

Director of Regional Market Access at Shire to Chair 2015 Parallel Trade Conference

SMi's 9th annual Parallel Trade conference will take place on 9-10 February 2015 in London, United Kingdom.

LONDON, SELECT STATE/PROVINCE, UNITED KINGDOM, November 17, 2014 /EINPresswire.com/ -- SMi is proud to announce that Eric Noehrenberg, Director of Regional Market Access Lead at Shire GmbH, will be chairing and speaking at the 2015 [Parallel Trade](#) conference taking place in London on 9-10 February 2015.

He will open the conference discussion by giving a comprehensive overview of the current state of parallel trade and assessing the positive and negative aspects of this topic. Furthermore, he will also shed light on the strategies to enhance the implementation of parallel trade. With over 20 year's experience, this key opinion leader is set to capture our audience with an opening address that will set the tone for enlightening dialogue on this topic.



Benefits of Attending:

- Hear from true industry leaders in the field of Parallel Trade and listen to the latest from IGES on the influencing factors affecting the market
- Enhance supply chain protection and patient safety with an update on the Falsified Medicines Directive
- Benefit from case study sessions on best practices and implementation from a Chief Pharmacist and Wholesaler
- Join round table discussions on the future of Parallel Trade

2015 Key Speakers Include:

- Antonio Mendonca Alves, CEO, MD Pharma SA
- Bertram Häussler, Chairman of the Board of Management, IGES Institut GmbH
- Christopher Stothers, Partner, Arnold and Porter
- Dermot Glynn, Senior Adviser, Europe Economics

- Eric Noehrenberg, Director, Regional Market Access Lead, Shire GmbH
 - Janice Haigh, Practice Leader, Market Access, Quintiles Ltd
 - Patrick O'Neill-Ortiz, Managing Director, Parallel Pharma Ltd
 - Shan Hassam, Group Director, Veenak International Ltd
- Book by 28th November for early bird discount of £100

For more information visit <http://www.smi-online.co.uk/2015paralleltrade46.asp>

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