

5th Pakistan Pharma Summit

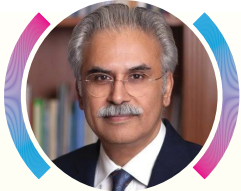
MASTERING **INNATE STRENGTHS**
 AND ACQUIRING **NEW CAPABILITIES**

WEDNESDAY,
FEBRUARY 19, 2020
ISLAMABAD SERENA HOTEL

Pre-Conference Workshop
Tuesday, February 18, 2020
Islamabad Serena Hotel
 3:00 pm to 6:00 pm



Featuring...



DR. ZAFAR MIRZA
 State Minister for National Health Services,
 Regulations and Coordination



ABDUL RAZAK DAWOOD
 Adviser for Commerce, Textile, Industry &
 Production and Investment of Pakistan



PROF. DR. ZAEHER-UD-DIN BABAR
 - Professor in Medicines and Healthcare, University of Huddersfield
 - Director, Pharmaceutical Policy and Practice Centre
 - Author 'Pharmaceutical Prices in the 21st Century'
 - Editor-in-Chief 'Encyclopedia of Pharmacy Practice and Clinical Pharmacy'
 - Editor-in-Chief 'BMC Journal of Pharmaceutical Policy and Practice'
**Pre-Conference Workshop: Understanding Global Pharmaceutical Pricing:
 Models, Case studies and Examples**
**Conference Keynote: Pharmaceutical policy, access to medicines
 and patient health outcomes: What's the future like?**



ASAD UMAR
 Minister for Planning,
 Development and Special Initiatives
Speech at the Pre-Conference Workshop
Tuesday, February 18, 2020



ASIM RAUF
 Chief Executive Officer
 DRAP



M. ZAKA UR REHMAN
 - Chairman, PPMA
 - Chief Executive, Schazoo Zaka (Pvt.) Ltd.



TARIQ IKRAM (SI)
 - Former Minister of State
 - Chief Executive, Trade Development
 Authority of Pakistan
**"Unlocking Exponential
 Growth Through Exports"**



MAGNUS LINDKVIST
 Trendspotting Futurologist, and Author of
 'Manifesto', 'Everything we Know is Wrong'
 and 'Attack of the Unexpected'
**"Reclaim The Future - Taking back
 tomorrow from lazy futurists, scaremongers,
 Silicon Valley and Donald Trump"**

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Retail Partner



Academic Partners



Exhibitors



Electronic Media Partners



Business Magazine Partner



PR Partner



Print Media Partners



MASTERING **INNATE STRENGTHS**
AND ACQUIRING **NEW CAPABILITIES**

WEDNESDAY,
FEBRUARY 19, 2020
ISLAMABAD SERENA HOTEL



PPMA OFFICE BEARERS



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



Sohail Ahmed Matin
- Vice Chairman, PPMA
- CEO & GM, GSK Consumer Healthcare Pakistan Ltd.
and GSK OTC (Pvt.) Ltd



Dr. Uzair Nagra
- Zonal Chairman, PPMA (North)
- Chief Executive,
Medisearch Pharmacal (Pvt.) Ltd.



Iqbal Ahmed
- Zonal Chairman, PPMA (South)
- Managing Director,
HIGH-Q Pharmaceuticals

OTHER NAMES THAT MATTER



Ali Akhai
Chairman
Martin Dow Group



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



Mian Asad Shuja
Chief Executive, The Schazoo
Pharmaceutical Laboratories Pvt. Ltd.



Haroon Qassim
- Co-Chair, Pakistan Pharma Summit
- Managing Director, PharmEvo



Ansar Farooq Ch.
-Co-Chair, Pakistan Pharma Summit
- CEO, Medizan Laboratories



Khalid Mahmood
Managing Director and CEO
Getz Pharma



Javed G. Mohammad
Group Managing Director & CEO
Martin Dow Group



Sultan Ghani
Advisor to Health Minister



Zahid Saeed
Managing Director
Indus Pharma



Dr. Aziz Ur Rehman
Assistant Professor of Law and
Legal Advisor to the President of
International Islamic University, Islamabad



Abdul Latif Sheikh
President & CEO
Pakistan Society of Health
System Pharmacists



Nusrat Munshi
CEO and Managing Director
AGP Limited



Hamid Raza
CEO
Neuro Pharma



Tauqeer Ul Haq
Managing Director
Sante



Arshad Mahmood
CEO
Welwrd Pharmaceuticals



Dr. Shahzad Khan
Managing Director & CEO
CCL Pharmaceuticals



M. Hanif Ajari
Director Export Network, Institutional
Business & Company Secretary
Getz Pharma



Dr. Zakiuddin Ahmed
CEO
Digital Care



Nadeem Rehmat
Chief Operating Officer
PharmEvo (Pvt.) Ltd.



Dr. Rizwan Mahmood
Director Quality Operations
CCL Pharmaceuticals



Zeba Ahmed Shuja
Director Technical
Schazoo Zaka



Hashim Hassan
CEO
Authentik



Ali Khizar Aslam
Head of Research
Business Recorder



Ashraf Ul Kabir
Chief Technical Architect
IBM



Dr. Faisal Khan
- CEO Averos
- Co-founder, Peshawar 2.0

MASTERING INNATE STRENGTHS AND ACQUIRING NEW CAPABILITIES

WEDNESDAY,
FEBRUARY 19, 2020
 ISLAMABAD SERENA HOTEL



Draft Agenda | Wednesday, February 19, 2020

08:30 am - 09:15 am
 09:15 am - 09:25 am
INAUGURAL SESSION
 09:25 am - 09:30 am
 09:30 am - 09:35 am
 09:35 am - 09:40 am
 09:40 am - 09:55 am
 09:55 am - 10:20 am
 10:20 am - 10:40 am
 10:40 am - 10:55 am
 10:55 am - 11:10 am
 11:10 am - 11:35 am
SESSION TWO:
 11:35 am - 11:55 am
 11:55 am - 12:40 pm
SESSION THREE:
 12:40 pm - 01:00 pm
 01:00 pm - 02:00 pm
SESSION FOUR:
 02:00 pm - 02:45 pm
 02:45 pm - 03:05 pm
 03:05 pm - 03:50 pm
SESSION FIVE:
 03:50 pm - 04:00 pm
 04:00 pm - 04:20 pm
 04:20 pm - 04:35 pm
 04:35 pm onwards

Registration & Networking
Recitation from the Holy Quran & National Anthem
(To be jointly chaired by Mr. Abdul Razak Dawood - Adviser to PM on Commerce and Dr. Zafar Mirza - State Minister for Health)
Welcome & Opening Remarks: Mian M. Zaka ur Rehman - Chairman, PPMA
Welcome note by Founding Partner, Pakistan Pharma Summit
Ali Akhail - Chairman, Martin Dow Group
Conference Introduction:
Dr. Kaiser Waheed - Chairman, Pakistan Pharma Summit and Managing Director, Medisure
Unlocking Exponential Growth Through Export
Tariq Ikram (SI) - Former Minister of State / Chief Executive, Trade Development Authority of Pakistan
Keynote Presentation:
Pharmaceutical policy, access to medicines and patient health outcomes: What's the future like?
Prof. Dr. Zaheer-Ud-Din Babar
 - Professor in Medicines and Healthcare, University of Huddersfield
 - Director, Pharmaceutical Policy and Practice Centre
 - Author 'Pharmaceutical Prices in the 21st Century'
 - Editor-in-Chief 'Encyclopedia of Pharmacy Practice and Clinical Pharmacy'
 - Editor-in-Chief 'BMC Journal of Pharmaceutical Policy and Practice'
The Future of Health and Medicine and the Role of Pharma Industry in Pakistan
Khalid Mahmood - Managing Director and CEO, Getz Pharma
Address by: Dr. Zafar Mirza - State Minister for National Health Services, Regulations and Coordination
Distribution of Mementos and Group Photo
TEA/COFFEE & NETWORKING BREAK
Presentation: Growth Strategy for Pharma Industry
Javed Ghulam Mohammad - Group Managing Director & CEO, Martin Dow Group
Unlocking Exponential Growth Through Export
Pharma Export Panel
Other Panelists:
Tariq Ikram (SI) - Former Minister of State / Chief Executive, Trade Development Authority of Pakistan
Zahid Saeed - Managing Director, Indus Pharma
Nusrat Munshi - Managing Director, AGP Limited
Hamid Raza - CEO, Neutro Pharma
Tauqeer Ul Haq - Managing Director, Sante
Hamid Raza - CEO, Neutro Pharma
M. Hanif Ajari - Director Export Network, Institutional Business & Company Secretary, Getz Pharma
Moderator: Ali Khizar Aslam - Head of Research, Business Recorder
Session Chair: Abdul Razak Dawood - Adviser for Commerce, Textile, Industry & Production and Investment of Pakistan
Presentation: Pharmacy of the Developing World - Lessons from the Evolution of India's Patent Law
Dr. Aziz Ur Rehman - Assistant Professor of Law and Legal Advisor to the President of International Islamic University, Islamabad
PRAYER BREAK AND NETWORKING LUNCH
Special Presentation: Reclaim The Future - Taking back tomorrow from lazy futurists, scaremongers, Silicon Valley and Donald Trump
Magnus Lindkvist - Trendspotting Futurologist, and Author of 'Manifesto', 'Everything we Know is Wrong' and 'Attack of the Unexpected'
Fireside Chat
Guest: Sultan Ghani - Advisor to Health Minister
Host: Haroon Qassim - Managing Director, PharmEvo (Pvt.) Limited
Guest of Honor and Session Chair:
Asim Rauf - Chief Executive Officer, Drug Regulatory Authority of Pakistan (DRAP)
Role of Pharmaceutical Industry in Patient Safety From Production to Marketing
Panelists:
Nadeem Rehmat - Chief Operating Officer, PharmEvo (Pvt.) Limited
Zeba Ahmed Shuja - Director Technical, Schazoo Zaka
Abdul Latif Sheikh - President & CEO, Pakistan Society of Health System Pharmacists
Hashim Hassan - CEO, Authentik
Arshad Mahmood - CEO, Welwrd Pharmaceuticals
Dr. Rizwan Mahmood - Director Quality Operations, CCL Pharmaceuticals
Moderator:
Dr. Zakiuddin Ahmed - Project Director, Riphah Institute of Healthcare Improvement & Safety; Chairman, International Conference on Patient Safety
Increasing Exports and Patient Access through Strategic Alliances
Dr. Shahzad Khan - Managing Director & CEO, CCL Pharmaceuticals
Presentation: HealthTech
Ashraf Ul Kabir - Chief Technical Architect, IBM
The Century of Biology: How Life Sciences has transformed into an Engineering Discipline
Dr. Faisal Khan - CEO Averos and Cofounder, Peshawar 2.0
Closing Remarks and Vote of Thanks
Dr. Uzair Nagra - Zonal Chairman, PPMA (North) and Chief Executive, Medisearch Pharmacal (Pvt.) Ltd.
Distribution of Mementos followed by refreshments

Note: Organizers reserve the right to alter the program.

MASTERING **INNATE STRENGTHS** AND ACQUIRING **NEW CAPABILITIES**

**WEDNESDAY,
FEBRUARY 19, 2020
ISLAMABAD SERENA HOTEL**



CONFERENCE KEYNOTES

Wednesday, February 19, 2020

PHARMACEUTICAL POLICY, ACCESS TO MEDICINES AND PATIENT HEALTH OUTCOMES: **WHAT'S THE FUTURE LIKE?**

Medicines are vital to alleviate suffering and to improve patient health outcomes, however, one-third of the world's population still lacks access to essential medicines. The pharmaceutical policy deals with the issues related to "access and affordability of medicines", "medicines funding and reimbursement", "generic medicines", "medicines safety", "medicines pricing" "access to high-cost medicines" and the "optimal use of medicines". Achieving equitable access to affordable quality medicines through evidence-based pharmaceutical policies is a global challenge. This is even a greater challenge in the countries where majority medicine expenses are paid out of pocket by consumers. This is coupled with the fact that non-communicable diseases such as diabetes, cardiovascular conditions, and cancers are on the rise, innovative drugs are coming to the market and the health budgets are increasing worldwide. This lecture will discuss issues related to global access to medicines and what policies have helped countries to improve the situation. It will also highlight balancing health and industrial policy objectives and what future holds in access and policy debate.



by **PROF. DR. ZAHEER-UD-DIN BABAR**

Zaheer-Ud-Din Babar is the Professor in Medicines and Healthcare and the Director of the Centre of Pharmaceutical Policy and Practice Research at the University of Huddersfield, United Kingdom. A pharmacist by training, Prof Babar is the recipient of the prestigious "Research Excellence Award" from the University of Auckland. He understands the health systems and pharmacy globally and is known for his work in pharmaceutical policy and practice, including quality use of medicines, access to medicines, medicine prices and issues related to pharmacoeconomics. He has published in high impact journals such as PLoS Medicine and Lancet and has acted as a consultant for World Health Organization, Royal Pharmaceutical Society, Health Action International, International Union Against Tuberculosis and Lung Disease, World Bank, International Pharmaceutical Federation (FIP) and for the Pharmaceutical Management Agency of New Zealand. His edited work includes "Economic evaluation of pharmacy services", "Pharmaceutical prices in the 21st century", "Pharmaceutical policies in countries with developing healthcare systems", "Equitable access to high-cost medicines" and the "Encyclopedia of Pharmacy Practice and Clinical Pharmacy". Published by Elsevier and Adis/Springer, the books are used in curriculum design, policy development and referral all around the globe. Professor Babar is the Editor-in-Chief of the BMC Journal of Pharmaceutical Policy and Practice.

RECLAIM THE FUTURE TAKING BACK TOMORROW FROM LAZY FUTURISTS, SCAREMONGERS, SILICON VALLEY AND DONALD TRUMP

The Future is a promise of a better tomorrow. No industry embraced this idea more than Pharma/ Life sciences. Today, we fall into a trap when we talk about the years ahead. Instead of thinking of how we can make things different and better, we fall into deterministic thinking about job-stealing robots, AI, climate change, populism and war. We can and should do better than that when we think ahead. That's the starting point for Swedish futurologist Magnus Lindkvist's talk at the 5th Pakistan Pharma Summit in February 2020. With a background as an economist, book writer, rock star and filmmaker, Lindkvist will weave together an inspirational tapestry of ideas to inspire the Pharma industry of Pakistan and beyond to think about the future in new ways.



by **MAGNUS LINDKVIST**

Magnus Lindkvist is a trendspotting futurologist and author who weaves together important current trends to forecast what life, society and business might look like in the future. It is the fantastic timing, storytelling and politically incorrect humour that keep the audience - a global audience - laughing and talking well after his talk ends. He has given in excess of a thousand keynote speeches over the past decade to everyone from Fortune 500 CEOs and civil servants in the Middle East to anyone looking to be inspired and enlightened by trendspotting and future-thinking. With a Master of Science in Business and Economics from Stockholm School of Economics and a degree in film production from UCLA, Lindkvist weaves together the worlds of quantitative insights with the imaginative storytelling of Hollywood.

MASTERING **INNATE STRENGTHS**
 AND ACQUIRING **NEW CAPABILITIES**

WEDNESDAY,
FEBRUARY 19, 2020
 ISLAMABAD SERENA HOTEL



PRE-CONFERENCE MASTERCLASS

Tuesday, February 18, 2020 (3:00 pm - 6:00 pm)

**UNDERSTANDING GLOBAL
 PHARMACEUTICAL PRICING:
 MODELS, CASE STUDIES AND EXAMPLES**



by **PROF. DR. ZAHEER-UD-DIN BABAR**

In low- and middle- income countries, the price of medicine is the single most important factor determining availability and affordability. In high-income countries, where medicine reimbursement systems are often in place, the prices for innovative medicines too are impacting on government buying. This workshop will cover international drug pricing issues through country-level case studies from around the globe. This included countries with stable and supportive medicine reimbursement systems such as Australia, New Zealand, and Canada as well as countries that are much more market-driven such as the USA and Malaysia. The examples would also include from Pakistan, India, and Bangladesh. The range of medicine pricing mechanisms includes policies based on cost-plus pricing, value-based pricing, pricing, and innovation in the pharmaceutical industry and the countries where pharmaco-economic analysis is compulsory for drug reimbursement. The workshop will be beneficial for policymakers, pharmaceutical industry, academics, regulators, healthcare professionals and for the students of pharmacy, medicine, economics, public policy, public health, and law.



DR. MUZNA EBRAHIM
 MASTER OF CEREMONIES
 OF THE CONFERENCE

REGISTRATION DETAILS

Workshop Registration Fee	Conference Registration Fee	Gold Pass (Conference+Workshop)
Rs. 7,000 Per participant	Rs. 7,000 Per participant	Rs. 12,000 Per participant
Tuesday, February 18, 2020	Wednesday, February 19, 2020	Tue/Wed, February 18/19, 2020
Includes Courseware, Certificate, Refreshments & Business Networking.	Includes Lunch, Refreshments, & Business Networking.	Includes Courseware, Certificate, Lunch, Refreshments, & 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
 Business Head, TerraBiz
 Mobile: **+92 300 213 3849**
 Tel.: **+92 21 3480 1888 / 3483 3775**
 Email: ppma@terrabilgroup.com

Zakir Adil
 Assistant Secretary, PPMA
 Mobile: **+92 300 2278 183**
 Tel.: **+92 21 3517 2278 / 35172279**
 Email: ppma@cyber.net.pk

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.