



4th Pakistan Pharma Summit

PHARMA IN THE AGE OF DATA AND DISRUPTION

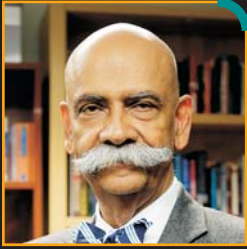
Pre-Conference Masterclass
 Tuesday, **April 23, 2019**

Gala Dinner & Entertainment
 Tuesday, **April 23, 2019**

Full Day Conference (9 am to 5 pm)
 Wednesday, **April 24, 2019**

Venue: Karachi Marriott Hotel

F E A T U R I N G



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



Dr. Adil H. Haider
 - Dean, The Aga Khan University
 Medical College, Pakistan
 - Co-Founder, Doctella.com, USA



Dr. Musadik Malik
 Member,
 Senate of Pakistan

Other names that matter



Ali Akhai
 Chairman
 Martin Dow Group



Dr. Kaiser Waheed
 - Chairman, Pakistan Pharma Summit
 - Managing Director, Medisure Laboratories



Haroon Qassim
 Managing Director
 PharmEvo (Pvt.) Ltd.



Sohail Ahmed Matin
 Chief Executive Officer & GM
 GSK Consumer Healthcare Pakistan



Daniel Ghinn
 - Top Global Pharma Influencer
 - Founder & CEO, CREATION (UK)



Javed Ghulam Mohammad
 Group Managing Director and CEO
 Martin Dow Group



Dr. Zakiuddin Ahmed
 - CEO, Digital Care
 - Director Digital Health, Pharmevo



Sulaiman S. Mehdi
 - Chairman, Pakistan Stock Exchange
 - CEO, Cyan Limited



Arshad Rahim Khan
 Managing Director
 ARK & Associates



Dr. Kivilcim Kayabali
 Founder of PTMS Organizer
 Digital Health Summit (Turkey)
 (via Skype)



Jill Donahue
 President & Founder
 EngageRx (Canada)
 (via Skype)



Asad I. Mian, MD, PhD
 Chair, Department of Emergency Medicine &
 Director, Critical Creative Innovative Thinking
 The Aga Khan University



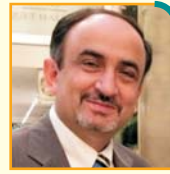
Nusrat Munshi
 CEO and Managing Director
 AGP Limited



Dr. Shahzad Khan
 Chief Operating Officer
 CCL Pharmaceuticals



Mian Asad Shuja
 Chief Executive
 The Schazoo Pharmaceutical
 Laboratories



Tauqeer Ul Haq
 Managing Director
 Sante (Pvt.) Ltd.



Javaid Iqbal
 Co-Founder & CEO
 TransformX



Dr. Nadia Bukhari
 - Fellow of the Royal Pharmaceutical Society
 - Senior Teaching Fellow in Pharmacy Practice
 - Member, National Pharmacy Board, England



Hamid Raza
 CEO
 Neutro Pharma (Pvt.) Ltd.



Gianluca Cocuzzo
 Sales Area Manager
 SEA Vision (Italy)



Jehan Ara
 - Member, PM's Taskforce
 on IT & Telecom, GOP
 - Founder, The Nest I/O
 - President, P@SHA



Khurram Hamid
 - Chief Marketing and Strategy Officer,
 Investech Partners Investment LLC
 - Former Chief Digital Officer,
 Pfizer, Asia Pacific Region



Sohail Zindani
 Disruptor, Strengths Ambassador,
 Leadership Coach,
 Master Trainer and Author

www.ppmapharmasummit.com

Gold Sponsors



Silver Sponsors



Electronic Media Partner



Print Media Partner



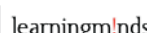
Business Magazine Partner



PR Partner



Supporting Partners



Exhibitor





4th Pakistan Pharma Summit

PHARMA IN THE AGE OF DATA AND DISRUPTION

PPMA Office Bearers



Zahid Saeed
 - Chairman,
 PPMA
 - Managing Director,
 Indus Pharma



Dr. M. Tahir Azam
 - Sr. Vice Chairman,
 PPMA
 - Chief Executive,
 Mega Pharmaceuticals Ltd.



Shafiq Ahmad Abbasi
 - Vice Chairman,
 PPMA
 - Chairman,
 Novamed Pharmaceuticals Pakistan



Ch. Ansar Farooq
 - Zonal Chairman,
 PPMA (North)
 - CEO,
 Medizan Laboratories



Syed Farooq Bukhari
 Zonal Chairman,
 PPMA (South)
 - Chief Executive,
 Mediflow Pharmaceuticals (Pvt.) Ltd.



Dr. Kaiser Waheed
 Chairman
 Pakistan Pharma Summit



Haroon Qassim
 Co-Chairman
 Pakistan Pharma Summit

The summit with the theme of **Pharma in the age of Data and Disruption** is the leading high level conference which discusses the current innovations & technology trends in the Pharma industry. This summit builds on the momentum of the first 3 such summits held in Karachi and Lahore. The digital revolution is disrupting and transforming across different business sectors and the pharmaceutical industry is not spared. Pharma companies are increasingly exploring the role that technology can play in demonstrating value to physicians, patients and the society at large. The event features the world class speakers presenting their real life examples through enlightening keynotes, in-depth panel discussion, and round table discussions. Delegates will get the opportunity to mingling with key innovators shaping the future of pharma and healthcare. Pharma Summit is the definitive event for future focused leaders.

Message from Organizers:

Besides keynote speeches and interviews, the summit also features panel discussion and success stories from innovative health-tech startups for knowledge sharing and profound learning experience. We look forward to your gracious presence to make it a memorable learning and networking experience of your life.

CEO Round Table: Pharma 3.0 From Drugs to Healthy Outcomes



Javed Ghulam Mohammad
 Group Managing Director and CEO
 Martin Dow Group



Haroon Qassim
 Managing Director
 PharmEvo (Pvt.) Ltd.



Nusrat Munshi
 CEO and Managing Director
 AGP Limited



Dr. Shahzad Khan
 Chief Operating Officer
 CCL Pharmaceuticals



Sohail Ahmed Matin
 Chief Executive Officer & GM
 GSK Consumer Healthcare Pakistan



Mian Asad Shuja
 Chief Executive
 The Schazoo Pharmaceutical Laboratories



Tauqeer Ul Haq
 Managing Director
 Sante (Pvt.) Ltd.

Pharma - Health Tech Start up Collaboration: Inno8ive Talks by Healthcare Startups



Dr. Faisal Khan
 Founder and CEO
 Aversos



Zeeshan Aftab
 Co-Founder
 Circle Health



Faisal Masood
 Director, Business Development
 MEDWORKS



Rizwan Buttar
 Chief Innovation Officer
 PHARMA TRAX



Dr. Sara Saeed Khurram
 Co-founder and CEO
 Sehat Kahani



Hosted by



Pakistan Pharmaceutical Manufacturers' Association

Lead Partner



Trainings | Conferences | Exhibitions



4th Pakistan Pharma Summit

Founding Partner



Martin Dow
Creating Distinction for Life

PHARMA IN THE AGE OF DATA AND DISRUPTION

Pre-Conference Masterclass

DIGITAL HEALTH PHARMA 101

Physician & Patient Engagement Beyond the Pill

Tuesday April 23, 2019

Karachi Marriott Hotel | 9:00 am - 2:45 pm

Registration will be at 09:00 am & the workshop will start at 09:30 am sharp and finish at 02:45 pm. There will be one adequate break for tea and refreshments and lunch will be served at the closure



Course Facilitator:
Dr. Zakiuddin Ahmed
Digital Health Expert -
Speaker - Strategist -
Health Entrepreneur

- Founder, "RAH@H", King Saud University
- Project Director, RIHIS, RIPHAAH University
- President & Board Member, OPEN Karachi, OPEN Global, USA (Organization of Pakistani Entrepreneurs of North America)
- Digital Health Director, PharmEvo (Pvt.) Ltd.
- CEO, Digital Care
- Co-Founder, Circle Health

Dr. Zakiuddin Ahmed is a visionary strategist, entrepreneur & a physician leader who specializes in developing sustainable, scalable and innovative solutions in Healthcare through information technology. He represents Pakistan as an invited keynote speaker at international conferences on Digital Health & ePharma. He has pioneered many "Pakistan's First" projects in Digital Health including Medical Call Center, Virtual Hospital, Hub & Spoke Telemedicine Center, Medical Webinar Portal, among others.



Co-Facilitator:
Daniel Ghinn
One of the Top 100 Influential
Pharma Entrepreneurs

Daniel Ghinn is the CEO of Creation Healthcare, the digital planning consultancy for the pharmaceutical and healthcare industry, which was founded in 1998. He works with different pharmaceutical companies to help them bring digital marketing into their brand campaigns. His new book, Pathways to Engagement for Healthcare Organizations, includes years of research into how new channels are changing healthcare communications and marketing, and includes practical advice for pharmaceutical marketers. Daniel is also Editor of Healthcare Engagement Strategy, the e-journal providing insights into the changing environment for healthcare communications and marketing.

Daniel Ghinn was recently announced as one of the top 100 influential figures in PharmaVoices' list of pharma entrepreneurs.

Invited Session Speakers:

The Power of Purpose:
Creating value through
patient-focused
engagement



Jill Donahue
President & Founder
EngageRx
(via Skype)

On a mission to help lift pharma to build sales faster in patient-focused ways.

NeuroMarketing & Persuasion Models:
How to communicate
with physicians



Dr. Kivilcim Kayabali
Founder of PTMS Organizer
of Digital Health Summit
(via Skype)

A member of NMSBA & lecturer at Hamburg Media School conducting seminars, lectures & workshops in various universities on neuromarketing, decision making and neuroscience since 2012.

Areas to be covered:

- * Precision medicine
- * AI / chat bots
- * Wearables / IoT
- * Block chain
- * Digital Therapeutics
- * eDetailing
- * eReporting / PV and ADR
- * Data analytics
- * EDC / eclinical trials / Virtual Trials
- * AR / VR
- * Online Conversations of HCPs

Note: Detailed course outline will be updated on the conference website soon

Who should attend:

- * CEOs
- * Marketing Heads
- * Business Development Managers
- * Digital Marketing Heads
- * Medical Directors

CONFERENCE EVE DINNER

Tuesday, April 23, 2019 | Karachi Marriott Hotel | 7:30 pm onwards

07:30 pm - 08:00 pm

Arrival of Guests / Networking



08:00 pm - 08:05 pm
Welcome Speech by **Mr. Zahid Saeed**
Chairman, PPMA



08:05 pm - 08:10 pm
Inaugural Speech by **Dr. Sh. Kaiser Waheed**
Chairman, Pakistan Pharma Summit



**Speial Ceremony to Pay Tribute to
M. Jawed Akhail (Late) - Ex-Chairman, Martin Dow Group**



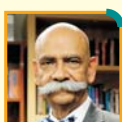
08:10 pm - 08:15 pm
Citation to be read by
Mr. Shahbaz Y. Malik - Managing Director, Hilton Pharma (Pvt.) Limited

08:15 pm - 08:20 pm
Presentation of Special Memento and Photograph



08:20 pm - 08:25 pm
Speech by
Mr. Ali Akhail - Chairman, Martin Dow Group

08:25 pm - 08:55 pm **Future of Medicines, Biosimilars and Precision Drugs**



Keynote Interview of
Dr. Sarfaraz K. Niazi
Founder, Therapeutic Proteins, USA



Moderator:
Mr. Arshad Rahim Khan
Managing Director, ARK & Associates

08:55 pm onwards **Dinner followed by Entertainment Program**

Hosted by



Pakistan Pharmaceutical Manufacturers' Association

Lead Partner



Trainings | Conferences | Exhibitions



4th Pakistan Pharma Summit

Founding Partner



Martin Dow
Creating Distinction for Life

PHARMA IN THE AGE OF DATA AND DISRUPTION

CONFERENCE AGENDA

08:30 am - 09:00 am	Registration & Networking
09:00 am - 09:10 am	Recitation & National Anthem
09:10 am - 09:15 am	Welcome & Opening Remarks: Zahid Saeed - Chairman, PPMA and Managing Director, Indus Pharma
09:15 am - 09:20 am	Conference Introduction: Dr. Kaiser Waheed - Chairman of 4th Pakistan Pharma Summit and Managing Director, Medisure
09:20 am - 09:25 pm	Speech by Founding Partner Pakistan Pharma Summit
	Ali Akhai - Chairman, Martin Dow Group
09:25 am - 09:50 am	Thematic Keynote: Pharma in the Age of Data and Disruption
	Dr. Musadik Malik - Member, Senate of Pakistan - Thematic Keynote
09:50 am - 9:55 am	Interaction with the audience
09:55 am - 10:45 am	CEO Round Table: Pharma 3.0 - From Drugs to Healthy Outcomes
	Session Chair: Prof. Dr. Sarfaraz K. Niazi - Founder, Therapeutic Proteins, a Biosimilars Company, USA and Sitara-e-Imtiaz
	Moderator: Dr. Zakiuddin Ahmed - Digital Health Director, PharmEvo (Pvt.) Ltd. and CEO, Digital Care
	Panelists:
	Javed Ghulam Mohammad - Group Managing Director and CEO, Martin Dow Group
	Haroon Qassim - Managing Director, PharmEvo (Pvt.) Ltd.
	Nusrat Munshi - Managing Director, AGP (Private) Limited
	Dr. Shahzad Khan - Chief Operating Officer, CCL Pharmaceuticals (Pvt.) Ltd.
	Sohail Ahmed Matin - Chief Executive Officer & GM, GlaxoSmithKline, Consumer Healthcare Pakistan
	Mian Asad Shuja - Chief Executive, The Schazoo Pharmaceutical Laboratories
	Tauqeer Ul Haq - Managing Director, Sante (Pvt.) Ltd.
10:45 am - 10:55 am	Concluding Remarks by the Session Chair
10:55 am - 11:00 am	Distribution of plaques and group photo
11:00 am - 11:30 am	TEA/COFFEE & NETWORKING BREAK
11:30 am - 11:55 am	Presentation: Digital Innovation for the Pharmaceutical Industry in Pakistan
	Javaid Iqbal - Co-Founder & CEO, TransformX
11:55 am - 12:10 pm	Presentation: Challenging Conventional Medical Wisdom in the age of Data and Disruption: Experience from the Aga Khan University
	Asad I. Mian, MD, PhD - Chair, Department of Emergency Medicine & Director, Critical Creative Innovative Thinking, The Aga Khan University
12:10 pm - 01:00 pm	Pharma - Health Tech Start up Collaboration
	Inno8ive Talks by Healthcare Startups: (5 talks / 5 minutes each)
	1- Averos - Dr Faisal Khan , Founder and CEO
	2- Circle Health - Zeeshan Aftab , Co-Founder
	3- Medworks - Faisal Masood , Director - Business Development
	4- Pharma Trax - Rizwan Buttar , Chief Innovation Officer
	5- Sehat Kahani - Dr. Sara Saeed Khurram , Co-Founder and CEO
	Session Chair: Sulaiman S. Mehdi - Chairman, Pakistan Stock Exchange and CEO, Cyan Limited
	Session Host: Jehan Ara - Member, Prime Minister's Taskforce on IT & Telecom, Government of Pakistan; Founder, The Nest i/o Technology Incubator & Accelerator; and President, P@SHA
01:00 pm - 02:00 pm	PRAYER BREAK AND NETWORKING LUNCH
02:00 pm - 02:25 pm	Presentation: A disruptive take on business - Work that matters for people who care
	Sohail Zindani - Disruptor, Strengths Ambassador, Leadership Coach, Master Trainer & Author
02:25 pm - 02:50 pm	Double Keynote: Moving to Digital Pharmacy - The NHS Way Women in Pharma Leadership: Survive and Thrive
	Dr. Nadia Bukhari - Fellow of the Royal Pharmaceutical Society, Senior Teaching Fellow in Pharmacy Practice, and Member, National Pharmacy Board, England
02:50 pm - 03:15 pm	Afternoon Keynote: Latest Healthcare and Pharma Trends and how Data and Technology will Impact the Healthcare scenario in Pakistan Doctella - an Online Application to Enhance Doctor-Patient Communication.
	Dr. Adil H. Haider - Dean, The Aga Khan University Medical College, Pakistan and Co-Founder, Doctella.com, USA
03:15 pm - 03:35 pm	How to Engage Healthcare Professionals on Social Media: A guide for Pharmaceutical Companies in Pakistan
	Daniel Ghinn - One of the Top 100 Influential Pharma Entrepreneurs / CEO, Creation Healthcare
03:35 pm - 04:00 pm	Presentation: Leveraging AI and Blockchain to Transform Healthcare - Opportunities in Pakistan
	Khurram Hamid - Chief Marketing and Strategy Officer, Investech Partners Investment LLC and Former Chief Digital Officer, Pfizer, Asia Pacific Region
04:00 pm - 04:15 pm	Presentation: Chasing Industry 4.0 - Beyond Serialization: Data Analysis and Integrity
	Gianluca Cocuzzo - Sales Area Manager, SEA Vision - Italy
04:15 pm - 04:30 pm	Distribution of Mementos, Vote of Thanks and Closing Remarks followed by refreshments

Note: Organizers reserve the right to alter the program.

Master of Ceremonies



Dr. Arif Pyarali



Dr. Anam Zehra

learning m!nds

Who Attends?

JOB TITLES

- CEO / MD
- COO
- Policy Makers
- CTO/ CIO/ Head IT
- Managers & Professionals

INDUSTRY FOCUS

- Pharmaceutical
- Life Science
- Biotechnology
- Hospital Owners & Management

Hosted by



Pakistan Pharmaceutical Manufacturers' Association

Lead Partner



Trainings | Conferences | Exhibitions



4th Pakistan Pharma Summit

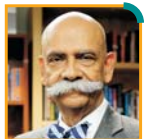
Founding Partner



Martin Dow
Creating Distinction for Life

PHARMA IN THE AGE OF DATA AND DISRUPTION

SPEAKERS' PROFILES



Prof. Dr. Sarfaraz K. Niazi

- Founder, Therapeutic Proteins, a Biosimilars Company, USA
- Sitara-e-Imtiaz

Professor Dr. Sarfaraz K. Niazi, Ph.D., FRBS, FPAMS, FACB, SI, Executive Chairman, Karyo Biologics and PharmSci, is a globally recognized pioneer of the pharmaceutical and biopharmaceutical industry, with 50+ books, 100+ research papers, 100+ patents, several approved CPs to FDA, dozens of crafted regulatory guidance, and the experience of taking many pharmaceuticals and biosimilars through regulatory approval across globe, raising hundreds of millions of dollars. He has now embarked on a global effort, in collaboration with regulatory agencies, to revolutionize the the current archaic approval process for generics and biosimilars, making it more relevant on contemporary scientific concepts-all with a goal to enhance accessibility to safer medicines. He is an inductee into Entrepreneur Hall of Fame, and the Forbes Magazine, Chicago Tribune and many other publications calling him "the most interesting man in the world changing healthcare." He serves on the faculty of several major universities and is a fellow of several most prestigious learned societies. www.niazi.com



Dr. Musadik Malik

Member, Senate of Pakistan

Dr. Musadik graduated in Pharmacy from the University of the Punjab. He finished his Post-Doctoral Fellowship at the University of Illinois - College of Medicine in Health Economics and Medical Decision Making. He obtained Ph.D. and M.S. in Healthcare Administration & Policy. He was Personal Pharmacist of His Highness Shaikh Zayed bin Sultan Al Nahyan. He served as Special Assistant to Prime Minister (2013-2018).



Daniel Ghinn

- Top Global Pharma Influencer
- Founder & CEO, CREATION (UK)

Daniel helps healthcare organizations around the world make sense of the way the Internet is changing healthcare. Daniel has worked with some of the world's largest healthcare & pharma organisations to help them integrate digital channels into their corporate or brand campaigns. His latest brainchild is Creation Pinpoint - a HCP social media market research service that allows the monitoring of HCP conversation around the brand or therapy area and provides with brand intelligence for HCP engagement strategy. Daniel has recently made it to PharmaVoice top 100 Pharma Entrepreneur list.



Javed Ghulam Mohammad

Group Managing Director and CEO
Martin Dow Group

Javed Ghulam Mohammad is a qualified fellow member of the ICMAP. His professional experience spans over 25 years and has worked on several key positions in various local & multinational companies. He started his pharmaceutical career from Abbott Laboratories followed by Getz Pharma, Martin Dow, and Briogene. He served Martin Dow as Managing Director from August 2010 till October 2012 after the acquisition of Roche brands and manufacturing facility. Afterwards, he joined Briogene as CEO for over 2 years. For the last 4 years, he has been associated with AJ Research & Pharma (subsidiary of Al Jomaih group, Saudi Arabia) based in Malaysia as CEO. Under his leadership, AJ Pharma has progressed tremendously from a startup company to operations in more than 7 countries.



Dr. Nadia Bukhari

- Fellow of the Royal Pharmaceutical Society
- Senior Teaching Fellow in Pharmacy Practice
- Member, National Pharmacy Board, England

Nadia Bukhari, BPharm, FRPharmS, FHEA, PG Dip Pharmacy Practice, is a Principal Teaching Fellow in Pharmacy Practice at London's top global university, University College London (UCL). She has been awarded her fellowship by the Royal Pharmaceutical Society of Great Britain making her the youngest woman to receive this honour. In addition, Nadia is an elected member of the National Pharmacy Board in England. Nadia acts as a mentor for pharmacy students globally and is also an advisor for the Commonwealth Pharmacist's Association. Nadia took on the role of UK trustee for Pakistan Alliance for Girls' Education (PAGE), promoting gender equality in education for girls all across Pakistan.



Dr Adil H. Haider

- Dean, The Aga Khan University Medical College, Pakistan
- Co-Founder, Doctella.com, USA

Adil Haider, MD, MPH, FACS is an active trauma and acute care surgeon, prolific researcher. Following his graduation from AKU-MC, Dr. Haider completed a master's degree in Public Health (Epidemiology, Biostatistics and Injury Prevention) from Johns Hopkins Bloomberg School of Public Health in 2000. He then completed postgraduate training in General Surgery at New York Medical College / Westchester Medical Center, and was named Chief Resident while there. He was then appointed to the Faculty at Johns Hopkins as an Assistant Professor of Surgery and Anesthesiology / Critical Care in 2007, and promoted to Associate Professor of Surgery, Anesthesiology and Health Policy and Management in 2011, before being recruited to his last position at Harvard in 2014. He is also the co-founder of Doctella. Till recently Dr. Adil Haider was Kessler Director for the Center for Surgery and Public Health, Harvard Medical School and Harvard T.H. Chan School of Public Health.



Ali Akhai

Chairman, Martin Dow Group

Ali Akhai is the current Chairman of the Martin Dow Group. After completing his double Masters in Science, one from University of Hertfordshire, UK in Global Business and the other in Master of Science from Novancia Business School, Ali returned to Pakistan in 2016 and joined the family business of Martin Dow Group of Companies. He also went through a structured orientation program covering Marketing, Finance, Business Development, HR & Regulatory affairs. In 2017, he took on the mantle of Business Development "lead" and launched 8 new products for the Group by mid-2018. Ali has played his part in the leadership team that successfully acquisition of Merck (Pvt) Ltd in 2016.



Asad I. Mian, MD, PhD

Chair, Department of Emergency Medicine & Director, Critical Creative Innovative Thinking
The Aga Khan University

Asad Mian MD, PhD is Associate Professor, Director of Research and Chair, Department of Emergency Medicine, at the Aga Khan University (AKU). His grant-funded research pursuits in Pediatric Emergency Medicine have led to several publications in peer-reviewed journals. He is also the author of 'An Itinerant Observer', a book of short stories published in the U.S. Dr Mian spearheaded a novel initiative at AKU called 'Critical Creative Innovative Thinking' (CCIT), a forum that promotes creativity and innovation in biomedicine and healthcare locally and globally. He did his PhD in Molecular and Human Genetics, from Baylor College of Medicine, Houston, USA, and his MBBS from The Aga Khan University, Pakistan.



Khurram Hamid

- Chief Marketing and Strategy Officer, Investech Partners Investment LLC
- Former Chief Digital Officer, Pfizer, Asia Pacific Region

Khurram Hamid is an accomplished and visionary senior management executive with a wealth of global experience leading the definition, implementation and execution of innovative Digital Transformation strategies that have invigorated performance and improved revenue in multi-billion-dollar organizations, including Gillette, Procter and Gamble, GlaxoSmithKline and Pfizer. He has a proven track-record in leading and successfully launching the digital marketing and eCommerce efforts for billion-dollar brands. During his time at P&G Mr. Hamid created the first mobile commerce retail channel with Ali Baba Group in China and spearheaded P&G's global strategy for using mobile to reach the next billion consumers. While at GSK, Mr. Hamid then co-founded and was lead investor for Dubai-based Blockchain Technology Capital, which was acquired by Investech Partners in late 2018.



Javaid Iqbal

Co-Founder & CEO - TransformX

Javaid Iqbal is a Digital Futurist, an advisor and an educator, he has been helping global businesses, governments, and academic institutions in different regions to achieve objectives through the use of disruptive and innovative technologies for the last two decades. He is the co-founder of transforms.io, a global consultancy focusing on advisory and education in the Digital Customer Innovation space and a graduate level technology professor at DePaul University (USA). Previously, Javaid served on leadership positions at multiple consultancies including EY, PwC, and Hitachi etc.



PHARMA IN THE AGE OF DATA AND DISRUPTION

SPEAKERS' PROFILES



Sohail Zindani
 Disruptor, Strengths Ambassador,
 Leadership Coach, Master Trainer and Author

Sohail Zindani is a Researcher, Keynote Speaker, Happiness Activist, Leadership, Talent and Performance Consultant - but most importantly, a true Disruptor. He has devoted his life to sharing his thinking in order to help other leaders and organizations develop an agile learning culture. Sohail's unconventional and disruptive views on talent, learning, leadership and business have attracted significant attention.



Jill Donahue
 President & Founder,
 EngageRx (Canada)
 (via Skype)

Jill Donahue, HBa, MAEd is on a mission to lift pharma. When Jill was 35, she lost her father to an avoidable prescribing error. She is a firm believer that the greatest outcomes will be achieved when we shift from being script centric to patient centric. As a global thought leader in Pharma, she is winning awards for her work, delivering talks at global conferences, publishing in industry journals and serving Pharma teams.



Dr. Kivilcim Kayabali
 Founder of PTMS Organizer
 Digital Health Summit (Turkey)
 (via Skype)

Kivilcim Kayabali, founder of Pharma Tailor Made Services-PTMS offers consultancy, medico marketing and training services to the pharmaceutical and healthcare industry. PTMS designed specific training programs for pharmacist and has trained over 5,000 pharmacist and more than 15,000 sales rep. Kivilcim Kayabali is partner of SalesBrain in Turkey, world's first neuro marketing agency and she is a member of NMSBA.

**Gala Dinner and
 Entertainment Evening**

Tuesday **April 23, 2019**
 Karachi Marriott Hotel | 7:00 pm onwards

Gala Dinner and Entertainment invite will be only sent to those participants who are registered 1 week before the event.

Performances by



Barkat & Uzmi
 (COMPARING / COMEDIANS)



Fizza Javed
 (SINGER - COKE STUDIO FAME)

REGISTRATION DETAILS

Workshop Registration Fee	Conference Registration Fee	Gold Pass (Conference+Workshop)
Rs. 20,000 Per participant	Rs. 7,000 Per participant	Rs. 25,000 Per participant
23 April 2019	24 April 2019	23-24 April 2019
Includes Courseware, Certificate, Lunch, Refreshments & Business Networking.	Includes Lunch, Refreshments, Gala Dinner & Business Networking.	Includes Courseware, Certificate, Lunch, Refreshments, Gala Dinner Entertainment & Business Networking.

For registration(s) please send your **Name, Designation, Email** and **Mobile Number** at ppma@terrabilgroup.com

For branding/ sponsorship opportunities, registration(s) and further details, please contact **Mohammed Phaysal**

Mobile: +92 300 213 3849 | Phone: +92 21 3483 3775 / 3480 1888 | Email: ppma@terrabilgroup.com

Send us your cheque in favor of "Pakistan Pharmaceutical Manufacturers' Association" or "P.P.M.A" to Zakir Adil +92 300 2278 183
 Office Secretary, PPMA South Zone: Office No. 2, 2nd Floor, Plot No. C-3-C, Phase VI, Khayaban-e-Nishat, DHA, Karachi.