems

Maarten Van Baelen, Medical Affairs Manager, **European Generic Medicines Association**

2.50 Afternoon Tea

3.10 Parallel trade and competition law – an update

- Why is competition law relevant?
- The European Commission's renewed interest in parallel trade
- Update on national developments

Axel Schulz, Partner, **White & Case LLP**

3.50 Imports from new Member States and the Specific Mechanism

- When and why can patents be asserted against imports within the EEA?
- Exploring Merck v Sigma: UK judgments and reference to ECJ
- Discussion of practical implications going forward

Dr Christopher Stothers, Partner, **Arnold and Porter**

4.30 Chairman's Closing Remarks and Close of Day One

Register online at: www.parallel-trade.com • Alternatively fax your

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Alia Malick on +44 (0) 20 7827 6168 or email: amalick@smi-online.co.uk

8.30 Registration & Coffee

9.00 Chairman's Opening Remarks

Eric Noehrenberg, Director, **Shire Pharmaceuticals Group Plc**

OPENING ADDRESS / KEYNOTE ADDRESS

9.10 Perspectives on parallel trade throughout the supply chain

- Best practice from manufacturer to patient defined
- Discussion of different systems and processes undertaken to manage parallel trade

Dick Saunders, Commercial Manager, **Johnson & Johnson Diabetes Solutions Companies**

WHAT DOES BEST PRACTICE MEAN?

9.50 Initiatives of parallel distributors in the context of the Falsified Medicines Directive

- Good parallel distribution guidelines
- Discussing the early warning anti-counterfeit platform
- Joint Audits initiative
- Collaboration with other stakeholders

Tomasz Dzitko, Founder and CEO, **Delfarma**

10.30 Morning Coffee

10.50 Parallel distribution update 2014

- Integration of parallel distributors into European Medicines Verification System
- Medicines shortages: the broader picture
- The new disease: export restrictions

Heinz Kobelt, Director, European Affairs, **European Association of Euro-Pharmaceutical companies**

11.30 Shortages of medicines and parallel trade

- Description of the current situation – the reality of functioning at the edge of the humanitarian crisis in the health sector
- Analysis of the factors causing shortages of medicines
- Transformations and structural changes affecting the normality of the pharmaceutical market, social behaviours and the role of media propaganda
- Pharmacists within and against parallel trade

Dimitrios Karageorgiou, Secretary General, Panhellenic Pharmacists Association, **Greece**

12.10 Networking Lunch

1.30 PANEL DISCUSSION

– challenges in the local market and internationally

Peter Sinis, Senior Manager, **Decision Support**, **Biogen Idec**

Mr Don Macarthur, Independent Global Pharmaceutical Business Analyst, **DM Pharma Issues**

Dr Panos Kanavos, Reader, International Health Policy, **London School of Economics and Political Science**

Tim Hammond, Head of Global Pricing, **LEO Pharma**

MACRO DYNAMICS OF PARALLEL TRADE

2.10 How market dynamics influence the incentives for parallel trade

- The impact of parallel trade on stock management and stock-outs
- Managing parallel trade – ensuring best practice on tracking exports
- Discussing anti-counterfeiting relating to parallel trade – exporting and importing
- Evaluating the importance of transparency in wholesaling

Speaker to be confirmed

2.50 Afternoon Tea

3.10 The impact of parallel imports on social welfare

- How does the allocation of price / sales change after the entry of importers?
- How does parallel trade regulation affect the marketing behaviour of firms?
- How do innovative firms respond to competition in on-patent markets?

Moritz Suppliet, Doctoral Researcher, **Düsseldorf Institute for Competition Economics**

3.50 Parallel trade as part of pricing strategy

- How should parallel trade be managed as part of a global pricing strategy?
- How can we implement dual pricing strategies?
- How narrow does the price corridor need to be?
- What other price strategies should we consider?

Janice Haigh, Practice Leader, Market Access, **Quintiles**

4.30 Chairman's Closing Remarks and Close of Day Two

our registration to +44 (0)870 9090 712 or call +44 (0)870 9090 711

Want to know how you can get involved?
Interested in promoting your services to this market?

Contact Catarina Almeida,
SMi Marketing on
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Supported by



Parallel trade management strategies

Workshop Leader:

Janice Haigh, Practice Leader, Market Access,
Quintiles Consulting

Overview of workshop:

Following feedback from SMI's Parallel Trade Conference in February 2013 and a further masterclass in July 2013, this sell-out workshop will again run alongside our 2014 conference.

Parallel Trade continues to bring challenges to pharmaceutical manufacturers, challenges including logistics and supply, challenges of measuring and motivating affiliates in import and export markets and challenges around revenue and profit.

This workshop is designed to help you address these challenges; provide practical advice and implementable strategies. The workshop agenda will review the available strategic options including pricing and supply management and will give clear recommendations.

A key focus of the workshop will be offering practical guidance for implementation. Ample time will be allowed for questions and discussion.

Programme

- 8.30** **Registration & Coffee**
- 9.00** **Welcome & Introductions**
- 9.10** **Background to Parallel Trade**
- 9.30** **PT management strategies**
- 9.50** **Introduction to supply chain management**
- 10.20** **Morning Refreshments**
- 10.50** **Critical success factors**
- 11.20** **Review of tactical details**
- 12.00** **Q&A**
- 12.30** **Close of workshop**

About the workshop host

Janice Haigh joined Quintiles Consulting in Jan 2011 as Practice Leader for Market Access in Europe, she brings theoretical knowledge, analytical insights and hands on experience to this workshop.

Prior to this, she was Senior Director of pricing and market access for Astellas pharma Europe with responsibility for:

- Development and implementation of pricing and market access strategy for new and in-market products, working closely with brand teams and affiliates
- Price management (analysing effect of price changes on other markets)
- Design and implementation of delivery of Astellas's supply chain integrity programme which ensured the matching of supply and demand of products in Europe.

Before joining Astellas in 2006, Janice worked in consultancy for 20 years, including almost 10 years at IMS health/ Cambridge Pharma Consultancy.

Responsible for leading products involving pricing, parallel trade, health economics and health policy. Clients included European and global pharmaceutical companies but also trade associations and government bodies such as the European Commission.

OCTOBER

Biosimilars & Biobetters

1 – 2 October 2013, London

Diabetes

1 – 2 October 2013, London

Orphan Drugs

14 – 15 October 2013, London

**COPD: Novel Therapeutics and
Management Strategies**

16 – 17 October 2013, London

**European Pharmaceutical Pricing
& Reimbursement**

21 – 22 October 2013, London

**Point of Care Diagnostics - Market
Opportunities and Technology Trends**

23 – 24 October 2013, London

NOVEMBER

Cell Based Assays

18 – 19 November 2013, London

Clinical Trials in CNS

18 – 19 November 2013, London

DECEMBER

Cold Chain Distribution

3 – 4 December 2013, London

JANUARY

Pharmaceutical Microbiology

20 – 21 January 2014, London

Social Media in the Pharmaceutical Industry

22 – 23 January 2014, London

Quality By Design

22 – 23 January 2014, London

Pre-Filled Syringes

27 – 28 January 2014, London

FEBRUARY

Parallel Trade

10 – 11 February 2014, London

Advances and Progress in Drug Design

17 – 18 February 2014, London

Quality by Design

24 – 25 February 2014, London

MARCH

**Superbugs and Superdrugs
- A Focus on Antibacterials**

5 – 6 March 2014, London

Imaging in Cancer Drug Development

12 – 13 March 2014, London

Controlled Release

12 – 13 March 2014, London

Paediatric Clinical Trials

24 – 25 March 2014, London

Adaptive Designs

24 – 25 March 2014, London

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PARALLEL TRADE

Conference: Monday 10th & Tuesday 11th February 2014, Marriott Regents Park Hotel, London, UK Workshop: Wednesday 12th February 2014, London

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POST your booking form to: Events Team, SMi Group Ltd, 2nd Floor
South, Harling House, 47-51 Great Suffolk Street, London, SE1 0BS, UK



EARLY BIRD DISCOUNT

- ☐ Book by 31st October to receive a £300 discount off the conference price
☐ Book by 29th November to receive a £100 discount off the conference price

CONFERENCE PRICES

I would like to attend: (Please tick as appropriate)	Fee	Total
COMMERCIAL ORGANISATIONS		
<input type="checkbox"/> Conference and Workshop	£2098.00 +VAT	£2517.60
<input type="checkbox"/> Conference only	£1499.00 +VAT	£1798.80
<input type="checkbox"/> Workshop only	£599.00 +VAT	£718.80

PROMOTIONAL LITERATURE DISTRIBUTION

<input type="checkbox"/> Distribution of your company's promotional literature to all conference attendees	£999.00 + VAT	£1198.80
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The conference fee includes refreshments, lunch, conference papers and access to the Document Portal containing all of the presentations.

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Unable to travel, but would like to watch the conference live, ask questions, participate as if you were in the room.	Price	Total
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<input type="checkbox"/> Access to the conference documentation on the Document Portal	£499.00 + VAT	£598.80
<input type="checkbox"/> The Conference Presentations - paper copy (or only £300 if ordered with the Document Portal)	£499.00 -	£499.00

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Company/Organisation:

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