

Logipharma comes to Asia after 8 successful years in Europe and US

# Logipharma Asia 2009

The Leading Asian Pharmaceutical Supply Chain Conference

Optimise your increasingly fractured supply chain to drive integrity, visibility, agility and cost efficiency

Join your peers at Logipharma Asia and gain key insights including how:

- **Piramal Healthcare, Pfizer** and **Johnson & Johnson** ensure integration and optimisation across their operations despite an increasingly fractured supply chain
- **Teva** and **Eli Lilly** cut costs and minimise expenditure across their supply chains
- **Bayer** and **Ranbaxy** maximise the benefits of sourcing in Asia and take advantage of resulting cost-savings
- **Celgene** and **Genentech** envision the future of pharmaceutical distribution in Asia and the impact this will have on their strategies
- **Novartis, Roche Diagnostics** and **Baxter** effectively maintain control over their cold chain control for temperature-sensitive products
- **Astrazeneca** and **Schering-Plough** combat counterfeiting to ensure patient safety across the Asia Pacific

## Cold Management Summit Day

30th November 2009

With a full day consisting of case-studies, roundtables, panels and a site visit, you are guaranteed to walk away with the actionable insights to gain greater control of your cold chain.

Featuring key experts from:



"Logipharma is one of the **most valuable** and **important events** in the pharma supply chain calendar"

Hans-Walter Hoehl, Vice President Supply Chain Management, Bayer HealthCare AG

"3 days out of the office is a long time, but the rewards easily **justify the investment**"

Dieter Loock, Head of Distribution Platforms, Sanofi-Aventis

Special Pricing  
For Pharma Companies  
(see page 8 for details)  
Save up to US\$800



**Cold Chain Management Summit Day:**  
30 November 2009

**2 Day Main Conference:**  
1 - 2 December 2009

**Hilton Singapore**

[www.logipharmaasia.com](http://www.logipharmaasia.com)

**Benefit from these leading innovators & generics:**



**Kalaiarasan K**, Head of Supply Chain Management Asia Pacific Region, **Novartis**



**Rajesh Pednekar**, Head of Supply Chain **Pfizer**



**Viliam Kovac**, Vice President Global Quality & Divisional Export Control, **Roche Diagnostics**



**Govind K Jaju**, Vice President Global Sourcing Material & Supply Chain, **Ranbaxy**



**Jayant Dwivedy**, President, Global Supply Chain, **Piramal Healthcare**



Hillel West, Executive Director, Supply Chain Strategy, **Teva**



**Dittmar Nergler**, Head of Strategic Sourcing **Bayer Healthcare**



**Matt Kenning**, Director - Materials Management & Operational Excellence, **Genentech**



**Chetan Kumria**, Head of Logistics **Baxter**



**Neeraj Bhargava**, Regional Logistics Procurement Director, Asia Pacific, **Johnson & Johnson**



**Eduardo Hagad**, Director Supply Chain and Development, **Sanofi-Aventis**



**Ashok Bindumadhavan**, Director Supply Chain and Manufacturing, **Eli Lilly and Company**



**Danny Hodder**, Regional Director Asia Pacific-Global Security, **Astrazeneca**



**Andy Blenkey**, Regional Security Director - Asia Pacific, **Schering-Plough**

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# Logipharma Asia 2009

The Leading Asian Pharmaceutical  
Supply Chain Conference



Dear Supply Chain Professional,

87% of the pharma SCM professionals we've spoken to over the last 6 months are either undergoing or about to undergo a restructuring process in order to cut costs and streamline operations.

But whilst cost-cutting is still the prime objective of the majority of SCM professionals we spoke to, they also told us they are looking beyond simply saving costs. They are looking at ways to ensure integrity and optimisation across their increasingly fractured supply chains.

"Supply chain management presents a tremendous opportunity for the pharmaceutical industry. This conference is a great opportunity to learn from some of the top supply chain companies in the pharmaceutical industry."

**Jon Rocker**, Director of Supply Chain, **Eli Lilly**

Logipharma Asia is unlike any other conference you have attended. Now in Asia, Logipharma has an 8 year track record in both the Europe & US of attracting the most senior-level pharmaceutical supply chain professionals like you.

"Fantastic networking opportunities and great organisation make this event an excellent investment of my time."

**Antoine du Sartel**, Head of Pharma Global Markets Supply Chain Technical Operations, **Merck Serono**

The conference has been designed based on extensive research with over 100 senior level supply chain professionals like you. We transformed your challenges into the most relevant solutions-driven pharmaceutical supply chain conference in Asia.

"Logipharma distinguishes itself from its competitors by its contemporary topics."

**Daniel Scheidegger**, Vice President European Operations, **Genzyme Pharmaceuticals**

What's exciting about this year's program are the timely, no-nonsense topics and an interactive format to ensure first-hand knowledge sharing. The discussions are based on hard evidence in a room full of SCM professionals sharing lessons learnt as well as success stories so you can:

- Ensure integration and optimisation despite an increasingly fractured supply chain
- Develop effective measures to ensure supply chain security and patient safety
- Examine and optimise your Asia-Pacific pharmaceutical distribution
- Overcome the challenges of achieving temperature controlled distribution across Asia
- Take advantage of the cost-efficiencies that can be gained by sourcing in Asia
- Develop accurate forecasting and demand planning techniques to minimise inventory
- Meet and network with scores of senior supply chain professionals

"LogiPharma has already proven its relevance as the best conference of its kind due to its content, speakers and relevance to today's and tomorrow's issues. An excellent place to meet colleagues and exchange ideas"

**Daniel Schiedgger**, Vice President Operations, **Genzyme Pharmaceuticals**

To sign up, simply fill up the booking form on the back page of this brochure, and either fax it to +65 6822 7370 or scan it back to me at [desiree.tung@wbresarch.com](mailto:desiree.tung@wbresarch.com). My team will then contact you personally to confirm your seat.

I look forward to meeting you in Singapore.

Warm regards,

**Desiree Tung**  
Executive Director  
Logipharma Asia 2009

*P.S. If you can benefit from the startling insights delegates will receive at Logipharma Asia I advise an early response. Visit [www.logipharmaasia.com](http://www.logipharmaasia.com) to register today*

## Logipharma Asia By The Numbers

**30+** Leading supply chain practitioners speaking and sharing their knowledge with you

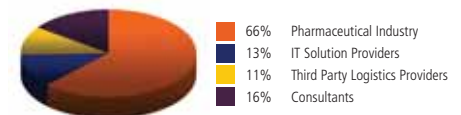
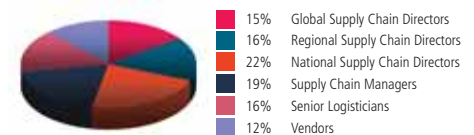
**22+** hours of learning opportunities

**15+** hours of networking time

**1** must attend event - Logipharma Asia

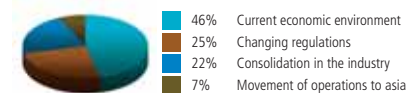
## Who Attends Logipharma Globally?

Logipharma consistently attracts the most senior-level SCM professionals ensuring that you can benefit from networking and learning from the best. You can see for yourself from the breakdown from our US & European events the quality and seniority of delegates that consistently attend Logipharma.

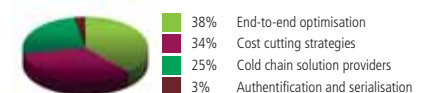


We conducted a survey and here's what you had to say:

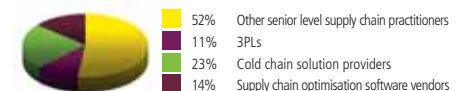
### What is your biggest business concern right now?



### What is your biggest supply chain concern right now?



### Who do you want to meet at Logipharma Asia?



Please visit [www.logipharmaasia.com](http://www.logipharmaasia.com) for future surveys. Thank you for your feedback. We have used this to help shape the conference agenda.

## Special Thanks to our Advisory Board:

**Frank Binder**, Director, Head of International Logistics and Supply Chain, **Celgene**  
**Neeraj Bhargava**, Regional Logistics Procurement Director, Asia Pacific, **Johnson & Johnson**  
**Hillel West**, Executive Director, Supply Chain Strategy, **Teva**  
**Jürgen Bauer**, Partner, Executive Board Member, **Lodestone Management Consultants**  
**Paul Lim**, Founder, **Supply Chain Asia**

Increasingly sophisticated products require strict temperature control to ensure integrity, both at the experimental and finished product stage. Ensuring effective cold chain management is not only critical, but is also challenging across the Asia Pacific region.

With a full day consisting of industry case-studies, roundtables, panels and networking you are guaranteed to walk away with actionable insights so you can minimise temperature excursions, ensure quality of your cold chain processes and maintain temperature control across your supply chain.

## 09:00 Chair's Opening Remarks

### 09:15 Overcoming the challenges of achieving temperature controlled distribution across Asia

Kalaiarasan has over 12 years experience in supply chain management in Asia Pacific region. One of his core competencies is managing effective end-to-end cold chain distribution. His presentation will provide insights into implementing a region-wide temperature controlled distribution program.

- Overcoming obstacles such as the lack of infrastructure, climate problems, and distribution challenges
- Addressing the specific challenges of India and China
- Effectively dealing with logistical hurdles in Asia: managing labelling, on-site transport and local depots
- Analysing legal and regulatory requirements such as import license requirements and customs
- Effectively maintaining temperature control during transport and gaining control of the "last mile"

**Kalaiarasan K**, Head of Supply Chain Management Asia Pacific Region, **Novartis**



### 09:45 Best practice for designing a successful end to end cold chain solution

- Knowing your product that you are going to ship: Maximising the use of physical information, stability data and other parameters in the design of your protocol
- Knowing your transportation options: Developing a risk assessment and mitigation plan and evaluation of different technical considerations in the transport means and route of distribution
- Knowing your monitoring and assessment options:
  - > Development of different packaging options and the validation required to ensure proper cold-chain transportation
  - > Assessment of the various monitoring devices on the market and the importance of auditing and training of different parties in the distribution process

**Bhriugu Singh**, Director Healthcare TNT Express Asia



## 10:15 Coffee & Networking Break

### 11:00 Effectively managing cold chain distribution in India

Chetan's experience in Supply Chain management spreads out through different industries both in Indian and International Markets. In his present role his team is responsible for overall logistics management for the organization. Chetan will detail in his presentation:

- Examining the specific challenges of achieving compliant cold chain
- What it takes to manage the cold chain distribution effectively.
- Effectively managing 3PL operations to minimize temperature excursions
- Examining the importance of transport services and delivery tracking to create and effective cold chain

**Chetan Kumria**, Head of Logistics, **Baxter India**



### 11:30 Developing effective strategies to manage and control your cold chain

In his 17 years with World Courier, Andrew has developed an extensive knowledge in the logistical and regulatory requirements for clinical trials projects. Through regular communication and cooperation with airlines, ground handling and regulatory authorities, Andrew continually works to optimise the clearance, transport, storage and handling of urgent and temperature sensitive shipments. Drawing on cold chain solutions used in the airfreight industry and case studies, this presentation will provide insights into:

- Examining and evaluating risk in the supply chain that that could impact the integrity of your shipments
- Researching and understating the chain including climatic conditions, temperatures mapping and storage
- Developing effective communication frameworks and process controls to ensure temperature control across your supply
- Addressing packaging options and solutions to ensure cold chain integrity

**Andrew McDonald**, Director Operations Asia Pacific, **World Courier**



## 12:00 Networking Lunch

### 13:00 Effective risk assessment and mitigation strategies to minimize supply chain vulnerabilities across your global cold chain distribution network

Viliam's role focuses on 3 key areas: vendor selection and management, risk assessment and temperature-controlled distribution.

During this presentation he will draw on this experience so you gain unrivalled insight into Roche Diagnostics' approach and hear more detail on the following:

- Comparing and contrasting the global cold chain distribution network across Europe, Latin America and the USA with Asia
- Communicating risk assessment needs to outsourced providers to ensure integrity of supply chain
- Ensuring temperature control from global manufacturing sites, to local distributors to consumer

**Viliam Kovac**, Vice President Global Quality & Divisional Export Control, **Roche Diagnostics**



### 13:30 Implementing an on-going optimisation and process improvement programme for your cold chain

Panel

- Establishing a cold chain excellence programme to drive continuous improvement
- Measuring transport lanes in order to increase performance and optimise costs
- Practical tools and methods you can use to improve control over third parties
- Environmentally conscious continuous process improvements

Panelists include:

**Dr Shivraj Dasari**, Vice President, Quality Management and Regulatory Affairs, **Inno Bioventures Sdn Bhd**



**Viliam Kovac**, Vice President Global Quality & Divisional Export Control, **Roche Diagnostics**



**Chetan Kumria**, Head of Logistics, **Baxter India**



**Rod Derifield**, President & CEO, **EnviroCooler**



### 14:00 Building quality into your temperature controlled distribution

Dr Shivraj is currently responsible for developing and implementing Quality Management systems meeting US FDA, EMEA, and Malaysian FDA (NPCB) standards for Inno Bioventures. Drawing his experience with, he will share in this session how quality and customer service is built into every step of cold chain.

- Putting in place quality agreements with 3PLs to ensure requirements and KPIs are met
- Maintaining ongoing monitoring during transport to ensure high quality

**Dr Shivraj Dasari**, Vice President, Quality Management and Regulatory Affairs, **Inno Bioventures Sdn Bhd**



## 14:30 Coffee & Networking Break

### 15:00 Cold Chain Roundtables

These interactive and informal discussion groups are the highlights of the summit day. This is dedicated time set aside for you to ensure you have the time to meet with fellow delegates on a one-to-one basis. Each roundtable will be hosted by an industry expert who will chair the discussions that will focus on topics raised during the day.

#### A. Utilizing design technology and the latest RFID monitoring advances to minimize costs and maximize performance while shipping temperature-sensitive products (TSPs) compliantly around the globe.

Hosts: (Main) **Rodney M Derifield** - President **EnviroCooler LLC** & (Co-Host) **Jim Cox** - C.E.O **TempTRIP, LLC**



#### B. Best practice for designing a successful end to end cold chain solution

Hosted by: **Bhriugu Singh**, Director Healthcare **TNT Express Asia**



## 15:30 Chair's Closing Remarks

### 15:45 Site Tour to Zuellig Pharma facility in Changi North

To enrich your experience with Logipharma Asia 2009, Zuellig Pharma Specialty Solutions Group will be opening their facility in tandem to the event for exclusively selected **speakers** and **delegates**!

Zuellig Pharma Specialty Solutions Group's state-of-the-art regional distribution center was officially opened in early March this year. Situated in Changi North, it provides more than 180,000ft<sup>2</sup> of temperature controlled environment with GMP certified secondary packaging capabilities, and is the largest logistics facilities of its kind in Asia catering ONLY to the pharmaceutical and biomedical industry. Be amongst the first to walk through this modern mega facility and find out what Zuellig Pharma Specialty Solutions Group can offer for your business.

**Please note: Site visit is by invitation only. To apply please email [desiree.tung@wbresearch.com](mailto:desiree.tung@wbresearch.com). Please visit [www.logipharmaasia.com](http://www.logipharmaasia.com) for a detailed schedule.**



09:00 **Chair's Opening Remarks**

**Jürgen Bauer**, Partner, Executive Board Member,  
**Lodestone Management Consultants**



09:15 **Developing effective supply chain processes to support extreme market dynamics**

Hillel has 20 years Supply Chain experience in Pharmaceuticals and CPG, in various Supply Chain Management roles, including 10+ years in Supply Chain Strategy and Process consulting. Join Hillel as he sheds light on how this has affected Teva's key strategies for launching new products and uncover the strategies which can be applied to your own supply chain and gain a global perspective on your launch challenges:

- Building a flexible global network and process infrastructure in a regulated environment
- Managing rapid and unpredictable growth - processes, infrastructure, organisation and special capabilities
- Working with internal and customers to overcome forecasting and supply planning hurdles
- Establishing the key internal processes which will cut time to market
- Addressing decentralisation and local accountability as the key to success in an environment of uncertainty

**Hillel West**, Executive Director Supply Chain Strategy,  
**Teva**



09:45 **Ensuring integration and optimisation across your operations despite an increasingly fractured supply chain**

Panel

Supply chains are becoming increasingly fractured with manufacturing, distribution and packaging located in multiple sites. While this can reduce costs, it does add complexity. This panel session will discuss how to effectively optimise your end-to-end supply chain:

- Supporting global supply chain strategies and cost-cutting through optimisation of your supply and demand planning processes
- Realigning your supply chain to improve productivity and cut costs
- Examining new initiatives that support top line growth and cost-cutting measures
- Incentivising and getting buy-in from internal stakeholders to work towards supply chain optimisation goals
- Effectively using order management as a tool to improve supply chain efficiency

Panelists include:

**Neeraj Bhargava**, Regional Logistics Procurement Director,  
Asia Pacific, **Johnson & Johnson**



**Jayant Dwivedy**, President, Global Supply Chain,  
**Piramal Healthcare**



**Rajesh Pednekar**, Head of Supply Chain,  
**Pfizer**



**Stephen McNulty**, Regional Vice President Asia Pacific,  
**JDA**



**Onno Boots**, Managing Director,  
**TNT Express Asia**



10:30 *Coffee & Networking Break*

11:30 **Improving supply chain transparency and efficiency by driving organisation-wide buy-in to your initiatives**

During Jayant's 19 years in the industry, he has headed various functions including Industrial Engineering, ERP and Procurement, before moving into the current role that covers the businesses in India, UK, Canada and China. Jayant is presently working on a number of cost rationalisation, sourcing and supply chain initiatives and drawing on this experience he will detail:

- Ensuring visibility across your supply chain from back office, through to manufacturing through to your consumer
- Driving operational excellence across your supply chain by leveraging on IT
- Effective strategies to ensure your systems are properly integrated
- Optimisation strategies to better align your end-to-end supply whole chain

**Jayant Dwivedy**, President, Global Supply Chain,  
**Piramal Healthcare**



12:00 **Maintaining an agile and responsive supply chain despite greater distances between your end consumer and manufacturing sites**

Greater distances between your end-consumer and manufacturing sites add complexity to your supply chain. Despite this challenge, supply chains must remain agile and responsive so as to respond to orders quickly, reduce lead times and therefore inventory. This refreshing presentation will provide insights into how to effectively drive agility and responsiveness in your supply chain:

- Leveraging on agility as a means to build value
- Examining internal setups and infrastructure to best support agility
- Controlling APIs and finished goods from a distance
- Increasing agility by reducing throughput times
- Integrating demand and supply to enhance flexibility
- Effective strategies to increase agility and responsiveness of production respond to last minute requirements
- Examining customs and imports/exports regulations

**Ashok Bindumadhavan**, Director Supply Chain  
and Manufacturing, **Eli Lilly and Company (India)**



12:30 *Networking Lunch*

**CONCURRENT STREAMS**

*You have the opportunity and freedom to choose which stream you want to attend.  
This enables you to customise your conference experience and ensure you hear the presentations you want to.*

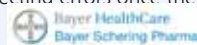
**STREAM A**

14:00 **Developing accurate forecasting and demand planning techniques to minimise inventory**

It is critical to ensure accurate forecasting and demand planning as errors can take months to rectify and significantly impact sales. Forecasting in emerging markets and uncharted territory is also increasingly challenging. This presentation will discuss effective strategies to enhance accuracy.

- Working effectively with manufacturing sites to "make to order", reduce leadtime and short minimum order
- Examining models for deriving forecasts and forecast accuracy that makes use of production, commercial and finance data
- Developing inventory targets to track variations and guide re-allocation of stock to bridge gaps in supply
- Rectifying inaccuracies effectively and correcting errors once the end destination has been reached

**Scott Duncan**, Group Supply Chain Manager  
- ANZ, **Bayer Healthcare Australia**



14:30 **Leveraging on sales and operations planning to increase responsiveness and decrease time to market**

This presentation will reveal how to effectively integrate sales and operations into planning. By integrating this data into your planning cycle you can enhance flexibility and responsiveness of your supply chain

- Integrating your sales force into your supply chain planning process

**STREAM B**

14:00 **Developing efficient clinical trials logistics to ensure stability and integrity**

Edwin is responsible for logistics, sourcing, clinical trials management and laboratory operations teams in Singapore. From a logistics perspective, this includes managing of vendor performance, continuous improvement and issues managements. He will detail:

- Examining logistics challenges when conducting clinical trials including: cost, transit time, stability, integrity
- Developing key strategies to ensure compliance and reduce complexity of regulatory aspects
- Addressing key differentiators in clinical trial service providers and effective management of vendors

**Edwin Chia**, Director, Logistics Operations,  
**Quintiles Laboratories Singapore**



14:30 **Effectively managing clinical trial supply chain challenges in Asia-Pacific**

Ying has more than 10 years experience in pharmaceutical industry. She has significant experience in clinical supply management, having most recently worked for Bristol-Myers-Squibb and Pharmaceutical Product Development (PPD).

Drawing on this experience, she will detail using a case-study from China:

- Effectively using sales and demand forecasts to make real time adjustments when necessary
- Effective strategies to maintain sensitivity to shifts in demand
- Increasing responsiveness by improving order and transactional processes
- Creating tools and process for local entities that generate a proper forecast

**Matthias Zschaemisch**, General Manager,  
 Global Supply Chain Management,  
**Invida Pharmaceuticals**



- Clinical materials and the special challenges they pose both regulatory and technical
- Identifying the key complexities of clinical trial supply in China in terms of requirements and operations
- Examining the challenges of maintaining temperature control across your clinical trial supply chain and how to overcome them

**Ying Zhang-Marainen**, Director CTSCS Business  
 Development Asia Pacific, **World Courier**



15:00 **Coffee & Networking Break**

**Logipharma Networking Card Exchange**

*Prime Networking Opportunity, Bring Plenty Of Business Cards!*

*Logipharma is renowned for bringing together the pharmaceutical community and networking is consistently noted as one of the top benefits of attending.*

*The Logipharma Networking Card Exchange provides the ideal platform to informally meet your fellow delegates. Structured around a series of informal 5 minute introductions, this is your opportunity to gather new contacts, set up meetings or just get to know your peers who will shape the conference proceedings.*

16:00 **Combating counterfeiting to effectively ensure patient safety**

Particularly in Asia, more and more counterfeits are entering the market. And while the figures are not astronomical in terms of lost sales, preventing counterfeiting is about taking responsibility in terms of patient safety.

- Reviewing ways that counterfeit, adulterated and misbranded drugs penetrate legitimate channels of distribution
- Review of counterfeiting in China, India and Indonesia
- Examining latest techniques and measures that can be taken to identify your product as genuine that are cost-effective

Panelists include:

**Danny Hodder**, Regional Director Asia Pacific -  
 Global Security, **AstraZeneca**



**Andy Blenkey**, Regional Security Director -  
 Asia Pacific, **Schering-Plough**



**Alex Ma**, Director of Asia-Pacific,  
**Pharmaceutical Security Institute**

16:00 **Developing an effective supply chain strategy to ensure integrity of cold chain products**

More and more products are becoming increasingly sophisticated and as result their handling requirements become even more complex. Additionally, temperature controlled distribution is also required for finished products, compounds and clinical trials. This presentation will take a strategic view on how to manage temperature distribution within the end-to-end supply chain.

- Examining how cold chain distribution can be effectively integrated into the overall supply chain
- Identifying weak links in transportation to minimise excursions
- Assessing alternative options to ensure integrity of cold chain products including regional distribution centres in strategy areas and storage and inventory management of investigational products
- Addressing effective working practices with outsourced logistics providers to maintain quality

Panelists include:

**Viliam Kovac**, Vice President Global Quality &  
 Divisional Export Control, **Roche Diagnostics**



**Chetan Kumria**, Head of Logistics,  
**Baxter India**



16:45 **Reducing leadtime and costs by optimising your secondary packaging strategy**

With manufacturing sites based globally, late stage packaging in Asia can often provide significant cost-savings. This presentation will provide insights enabling you to weigh up the true benefits.

- Establishing a regional packaging strategy to improve your ability to respond to customer requirements and emerging market growth
- Leveraging on late product differentiation and local packaging to decrease inventory and move re-packaged stock quickly
- Balancing long-term profit with overall cost and harmonisation of packaging

**Rajesh Pednekar**, Head of Supply Chain,  
**Pfizer (India)**



16:45 **Taking advantage of the cost-efficiencies that can be gained by sourcing in Asia**

Sourcing lower products and materials from developing countries such as China and India can provide attractive cost savings. However, there is also the issue of guaranteeing quality and this session will explore how to balance the two? Govind has over 32 years of experience and his current role included global sourcing for 23 plants in 11 countries. During this presentation he will detail:

- Examining checklists and measures that can be put in place to guarantee quality
- Managing the perception of quality when sourcing in the post-melamine scandal era
- Evaluating cost comparisons between global sourcing locations and Asia - which ends up most cost-effective?
- Where can APIs be sourced to move drugs through the system more quickly and the shift in focus to bulk and finished products

**Govind K Jaju**, Vice President Global Sourcing Material  
 and Supply Chain, **Ranbaxy**



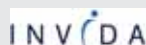
17:15 **Chair's Closing Remarks**

17:30 **Supply Chain Roundtables**

These interactive and informal discussion groups are the highlights of the conference. This is dedicated time set aside for you to ensure you have the time to meet with fellow delegates on a one-to-one basis. Each roundtable will be hosted by a speaker who will chair the discussions that will focus on topics raised during the day.

**A. Leveraging on sales and operations planning to increase responsiveness**

**Matthias Zschaemisch**, General Manager,  
 Global Supply Chain Management,  
**Invida Pharmaceuticals**



**B. Improving supply chain transparency and efficiency**

**Jayant Dwivedy**, President,  
 Global Supply Chain, **Piramal Healthcare**



**C. Developing accurate forecasting and demand planning techniques**

**Scott Duncan**, Group Supply Chain Manager  
 ANZ, **Bayer Healthcare Australia**



**D. Optimising your secondary packaging strategy**

**Rajesh Pednekar**, Head of Supply Chain, **Pfizer**



18:15 **Logipharma Cocktail & Networking Reception**



After a day filled with constructive discussion, case studies and critical information, RELAX, UNWIND and make new friends and contacts at the Networking Reception! Take advantage of this opportunity to network with the industry's brightest and most forward thinking leaders in a relaxed and informal atmosphere. Bring plenty of business cards and expand your network!

09:00 **Chair's Opening Remarks**  
**Bill Hook**, Vice President for Global Strategy,  
**Healthcare Logistics, UPS**



09:15 **Effective strategies to maximise gains from sourcing and supply chain operations in China**

Most pharmaceutical companies base a large part of their operations in China to benefit cost and structural advantages. Dittmar has extensive experience in China and set up the strategic sourcing group for Bayer in 2004. He will detail:

- Addressing the impact of strategic sourcing in China on quality and cost
- Proactively identifying where risk lies in the pharmaceutical supply chain in China and how to mitigate it
- Defining an integrated business strategy to benefit from the advantages of supply chain operations in China
- Examining sustainability of supply chain operations in China
- Strategic insights into effective supply management and development

**Dr Dittmar Nerger**, Head of Strategic Sourcing,  
**Bayer Healthcare**



09:45 **Cutting costs and reducing expenditure across your supply chain**

Cost-cutting and optimisation is a key driver for pharmaceutical supply chain professionals. In this high-level panel, panelists will assess key strategies and technique to streamline supply chain processes and cut out the cost.

- Balancing the need to increase agility right now and the desire to increase capacity without making additional investments
- Examining low-cost and lean sourcing
- Addressing technology as a key way to cut costs
- Cutting costs and balancing green concerns and carbon footprint
- Effective warehousing strategies to reduce inventory and further reducing costs
- How can we bring supply chain costs to a more manageable area?

Moderator:

**Paul Lim**, Founder/ President,  
**Supply Chain Asia**

Panelists include:

**Hillel West**, Executive Director Supply Chain Strategy,  
**Teva**

**Ashok Bindumadhavan**, Director Supply Chain and  
Manufacturing, **Eli Lilly and Company (India)**

**Scott Duncan**, Group Supply Chain Manager  
**ANZ, Bayer Healthcare Australia**



10:30 **Coffee & Networking Break**

11:00 **Maximize Efficiency And Increase Collaboration By Revisiting The Enterprise Architecture**

As supply chains gear up for change, how can you be sure your internal systems and processes are ready to support rapid change? Hear from Jürgen as he addresses the key areas of focus for your supply chain to guarantee a smooth transition to new models. Jürgen has 16 years of management consulting experience for multinational corporations. He worked for clients in life sciences (Novartis, Roche, Serono, Sandoz, Warner Lambert), high tech (i.e. Intel, Siemens, AEG) and telecommunications (i.e. Deutsche Telekom). Hear from him now on:

- Examining external pressures & internal business drivers will require life sciences supply chain transformation at a speed that was not seen before
- Addressing key initiatives that will support further optimization and risk reduction in the supply chain
- Increasing importance of L&A as internal pipeline reduces
- Increased external manufacturing as a consequence
- Examining product specific channel strategies to retail pharmacies, hospitals and clinics
- Addressing rationalisation of suppliers
- Fast peak sales at product launch
- Is the enterprise IT architecture prepared for those challenges?
- Supply chain organizations and its systems will obviously evolve: how is the IT organization impacted in the life sciences Company?

**Jürgen Bauer**, Partner, Executive Board Member,  
**Lodestone Management Consultants**



11:30 **Examining ASEAN harmonisation and the impact on your supply chain**

Earlier this year, ASEAN Economic Ministers signed the ASEAN Sectoral Mutual Recognition Arrangement (MRA) for Good Manufacturing Practice (GMP) Inspection of Manufacturers of Medicinal Products. Divergences in national product standards often act as impediments to trade in goods and this MRA aims to alleviate this within ASEAN. This presentation will delve into this latest MRA and how it impacts pharmaceutical manufacturers in Asia:

- Examining the MRA in detail and changes in current regulations
- Addressing the benefits of the MRA to manufacturers
- Identifying what businesses need to do to comply to new changes in regulations
- Discussing the application of the MRA to distribution practices

**Sia Chong Hock**, Director, Manufacturing and Quality Audit Division,  
**Health Products Regulation Group, Health Services Authority Singapore**

12:00 **Optimising your Asia-Pacific supply chain through establishing a regional distribution centre**

Many pharmaceutical players are assessing the benefits of setting up a regional distribution centre as a means to provide them with greater flexibility and potential for cost-savings. Additionally, regional distribution can help you reach smaller markets and that are not easily serviced. Frank has extensive Supply Chain Management expertise in the Pharmaceutical and Biopharmaceutical Industry, ranging from chemical production over international logistics and distribution to long term capacity planning. In his current role he is responsible for all international supply chain and logistics operations for Celgene except North America. His role also covers all of Asia and he is in charge of developing Celgene's Asia logistics strategy and distribution network, drawing on this experience he will detail:

- Assessing key considerations when setting up your regional distribution centre
- Late stage specialization for regional distribution centers
- Overcoming the challenges of distributing to countries with little commercial support
- Creating a centre that focuses on good distribution practices and not just control of a dispensing point
- Examining the benefits and challenges of outsourcing the distribution function

**Frank Binder**, Director, Head of International  
Logistics and Supply Chain, **Celgene**



12:30 **Networking Lunch**

13:45 **Assessing the evolution of pharmaceutical distribution in Asia and the impact on your supply chain**

This panel will discuss the drivers for change and how developments in the pharmaceutical industry will impact distribution models in Asia. Don't miss this critical discussion and gain insights so you can ensure you are ready for the changes ahead:

- Examining the key drivers for change in Asian pharmaceutical distribution models
- Addressing the benefits of outsourcing distribution to increase efficiency versus the downsides of loss of control
- Securing your supply chain - detailing security issues solved by new distribution models and overcoming them
- Building the business case for new distribution models to gain internal buy-in

Panelists:

**Frank Binder**, Director, Head of International  
Logistics and Supply Chain, **Celgene**

**Matt Kenning**, Director - Materials Management &  
Operational Excellence, **Genentech**



14:00 **Supply Chain Roundtables & Coffee & Networking Break**

These interactive and informal discussion groups are the highlights of the conference. This is dedicated time set aside for you to ensure you have the time to meet with fellow delegates on a one-to-one basis. Each roundtable will be hosted by a speaker who will chair the discussions that will focus on topics raised during the day.

ROUNDTABLE LEADERS INCLUDE:

A. **Building a flexible global network and process infrastructure to support growth**

**Hillel West**, Executive Director Supply Chain Strategy,  
**Teva**



B. **Examining the opportunities and challenges of regional distribution in Asia**

**Frank Binder**, Director, Head of International Logistics  
and Supply Chain, **Celgene**



C. **Examining sourcing and supply chain operations in China**

**Dr Dittmar Nerger**, Head of Strategic Sourcing,  
**Bayer Healthcare**



15:00 **Coffee & Networking Break**

15:30 **Developing innovative and integrated supply chain solutions for fragmented Asian markets**

Sustained growth in Asia's healthcare markets has resulted in increased emphasis on these emerging markets. However, the top and bottom line contribution is impeded, as a consequence of supply chain challenges posed by these fragmented emerging markets. It has become inevitable for current production and distribution strategies to be adjusted to this unique market landscape, should pharmaceutical companies want to emerge stronger after the economic downturn. This stimulating presentation details how to effectively overcome the challenges of fragmented supply chains in Asia.

- Assessing the fragmented markets in the Asia Pacific
- Reviewing and comparing supply chain models from mature markets like the US & Europe with Asia
- Developing effective supply chain models that enhance efficiency and add value
- Showcasing a pan-Asia case study that demonstrates best practice supply chain optimization

**Georg Schulz**, Business Development Director,  
**Zuellig Pharma Specialty Solutions Group**

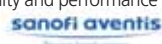


16:00 **Working collaboratively with outsourced manufacturers to ensure maximum benefits and efficiencies**

Many pharmaceuticals work with CMOs to maximise cost-savings and provide them with great flexibility. However, working with CMOs is very different when working with your own plant and their motivations are different. Most of the time they are not exclusive manufacturers so you compete for their plant capacity and schedule. This presentation will detail how to get the best out of your contract manufacturers.

- Managing poll/external manufacturers effectively so you are always top of their priority list
- Working with CMOs earlier into the process to reap the benefits, manage that properly
- Integrating social responsibility and sustainable commitment into supplier operations
- Creating audit programs to measure and monitor supplier performance
- Maintaining quality standards through ongoing supplier innovation
- Effective supplier management and selection to ensure quality and performance

**Eduardo Hagad**, Director Supply Chain  
and Development, **Sanofi-Aventis**



16:30 **Chair's Closing Remarks**

16:45 **Close of Logipharma Asia 2009**



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EnviroCooler LLC has partnered with TempTRIP as its exclusive Pharmaceutical Manufacturer Business Partner to add the most advanced RFID temperature monitoring technology to its portfolio of offerings. Together EnviroCooler LLC and TempTRIP form a comprehensive "one-stop-shop" for innovative validated packaging and technology solutions for your organization's cold chain challenges.

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**Zuellig Pharma Specialty Solutions Group (ZPSSG)** is a pioneering regional consultancy and bio-logistic services division of Zuellig Pharma Asia Pacific, Asia's leading pharmaceutical and healthcare distribution company. Strategically based in Singapore at the heart of Asia, ZPSSG leverages its cutting-edge Regional Distribution Center, secondary packaging and pan-Asia coverage in 15 countries to provide customized, value-added bio-logistic solutions for pharmaceutical, clinical trials, medical devices, diagnostics, biotech and other related companies.

Zuellig Pharma Asia Pacific was first established in Asia over 70 years ago and has always been at the forefront of industry developments. It is currently serving over 125 multinational research-based pharmaceutical manufacturers and more than 250,000 customers, including hospitals, clinics, doctors and pharmacies.

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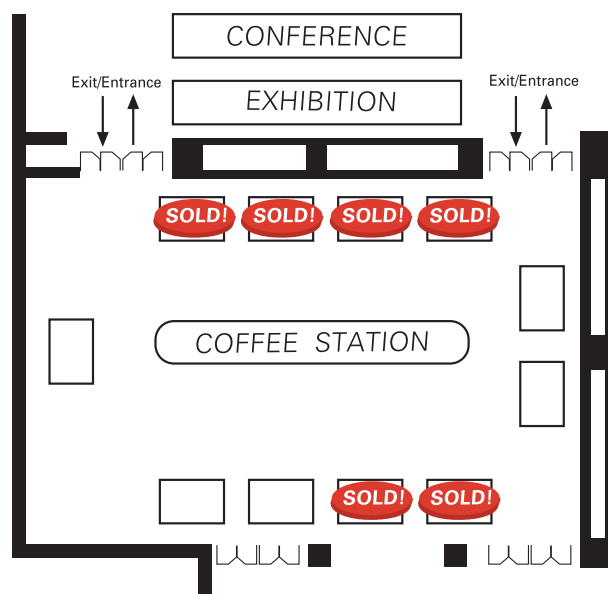
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10. Generate qualified leads and host sales meetings

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<b>Service Providers</b>			
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