

# Europe's only Parallel Trade for Pharma Conference Returns to London

*Parallel Trade conference will be returning to London on 8th-9th February 2016.*

LONDON, UNITED KINGDOM, November 5, 2015 /EINPresswire.com/ -- Returning for its 10th year and following on from the major success of previous events, SMi is proud to announce that the [Parallel Trade](#) conference will take place on 8th-9th February 2016 in London, UK.

Parallel Trade has experienced a lot of growth and shifts in 2015: due to the strengthened sterling pound, the UK has become an import market again; the Greek economic situation has stimulated parallel exports and

a shortage of medicines for domestic patients; certain Eastern European countries have imposed new regulations to restrict and/or ban parallel exports of pharma products while legal cases of parallel traders have voiced concerns for current practice, such as branding and trademarks.



Capturing Macro Economics and Regulatory Updates to Implement Best-in-Class Parallel Trade Model in Pharma

*SMi Group*

Market participants continue to innovate new strategies to ensure revenue stream, but more importantly compliant of safety and accessibility of drugs for patients. The pressure of uncertainty is prompting industry colleagues to rethink and reassess their current [supply chain](#) and pricing models. This is the only peer-led industry meeting focused on parallel trade, with 80+ selected senior leaders in parallel trade who will discuss upcoming trends and share best practices.

The Advisory Board:

- Eric Noehrenberg, Director, Regional Market Access Lead, Latin America, Shire International GmbH
  - Janice Haigh, Practice Leader, Market Access, Quintiles
  - Dr. Shabnam Hanassab, Senior Consultant, IMS Health
- Expert Panel for 2016 include:
- Sigve Sivertsen, Head of Parallel Trade, Apotek Hjartat
  - Gordon Cox, Operations Director, Alliance Healthcare Distribution Ltd.
  - Katarzyna Kolasa, Market Access Director Region East, Lundbeck
  - Tomasz Dzitko, Founder & CEO, Delfarma
  - Vladimir Zah, CEE Executive Committee Chair 2015-17, ISPOR CEE, Past President, ISPOR Srbija

For more information or to review the full agenda visit the event website at [www.parallel-trade.com/ein](http://www.parallel-trade.com/ein) Parallel Trade 2016 will benefit delegates as they will:

- Receive an update on parallel trade regulations to ensure compliance
- Get a recap on regional markets' parallel trade activities and outlooks
- Be able to reassess and benchmark their supply chain and distribution model against peers' for best practice
- Be able to understand the rationale and strategy of parallel distributors through case studies and

panel discussions

- Gain the opportunity to network and interact with senior thought leaders to discuss common challenges and share experiences

In addition to the conference, the event will feature 2 exclusive half-day post-conference workshops held on the 10th February 2016.

1.Parallel Trade – Management Strategies

Workshop Leader: Janice Haigh, Practice Leader, Market Access, Quintiles

2.Understanding Regulatory and Legal Issues Around Parallel Distribution

Workshop Leader: Arty Rajendra, Partner, IP Litigation, Rouse Legal

For more information or to register visit the event website at [www.parallel-trade.com/ein](http://www.parallel-trade.com/ein)

To take advantage of the EARLY BIRD OFFER register before the 30th November to save £200 off the conference price.

For sponsorship opportunities contact Alia Malick on +44 (0) 20 7827 6168 or email: [amalick@smi-online.co.uk](mailto:amalick@smi-online.co.uk)

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10th annual Parallel Trade Conference

8th – 9th February 2016

London, UK

Contact e-mail: [aserazetdinova@smi-online.co.uk](mailto:aserazetdinova@smi-online.co.uk)

Contact number: +44 (0) 870 9090 711

Event Website: [www.parallel-trade.com/ein](http://www.parallel-trade.com/ein)

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About SMi Group:

Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries. We pride ourselves on having access to the worlds most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network.

More information can be found at <http://www.smi-online.co.uk>

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