



Pakistan Pharmaceutical  
Manufacturers' Association

# 3RD PAKISTAN PHARMA SUMMIT

CONFERENCE + MASTERCLASS



## EXPANDING

## THE POSSIBILITIES...

23-25 July 2017 The Faletti's Hotel, Lahore

Platinum  
Sponsor

**Martin Dow**  
Creating Distinction for Life

### Featuring



**Prof. Dr. Sarfaraz K. Niazi**  
- Founder, Therapeutic Proteins,  
a Biosimilars Company, USA  
- Sitara-e-Imtiaz



**Dr. René Roth (Germany)**  
- Board Member of Finzelberg  
(Business unit of Martin Bauer Group)



**Dr. Muhammad Aslam**  
CEO, Drug Regulatory Authority  
of Pakistan (DRAP)



**Dr. Kaiser Waheed**  
Chairman, PPMA and  
Managing Director, Medisure



**Haroon Qassim**  
Chairman of 3rd Pakistan Pharma Summit  
and MD & CEO, PharmEvo



**M. Jawed Akhai**  
Chairman  
Martin Dow



**Syed Nadeem Ahmed**  
Chief Executive Officer  
The Searle Company Limited



**Dr. Shahzad Khan**  
Chief Operating Officer  
CCL Pharmaceuticals



**Zahid Saeed**  
Managing Director  
Indus Pharma



**Mian M. Zaka Ur Rehman**  
CEO  
Schazoo Zaka



**Anis A. Shah**  
MD & CEO  
Merck



**Adnan Rizvi**  
Partner & Head of Deal Advisory  
KPMG Taseer Hadi & Co.



**Khawaja Shahzeb Akram**  
Vice President  
Mass Pharma



**Dr. Ajmal Nasir**  
Director Technical, BF Biosciences  
(a subsidiary of Ferozsons Group)



**Mian Asad Shuja-ur-Rehman**  
Chief Executive  
Schazoo SPL



**Dr. Riaz Ahmed**  
CEO  
Shrooq Pharma



**Zeba Ahmed Shuja**  
Director Technical  
Schazoo Zaka



**Ch. M. Israr Sharif**  
Managing Director  
Genix Pharma Pvt Ltd



**Furqan Kidwai**  
CEO  
Dawai.pk



**Arshad Rahim Khan**  
Managing Director  
OBS Pakistan (Pvt.) Ltd.



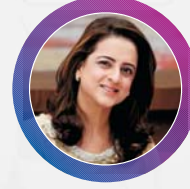
**Dr. Rizwan Mahmood**  
Director Quality Ops  
CCL Pharmaceuticals



**Abdul Latif Sheikh**  
President and CEO  
Pakistan Society of Health  
System Pharmacist (PSHP)



**Hamid Raza**  
CEO  
Neutro Pharma



**Dr. Muzna Ebrahim**  
TV Anchor & Chairman of patient  
advocacy group 'The U within Association'  
(Master of Ceremonies)

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

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## 3<sup>RD</sup> PAKISTAN PHARMA SUMMIT

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**EXPANDING  
THE POSSIBILITIES...**

24-25 July 2017 The Faletti's Hotel, Lahore

## Message from Organizers:



**Dr. Kaiser Waheed**  
Chairman, PPMA and  
Managing Director, Medisure



**Haroon Qassim**  
Chairman, 3rd Pakistan Pharma Summit  
and MD & CEO, PharmEvo

The crossroads that Pharma industry finds itself at can be summed up in the opening lines of the Charles Dicken's novel, A Tale OF Two Cities, "It was the best of times, it was the worst of times". The Future looks promising yet laced with perils. As human intellect dynamically evolves & knowledge of things improve by leaps and bounds our scientific base is also expanding proportionally. Lengthening human life expectancy has increased the demand for medicines (global Pharma market expected to reach \$ 1.12 Trillion by 2022) & advances in genetic & genomics has tectonically shifted the balance. Technology has taken the game to the next level. New emerging therapeutics create a sweet spot where biology & technology converge to open new opportunities. From precision medicine that provides the biological basis of disease to mHealth sensors targeting Parkinson's disease, diabetes, cardiovascular disease, asthma and breast cancer to Spritam, first 3-D FDA approved printed drug for epilepsy, the quantum leap is unbelievable.

Besides, there is another emerging platform: Phytopharmaceutical that encourages innovation & development of new drugs from botanicals. The new drug Veregen (Polyphenon E) Ointment is the first prescription botanical (herbal) drug approved by the U.S. FDA & serialization, of course, one of the biggest operational challenges ever faced by the industry owing to its growing diversity and complexity regarding track and trace for genuine drugs, we are only scratching the surface.

3rd Pharma summit draws exceptional brains in a quest to write answers to these challenging questions that life throws at us at lightning speed. The event also provides one of the rare opportunities to deepen our insight & expand our knowledge to ensure a brighter future. The Summit also features panel discussions & success stories for a profound learning experience. We look forward to your gracious presence to make it an unforgettable experience of your life.

### About 3rd Pakistan Pharma Summit:

Pakistan Pharmaceutical Manufacturers' Association welcomes you to join the **3rd Pakistan Pharma Summit - Expanding the Possibilities** which will be held on July 23-25 this year at Faletti's Hotel in Lahore. This summit builds on the momentum of the first 2 such summits held in Karachi and expected to be attended by 300+ senior dignitaries from the pharmaceutical and relevant industries. Some of the best International and local experts will join the summit to share their insightful views with the audience. In addition, leading industry vendors and suppliers will also exhibit their latest products, emerging technologies and solutions to the conference delegates.

### Topics to be discussed:

- Alignment with Global Landscape - A Futuristic Approach
- New Emerging Therapeutics and Regulatory Imperatives
- Recent Mergers & Acquisitions in the Pharma Sector
- CEO Panel: Reshaping Pakistan's Pharmaceutical Industry: Challenges & Opportunities
- Creating Health Awareness: Role of Pharmaceutical Industry of Pakistan
- Phytopharmaceuticals - Innovation | Quality | Regulatory
- Panel Discussion: Regulatory Guidelines - Present and future scenario
- Pharmaceutical Serialization - track and trace system
- Panel Discussion: Pharmaceutical Exports - Current Trends and Emerging Markets

### About PPMA:

Founded in 1961, the PPMA is recognized by the government of Pakistan as the only representative Pharma body in the country which has about 400 members which comprises both national and multinational companies. Pakistan Pharma Industry is very vibrant and dynamic comprising more than 700 units, currently fulfilling more than 95% of the domestic Pharmaceutical requirements. One of the goals is to ensure availability of quality medicines to all at reasonable price and to enhance exports of the country by accessing more value added markets of Europe and USA.





**Pakistan Pharmaceutical  
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# 3<sup>RD</sup> NCE PAKISTAN PHARMA SUMMIT

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**24-25 July 2017** The Faletti's Hotel, Lahore

## Conference Agenda:

08:30 am - 09:00 am

**Registration**

### INAUGURAL SESSION

09:00 am - 09:05 am

**Recitation & National Anthem**

09:05 am - 09:15 am

**Welcome & Opening Remarks:** **Dr. Kaiser Waheed** - Chairman, PPMA / Managing Director, Medisure

09:15 am - 09:25 am

**Conference Introduction:** **Haroon Qassim** - Chairman of 3rd Pakistan Pharma Summit/ MD & CEO, PharmEvo

09:25 am - 09:45 am

**Keynote speech by Chief Guest: (Invited)**

09:45 am - 10:05 am

**Thematic Presentation: Pakistan's Pharma Industry**

- Alignment with Global Landscape - A Futuristic Approach This session will focus on a detailed analysis of current Pharmaceutical Industry of Pakistan with its existing challenges, threats and opportunities and their comparison to the global pharma landscape.

**M. Jawed Akhai** - Chairman, Martin Dow

10:05 am - 10:15 am

**Distribution of Plaques**

10:15 am - 10:45 am

**TEA/COFFEE & NETWORKING BREAK**

### SESSION II

10:45 am - 11:30 am

**International Keynote: New Emerging Therapeutics and Regulatory Imperatives**

**Dr. Sarfaraz K. Niazi** - Biosimilars Pioneer, Inventor, Author, Teacher, Researcher, IP Law Practitioner and Founder Therapeutic Proteins, Inc.

11:30 am - 11:50 am

**Presentation: Recent Mergers & Acquisitions in the Pharma Sector of Pakistan**

**Adnan Rizvi** - Partner & Head of Deal Advisory, KPMG

11:50 am - 01:00 pm

**Panel Discussion I: CEO Roundtable: Reshaping Pakistan's Pharmaceutical Industry – Challenges & Opportunities**

**Panelists:**

**Mian Mohammad Zaka Ur Rehman** - CEO, Schazoo Zaka

**Khawaja Shahzeb Akram** - Vice President, Mass Pharma

**Syed Nadeem Ahmed** - Chief Executive Officer, The Searle Company Limited

**Mian Asad Shuja-ur-Rehman** - Chief Executive, Schazoo SPL

**Dr. Abdul Qadeer Khokhar** - Chief Executive, Remington Pharma

**Moderator: Zahid Saeed** - Managing Director, Indus Pharma

01:00 pm - 02:00 pm

**PRAYER BREAK AND NETWORKING LUNCH**

### SESSION III

02:00 pm - 02:30 pm

**International Presentation: Phytopharmaceuticals – Innovation | Quality | Regulatory**

**Dr. René Roth-Ehrang** - Member of the Board, Finzelberg Germany (Martin Bauer Group)

02:30 pm - 02:50 pm

**Creating Health Awareness: Role of Pharmacist**

**Abdul Latif Sheikh** - President and CEO, Pakistan Society of Health System Pharmacist (PSHP)

02:50 pm - 03:50 pm

**Panel Discussion II: Regulatory Guidelines – Present and Future Scenario**

**Panelists:**

**Anis Shah** - MD & CEO, Merck

**Dr. Ajmal Nasir** - Director Technical, BF Bisciences (a subsidiary Of Ferozsons Group)

**Dr. Rizwan Mahmood** - Director Quality Operations, CCL Pharmaceuticals

**Dr. Sarfaraz K. Niazi** - Founder, Therapeutic Proteins, Inc.

**Arshad Rahim Khan** - Managing Director, OBS Pakistan (Pvt.) Ltd.

**Moderator: Zeba Ahmed Shuja** - Director Technical, Schazoo Zaka (Pvt.) Ltd.

03:50 pm - 04:10 pm

**Concluding remarks by Session Chair: Dr. Muhammad Aslam** - CEO, Drug Regulatory Authority of Pakistan (DRAP)

**Presentation: Topic to be decided**

**Furqan Kidwai** - CEO, Dawai.pk

04:10 pm - 04:50 pm

**Panel Discussion III: Pharmaceutical Exports – Current Trends and Emerging Markets**

**Panelists:**

**Dr. Shahzad Khan** - Chief Operating Officer, CCL Pharmaceuticals

**Haroon Qassim** - MD & CEO, PharmEvo

**Ghazanfar Jawa** - Director, Wilshire Laboratories

**Dr. Riaz Ahmed** - CEO, Shrooq Pharma

**Moderator: Hamid Raza** - CEO, Neutro Pharma

05:00 pm

**Distribution of Mementos, Vote of Thanks and Closure**



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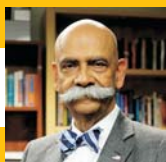


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## Post Conference Masterclass

# BRINGING HARMONY TO THE PHARMACEUTICAL INDUSTRY IN PAKISTAN



by **Prof. Dr. Sarfaraz K. Niazi**

**Tuesday | 25 July 2017 | 10 am - 2 pm**

### TARGET AUDIENCE:

CEOs, Directors, Presidents/ Vice Presidents,  
General Managers/ Managers & Business  
Intelligence experts in pharmaceutical,  
biologics, and OTC drugs and medical device  
companies involved in:

- o Marketing
- o Marketing Communications
- o Legal, Regulatory Affairs
- o Public Relations/Corporate Affairs
- o Medical Information and Affairs
- o Compliance

## Gala Dinner and Entertainment Evening

23 July 2017 | The Faletti's Hotel, Lahore | 8 pm - 11 pm

### Performances by



*Humera  
Arshad*  
(Singer)



*Amanullah  
Khan*  
(Comedian)

### REGISTRATION DETAILS

#### Conference Registration Fee

**Rs. 6,000** Per participant

23rd-24th July 2017

Includes Lunch, Refreshments,  
Gala Dinner & Business Networking.

#### Workshop Registration Fee

**Rs. 8,000** Per participant

25th July 2017

Includes Courseware, Certificate, Lunch,  
Refreshments & Business Networking.

#### Gold Pass (Conference+Workshop)

**Rs. 12,000** Per participant

23rd - 25th July 2017

Includes Courseware, Certificate, Lunch, Refreshments,  
Gala Dinner Entertainment & Business Networking.

For registration(s) please send your **Name, Designation, Email** and **Mobile Number**  
at [pharmasummit@terraBizgroup.com](mailto:pharmasummit@terraBizgroup.com)

For further details, please contact  
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Send us your cheque in favor of "Pakistan Pharmaceutical Manufacturers' Association" or "P.P.M.A." to **Zakir Adil** +92 300 2278 183  
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