

The only event which brings together all stakeholders in the fight against counterfeit pharmaceuticals

THE FIFTH GLOBAL FORUM ON Pharmaceutical AntiCounterfeiting

End-To-End Protection – from API to Patient

February 24-26, 2010, Miami, Florida

Attended by pharma companies, regulators, health professionals, patients' groups, and anti-counterfeiting product and service providers.

Platinum Sponsor
COVECTRA
Multi-Layered Brand Protection

*Consistently the best anti-counterfeiting event in the calendar.
European Alliance for Access to Safe Medicines*

*This is ideal for pharmaceutical companies.
GlaxoSmithKline*

*In Nigeria we are applying the insights gained at the Forum.
NAFDAC*

*Of all of the available conferences this one has demonstrated the best value for money.
Johnson & Johnson Medical Device & Diagnostics*

*An excellent opportunity for pharmaceutical companies, regulatory bodies and security providers to exchange protection strategies and concepts
tesa scribos*

Who Should Attend

- Pharmaceutical manufacturers and distributors
- Healthcare professionals
- Pharmacists
- Drug regulatory agencies, customs and police
- Intergovernmental organizations (IGOs) involved in healthcare and IPR protection
- Non-governmental organizations (NGOs) active in healthcare, especially in the developing world
- Patients' representatives
- Healthcare research organizations
- Pharmaceutical associations
- Anti-counterfeiting organizations
- Packaging, labeling and converting companies
- Authentication technology suppliers
- Anti-counterfeiting service suppliers – IP specialists, investigators, lawyers

Silver Sponsors

Ahura Scientific

NANO GUARDIAN
A division of Nanolink, Inc.

SICPA

Authentix
Global Leaders in Authentication

schreiner
MediPharm

For Sponsor or Exhibitor opportunities contact us at info@reconnaissance-intl.com or go to www.pharma-anticounterfeiting.info

Patrons

CACP

European Alliance for Access to Safe Medicines

THE PARTNERSHIP FOR SAFEMEDICINES.org

Media Partners

An ICC initiative
BASCAP
Business Action to Stop Counterfeiting and Piracy

PHARMACEUTICAL
COMMERCE

PMPS
Pharmaceutical Manufacturing and Packaging Source

THE FIFTH GLOBAL FORUM ON **Pharmaceutical AntiCounterfeiting**

End-to-End Protection - from API to Patient

There has been a huge increase in awareness of the dangers of counterfeit medicines since the first Global Forum in 2002. The pharmaceutical industry, national drug regulators, law enforcement agencies, international organizations and healthcare professionals have never been more active in combating fake medicines and medical devices. Nonetheless, the problem persists and may even be on the rise in many parts of the world, including the Americas and Europe.

So the question is no longer "what's the nature of the problem?" but "how to collaborate to combat the problem and what is the best way to do so?"

With its established and exceptional mix of stakeholder participation, the Global Forum on Pharmaceutical AntiCounterfeiting provides an ideal forum to discuss these questions. Collaboration between the pharma industry, DRAs, customs and police, pharmacists, doctors, nurses, policy makers and patients is now generally recognized as essential for the most effective policies to combat fakes. The Global Forum brings these groups together, but adds another essential stakeholder element: suppliers of anti-counterfeiting services and technologies. This makes the Forum a unique opportunity to see the latest in anti-counterfeiting technologies and to hear how they are - or could be - applied by individual companies, DRAs or consortia. The Forum is proven to stimulate collaborations through contacts made and ideas generated during the event, because it is the only event that brings all these essential stakeholders together.

With improved awareness and programs to fight fakes, protection from end-to-end, from the supply of active pharmaceutical ingredients (APIs) to the patient, is recognized as vital. That is why this is the theme for the

fifth Global Forum, with the first session of the plenary program including papers that will show why this is the case: budgets are hit, supply chains are compromised, generics are challenged. On the other hand, national and international anti-counterfeiting policies are required, including financial aid and cross-border support.

The second and third sessions examine the issues along the supply chain, from bulk ingredients to the patient, with company and DRA case studies showing how to be effective in detecting counterfeits and protecting patients.

And throughout the program there are case studies and presentations on ways to detect fakes to help you find the best technology to deploy in specific situations. Is it RFID, data matrix or another coding system that will help e-pedigree become a reality? What is the role of advanced techniques such as Raman spectroscopy, of taggants (now classed as PCIDs by the FDA), holograms, capseals? Is there a place for mobile phone-based recognition systems, and other emerging methods and technologies?

With its mix of anti-counterfeiting suppliers and other stakeholders, your participation in the Global Forum on Pharmaceutical AntiCounterfeiting will give you the best insights and follow-up contacts to apply in your own situation. And if you wish to have a deeper insight in to the issues around parallel trade (in the EU) and reimportation (in the US) then the first Workshop on February 24th will provide just that! While the Workshop Course on Authentication and Traceability will help you understand how these functions complement each other for the most effective anti-counterfeiting strategy.

Wednesday February 24

Workshop 1: 9:00 am - 12.00 pm

Parallel Trade and Reimportation: European and American Perspectives

Jim Thomson, *European Alliance for Access to Safe Medicines*
Marvin D Shepherd, *Center for Pharmacoeconomic Studies, University of Texas; Director, SafeMeds*

What does parallel trade mean for European pharmaceutical distributors and patients? What lessons are there in the European experience for the USA as it considers its reimportation policy? And what can Europe learn from the US experience? As the EU and the US consider the issue of parallel trade and reimportation, this workshop brings the knowledge and expertise of two leading opinion formers in each region to examine the issues. Through participating in this workshop you will gain up to date knowledge of the latest policy developments, insights in to the issue and how it could affect you as a patient and your organization in terms of management of the distribution chain.

Course Leaders:

Jim Thomson is a firm advocate of patients' right to be protected from fake medicines. He founded the European Alliance in 2006 and it has rapidly become established at the heart of European policy making. The Alliance's first project was a report on medicines' distribution in Europe, which examined parallel trade and has proved a seminal work. He is European liaison and a director of the Partnership for Safe Medicines.

Marvin Shepherd, in addition to his University position, is Chairman of the Partnership for Safe Medicines. He has researched and published widely on drug importation, in both specialist and general media, including CNN, NPR, Wall St Journal and the NY Times. He has also testified on the issue before Congress.

Workshop 2: 1:00 pm - 4.00 pm

Authentication and Traceability: Complementary Procedures for the Most Effective Strategy

David Howard, *Director Product Protection, Johnson & Johnson Medical Devices & Diagnostics Group*
John Spink, *Anti-Counterfeiting & Product Protection Program, Michigan State University*

In this workshop you will learn how to develop effective authentication and tracing programs. Do you need tracing, authentication, or both? What is required for an effective tracing and authentication program? How do they differ and compliment each other? How to develop a risk model for my business which helps to identify the need for tracing and/or authentication? What problems do tracing and authentication solve? How to integrate tracing and authentication into business process planning and strategy?

Course Leaders:

David Howard has many years experience in devising and implementing anti-counterfeiting and anti-diversion procedures which recognize the difference between knowing where your product is and whether it is genuine. He is first Chairman of the International Authentication Association.

John Spink has devised and introduced an Anti-Counterfeiting in-service distance learning course program at MSU, probably the first of its kind anywhere. He therefore fully understands the demands of packaging managers, security managers and others in understanding and implementing anti-counterfeiting strategies.

WELCOME COCKTAIL PARTY AND EXHIBITION PREVIEW
Wednesday February 24th 6.00 pm - 7.30 pm

8.30 am	Forum Welcome and Introduction <i>Ian M Lancaster, Randall Burgess, Reconnaissance International</i>
SESSION 1	END-TO-END PROTECTION - WHY IT'S NEEDED
8.45 am	Counterfeit Medicines - the Cost to Healthcare Budgets <i>Jim Thomson, European Alliance for Access to Safe Medicines Ian Banks, European Men's Health Forum</i>
EUROPE	
9.10 am	The Impact of Counterfeits on Parallel Trade & Pharmaceutical Distribution <i>Business Insights (tbc)</i>
USA	
9.35 am	Global Policy Developments and Political Challenges <i>Laurie Self, Covington & Burling</i>
USA	
10.00 am	Refreshment Break and Exhibition Viewing
10.30 am	National Requirements for the Authentication of Pharmaceutical Products <i>Speaker tbc, INVIMA - Instituto nacional de Vigilancia de Medicamentos y Alimen</i>
COLUMBIA	
10.55 am	Generic Medicines: Friend or Foe? <i>D.G. Shah, Indian Pharmaceutical Alliance</i>
INDIA	
11.20 am	USAid's Quality of Medicines Program <i>Gloria Steele, USAID Administrator for Global Health (tbc)</i>
USA	
11.45am	Making tracking systems effective: fitting global solutions to local problems <i>Jack Henderson, SICPA</i>
US/EUROPE	
12.15pm	Q&A & Panel Discussion
12.30pm	Lunch & Exhibition Viewing
SESSION 2	KEEPING THE SUPPLY AND DISTRIBUTION CHAINS CLEAN
1.45 pm	Operation Medifake: Co-ordinated Customs Action <i>Eduardo Dasan, ISMA (tbc)</i>
EUROPE	
2.10 pm	Progress Report on EFPIA's Data Matrix Pilot Project <i>Anthony Barron, EFPIA</i>
EUROPE	
2.35 pm	Global Standards for Traceability to Facilitate Counterfeit Detection <i>Laurent Vielle, GS1</i>
GLOBAL	
3.00 pm	Break & Exhibition Viewing
3.30 pm	Progress and Policy at NAFDAC <i>Paul Orhii, NAFDAC</i>
NIGERIA	
4.15 pm	Deployment of fully portable Raman devices for product authentication <i>Mike Claybourn, AstraZeneca</i>
UK	
4.45 pm	Training Inspectors to Ensure Meditag is Effective <i>Ministry of Health, Malaysia</i>
MALAYSIA	
5.15 pm	Close of Day 1

DRINKS RECEPTION 5.15 pm - 6.30 pm
All participants are invited to join Reconnaissance International in the Exhibition area to chat, exchange ideas and wind down at the end of this full day.

SESSION 3	PROTECTION FROM PHARMACY TO PATIENT
8.30 am	Internet Buying: Is it so Dangerous <i>Roger Bate, American Enterprise Institute</i>
USA	
8.55 am	Protecting and Risk Management for Pharmaceutical Companies <i>Vaughn Volpi, Pica Corporation</i>
USA	
9.20 am	Forensic Analysis in Support of Counterfeit Investigations <i>Anthony L Zook, Merck</i>
USA	
9.45 am	The Role of On-Dose Technologies <i>Dean Hart, NanoGuardian</i>
USA	
10.10 am	Break & Exhibition viewing
10.40 am	Government Mandated Drug Security Features - 10 Years Experience <i>Speaker tba, ABIFARMA - Associação Brasileira da Indústria Farmacêutica</i>
BRAZIL	
11.05 am	Will Serialization Make Authentication Obsolete <i>Jim Rittenburg, Authentix</i>
USA	
11.30 am	Engaging the Consumer <i>Huda Midani, Schreiner</i>
USA GERMANY	
11.55 am	Authentication in the Hands of the Patient <i>Alex Doodoo, Pharmaceutical Society of Ghana</i>
GHANA	
12.20 pm	Q & A Panel
12.30 pm	Lunch
SESSION 4	TECHNIQUES & TECHNOLOGIES FOR PREVENTING AND DETECTING COUNTERFEITS
1.45 pm	E-Pedigree: Making it Happen <i>To be announced</i>
2.10 pm	Towards a National Track & Trace System for Medicines <i>ANMAT - Administración Nacional Medicamentos, Alimentos, Tecnología, Médica</i>
ARGENTINA	
2.35 pm	Using the iPhone for Product Authentication <i>Stephen Wood, PharmoRX</i>
USA	
	New and Emerging Technologies
3.00 pm	Photonic Crystals for Pharmaceutical Anti-Counterfeiting <i>Opalux</i>
CANADA	
3.15 pm	PCIDs and Other Dosage Based Authenticators <i>Colorcon & Armark</i>
3.30 pm	Integral Lens Arrays and Edible Security <i>Daniel L Lau, University of Kentucky</i>
USA	
3.45 pm	Internet Governance to Stop Counterfeit Medicines <i>John Horton, LegitScript</i>
USA	
5.00 pm	Summary and Close of Fifth Global Forum

ANTICOUNTERFEITING EXHIBITION
The exhibition accompanying the Global Forum displays anti-counterfeiting services, systems and authentication products from many of the leading cutting edge suppliers. These provide the route to systems for safety and the exhibition complements the Forum program. Exhibit space is still available – contact Reconnaissance International for further information.

DELEGATE REGISTRATION FORM

FEBRUARY 24th - 26th 2010, Miami, Florida

THE FIFTH GLOBAL FORUM ON Pharmaceutical AntiCounterfeiting

Please register the following delegate for this event:

(photocopies of this form for additional delegates are acceptable)

Name: _____
Position: _____
Organisation: _____
Address: _____

Zip/Postcode: _____ Country: _____
Phone: _____ Fax: _____
Email: _____

I wish to receive information about this and other Reconnaissance events by email

Payment Options (please ✓ the appropriate box)

Remittance enclosed (payable to **Reconnaissance International**)

Please invoice my company

Quote purchase order if necessary _____

Your receipt or invoice will be issued in the currency most appropriate to your location

Payment by Credit Card (your fee will be processed in £ sterling at the prevailing exchange rate).

Card Type: Amex MasterCard Visa

Card Number: _____ Expiry Date: _____

Please provide your 3 or 4 digit security number.

Cardholder Name: _____

Billing Address: _____

Payment

All fees must be paid in full prior to the start of the Forum. Payment can be made by bank transfer, cheque or credit card. Credit cards will be charged in pounds sterling only at the prevailing exchange rate – see Terms and Conditions. The organisers reserve the right to refuse entry to participants whose fees have not been paid in full by the start of the event. **There will be an administration surcharge of \$440 / €320 / £250 for delegates who register and/or pay at the conference rather than in advance.**

What's included

Fees include admission to the forum and exhibition, documentation, lunch, light refreshments, welcome cocktail party and drinks reception. They do not include travel, visas, accommodation or accompanying spouse or social partner fees for the cocktails/reception.

Cancellation

Cancellations will be accepted and fees refunded (less a 25% administration charge) if made in writing and received by **January 18, 2010**. Registrations cannot be cancelled or fees refunded thereafter except that cancellations resulting from visa or other essential travel documents refusal by the authorities will result in full fees being refunded on presentation of original documentation to support the travel document refusal. Substitutions can be made at any time with prior notice.

COMPLETE FORM, SIGN & FAX TO: +44 (0) 1932 780790 or register online at www.pharma-anticounterfeiting.info

Your Conference Organiser

Reconnaissance International, specialist consultancy, publisher and conference organiser, is the leading source of intelligence on authentication and anti-counterfeiting technologies and strategies for document and product protection. We publish the monthly industry newsletter **Authentication News®** and have organised several anti-counterfeiting conferences around the world. Since 1996 we have focused on combating the problem of pharmaceutical counterfeits, organising the highly successful *Executive Briefings on Pharmaceutical Anti-Counterfeiting Solutions* in Europe and the USA and four *Global Forums on Pharmaceutical AntiCounterfeiting*. We also publish the reference guide *Protecting Medicines and Pharmaceuticals: A Manual of AntiCounterfeiting Solutions* and have undertaken many consultancy projects on behalf of organisations and companies in the fight against pharmaceutical counterfeiting, including the US FDA's Product Survey initiative and many others.

Venue

The location for the **5th Global Forum on Pharmaceutical AntiCounterfeiting** is Miami located in Southeast Florida, in Miami-Dade County on the Miami River, between the Florida Everglades and the Atlantic Ocean.

The conference venue is the Westin Diplomat Resort & Spa, providing the highest level of luxury with 898 guestrooms and 100 suites, most offering balconies with breathtaking views of the Atlantic Ocean or Intracoastal Waterway.

Travel and Accommodation

Delegate are responsible for arranging their own travel and for booking their accommodation.

DELEGATE FEES (prices before 18 December 2009)

Pharmaceutical industry (including associations) \$2042 €1459 £1167

Team Prices (Pharmaceutical Companies Only) \$1022 €730 £584

50% DISCOUNT

Two or more representatives attending from the same company. (To qualify for this discount, separate forms need to be completed and returned simultaneously for each delegate)

Government/NGO/regulatory agencies \$1022 €730 £584

Anti-counterfeiting supplier \$4086 €2919 £2335

(prices after 18 December 2009)

Pharmaceutical industry (including associations) \$2247 €1605 £1284

Team Prices (Pharmaceutical Companies Only) \$1124 €803 £642

50% DISCOUNT

Two or more representatives attending from the same company. (To qualify for this discount, separate forms need to be completed and returned simultaneously for each delegate)

Government/NGO/regulatory agencies \$1124 €803 £642

Anti-counterfeiting supplier \$4496 €3211 £2569

WORKSHOPS

Workshop 1 – Parallel Trade and Reimportation: European and American Perspectives

Pharmaceutical industry/authentication suppliers \$550 €394 £315

Government/NGO/regulatory agencies \$220 €158 £126

Workshop 2 – Authentication and Traceability: Complementary Procedures for the Most Effective Strategy

Pharmaceutical industry/authentication suppliers \$550 €394 £315

Government/NGO/regulatory agencies \$220 €158 £126

Workshop 1 & 2

Pharmaceutical industry/authentication suppliers \$826 €590 £472

Government/NGO/regulatory agencies \$330 €236 £189

ADDITIONAL DISCOUNTS (Forum fees only)

Subscriber to Authentication News – 10%

DIETARY RESTRICTIONS – please indicate here any special dietary requirements

Please register me for this event as shown in the boxes. I undertake to pay all necessary fees by the payment method indicated, to be bound by Reconnaissance International's Terms and Conditions (as available on www.pharma-anticounterfeiting.info) and further agree that my details can be published on the Forum Delegate list and distributed to all participants.

Signature: _____ Date: _____

Reconnaissance has negotiated a special rate at the Westin Diplomat of \$289 (approx. €200 / £170). Rates quoted are per room per night and are exclusive of taxes (currently 11%). Breakfast is not included. Please contact the hotel for rates for executive rooms and suites. Check-in time at the hotel is 4:00 pm and check-out is 11:00 am. Please make sure you mention **Global Forum on Pharmaceutical AntiCounterfeiting** if telephoning to reserve your accommodation to receive the group rate.

Visit our website (www.pharma-anticounterfeiting.info) to reserve your accommodation online. Westin Diplomat Resort & Spa, 3555 South Ocean Drive, Hollywood, Florida 3309 USA
Tel: +1 888 627 9057 (Reservations)

Conference Language

The conference will be conducted in English

Social Programme

The delegate fee includes the Welcome Cocktail Party on the evening of February 24 and a Drinks Reception on February 25. We would be delighted to welcome you as our guest for these events. If you wish to be joined by your social partner then there will be a small charge. Please contact us at info@reconnaissance-intl.com for more information.

Release

Reconnaissance International accepts no liability for personal injury or any loss of or damage to delegates' personal effects. Reconnaissance reserves the right to cancel, modify or postpone the event without prior notice and to refuse admission to any person (with payments refunded).