



Conference on Counterfeit Challenge

28th June 2016, Mumbai

PatientSafe

PatientSafe is the title of the annual event organized as a part of the industry initiative on tackling Drug Counterfeiting. The initiative is being planned by OPPI with the support of affiliate associations like IDMA, IPA, IMA and AIOCD and is being facilitated by SynCore Consulting. The aim of the initiative is to ensure patient safety by addressing the challenge of drug counterfeiting through programs such as trade meets, round tables and conferences. The initiative aims to bring together the different stakeholders on a common platform to enable discussions, sharing of insights, best practices and strategies to tackle the drug counterfeit challenge.

About the Conference

With the rapid growth of the Indian Pharmaceutical industry, drug counterfeiting has emerged as a significant problem for all stakeholders. This menace causes severe health hazards to the Indian patients while devaluing the brand credibility and reducing the trust on the pharmaceutical industry.

As a part of the nationwide campaign against drug counterfeiting, **PatientSafe India**, a one-day conference on addressing the Counterfeit Challenge, is being organized at Mumbai. This conference will be facilitated by SynCore Consulting with the active collaboration of all the industry associations, regulators, trade bodies and consumer groups. The event is scheduled on **Tuesday, June 28, 2016 at Courtyard Marriott, Mumbai International Airport, Mumbai**. The theme of the conference is to deliberate on the various aspects of drug counterfeiting and suggest creative ways to raise awareness and devise strategies for curbing the practice of drug counterfeiting.

The conference will be marked by the presence of eminent speakers from different segments of the pharmaceutical ecosystem. Senior representatives from OPPI, AIOCD, IMA, IPA, IDMA, FDA and various Government Agencies, Directors of Policies and Government affairs and senior management professionals from the industry shall share their insights on tackling the challenge of drug counterfeiting. The delegates from different segments of the pharmaceutical industry will mark their presence in this event. Delegates from various Drug packaging and labelling companies, Drug regulatory agencies, Security and risk management companies and formulation pharmaceutical manufacturers will mark their presence in this event.

Delegate Profile:

- ✓ CEOs
- ✓ Quality Heads and Supply Chain Heads
- ✓ Authentication technology suppliers
- ✓ Heads of Industry Associations
- ✓ Drug Inspectors
- ✓ Pharmacists
- ✓ Healthcare professionals
- ✓ Corporate Affairs Head
- ✓ IP specialists, Investigators, Legal service providers
- ✓ Regional Security Advisors, Corporate Security

What industry leaders say on the past programs on Counterfeiting Challenge

Quite an insightful session, Came to know a lot of ground realities, wish to attend more such events, Excellent job done by SynCore and OPPI

-Deepshikha Jakate - GSK

Sanofi collaborated with AIOCD-AWACS, OPPI and SynCore Consulting to organize an event on Drug Counterfeiting Challenge in Patna. The event witnessed an overwhelming response with more than 100 retailers and distributors participating in the event. The stakeholders will collaboratively work together to fight the menace.

-Mr. Pramod Bhatt - Sanofi

I attended the Anti Counterfeiting event organized by SynCore consulting in Mumbai, The event helped the management team to understand the ground realities about drug counterfeiting and helped in spreading awareness among the retailers and distributors about the ill-effects of drug counterfeiting. The session was enlightening, thought provoking and very well organized.

- Colonel. Dhyan Mayadas (Retd), GSK

The event is a part of OPPI's Joint Task Force initiatives to combat drug counterfeiting. It has helped bring together drug manufacturers, along with other stakeholders; the Indian Medical Association, pharmaceutical traders retailers and stockiest; to discuss and deliberate on the various aspects of counterfeiting challenge and arrive at a few solutions. Great work by Pramod, SynCore and Ameesh!

-Vivek Padgaonkar (OPPI)

AIOCD AWACS whole heartedly supports SynCore and OPPI for this great initiative

-Ameesh Masurekar (AIOCD-AWACS)

The event not only provided us with a platform to understand how to identify and report a counterfeit drug but also allowed us to share our observations and concerns. It was alarming to know about the impact this menace has in the society. We whole heartedly support the initiative to prevent the ill-effects of drug counterfeiting

-Distributor (Patna)

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