

1st  Pakistan
Pharma Summit

Reshaping Pakistan's

Pharma Industry: Trends, Challenges & Opportunities

Wednesday & Thursday
May 4 & 5, 2011
Marriott Hotel, Karachi, Pakistan

Hosted by:



Conference Producers:





Dear Colleagues

To bring great minds together & harvest the fruit of their collective wisdom, PPMA is pleased to announce the hosting of 1st ever Pakistan Pharma Summit on May 4th & 5th 2011, Wednesday & Thursday at Marriot Hotel, Karachi - Pakistan under this year's chosen theme "Reshaping Pakistan Pharma Industry: Trends, Challenges & Opportunities".

Pakistan Pharma Industry is currently undergoing a transition where it needs to anticipate and adapt to the challenges & opportunities within this evolving landscape to ensure the uninterrupted supply of innovative medicines through research and development.

As it approaches and unfolds, Pakistan Pharma Summit is increasingly becoming a subject to a vibrant debate regarding its future role. Like many other healthcare sectors, the industry in 2020 will have undergone enormous changes and will look very different to that of today. Industry can prosper but will require courage in anticipating and adapting to the challenges and opportunities for the road ahead.

Keeping the substantiality of the subject in our minds, we feel excited as we conceived and designed this unique event with the hope and dream to push the envelope towards a better tomorrow.

The summit program will feature visionary key note presentations from industry leaders thus providing an opportunity to establish deeper insight into benchmarking

modern methods to innovate & grow.

The program will also be interspersed with interesting case studies from reputed national companies, experience sharing from leading international companies and expert opinions from gurus of the business.

Registrations for the event are now open and you are requested to send in registration from your respective organizations as early as possible to ensure your confirmed spot.

Conference speaker faculty and I look forward to warmly welcoming you to this mega, not-to-be-missed event.

Sincerely,

[M. Haroon Qassim](#)

Chairman, PPMA





Areas Of Discussion

- Reshaping Pakistan's Pharma Industry: Trends, Challenges & Opportunities
- Pharma Vision 2020: The Road Ahead
- New Challenges in Pharma Marketing
- Strategies to Engage & Grow in Emerging Markets
- Digitalizing Selling & Marketing processes
- An Insight from Google: Overview of the Digital Era
- The Paradigm Shift: Web 2.0 and the New Era of Pharmaceutical Marketing
- Talent Management / HR Challenges in Pharma Industry
- Ensuring a Rich Leadership Pipeline
- CSR and Significance of Ethics in Pharma Industry
- Emerging Role of Research and Bioequivalence in Pharma Industry
- Operational Excellence: Inside-out Approach



Program Outline

Wednesday, May 4, 2011:

0830 to 0900 hours — Registration & Fellowship

0900 to 1100 hours — **Inaugural Session:**

Recitation

National Anthem

Welcome Address by **M. Haroon Qasim**, Chairman, PPMA

Address by Keynote Speaker

Address by International Keynote Speaker

1100 to 1130 hours — Tea Break

1130 to 1315 hours — **Second Session:**

Three Presentations by Speakers

1330 to 1415 hours — Networking lunch

1415 to 1630 hours — **Third Session**

Motivational Talk

CEO's Panel Discussion on **"Pakistan Pharmaceutical Industry: Challenges & Opportunities"**

1630 to 1700 hours — Fellowship / Tea

1730 to 2000 hours — Break

2000 to 2230 hours — Gala Dinner, Awards and Entertainment at Junagarh House

Thursday, May 5, 2011:

0900 to 1100 hours — **First Session:**

Two Presentations by Speakers

Panel Discussion on **Talent Management / HR Challenges in Pharma Industry**

1100 to 1130 hours — Tea Break

1130 to 1400 hours — **Second Session:**

Two Presentations by Speakers

Panel Discussion on **New Challenges in Pharma Marketing**

Vote of Thanks

Group Photograph

1400 to 1430 hours — Networking Lunch



KARACHI

1st Pakistan Pharma Summit will take place in Karachi.

Karachi, a kaleidoscope of cultures, is the largest city, main seaport and financial centre of Pakistan, and the capital of the province of Sindh. With an estimated population of about 18 million, Karachi is one of the world's largest cities in terms of population, the 13th largest urban agglomeration, the 4th largest metropolitan area in the world, and the 2nd largest city within the Organization of the Islamic Conference.

Karachi is a melting pot of almost every conceivable culture in the South Asian Region. Karachi is locally known as the "City of Lights", and "The bride of the cities" for its liveliness, and the "City of the Quaid", having been the birth and burial place of Quaid-e-Azam Muhammad Ali Jinnah, the founder of Pakistan. The culture of Karachi is characterized by the blending of South Asian, Middle Eastern, Central Asian and Western influences.

Karachi is the financial and commercial capital of Pakistan. In line with its status as a major port and the country's largest metropolis, it accounts for a lion's share of Pakistan's revenue. It is Pakistan's premier centre of banking, industry, and trade and is home to Pakistan's largest corporations, including those involved in textiles, shipping, automotive industry, entertainment, the arts, fashion, advertising, publishing, software development and medical research. The city is a major hub of higher education in South Asia and the wider Islamic world.

A fast paced city, Karachi has a lot to offer to the average visitor including historical landmarks such as the Mohatta Palace, the Quaid-e-Azam's Mazar, Frere Hall, Hindu Gymkhana and the famous shrine of Abdullah Shah Ghazi; as well as a variety of shopping experiences ranging from modern shopping malls such as Park Towers, The Forum, Millenium Mall, Zamzama Boulevard and Dolmen Mall selling international brands to street markets such as Bohri Bazaar and Zainab Market.



Fee & Registration

1-5 nominees PKR 6,000 per participant (includes networking dinner, two lunches, refreshment breaks, conference kit, entertainment and participation certificate)	5+ nominees PKR 5,300 per participant (includes networking dinner, two lunches, refreshment breaks, conference kit, entertainment and participation certificate)
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Your participation will be confirmed subject to receipt of payment.

All cheques and drafts to be made in favor of "**Pakistan Pharmaceutical Manufacturers Association**". Refunds not allowed, however a substitute may attend.

Organizers reserve the right to alter the program.

For registration, please contact:

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