

European Parallel Trade: Past, Present and Future

IMS Health will be presenting at the Parallel Trade Conference on a session entitled: European Parallel Trade: Past, Present and Future (8-9 Feb 2016, London)

LONDON, UNITED KINGDOM, November 9, 2015 /EINPresswire.com/ -- In her exclusive session Dr. Hanassab will discover the key trends, dynamics in distribution and dispensing. Audience will benefit from the discussion of key factors likely to influence the market going forward.

With the current industry updates, the 10th annual [Parallel Trade](#) conference will help you to assess impacts from regulatory changes and

regional trade controls for parallel trade, understand how a volatile macro-economic environment is affecting the parallel distribution market and share experiences of best practices.

This year's programme includes unique presentations, case studies and roundtables delivered by leading experts from Shire International GmbH, ISPOR Srbija, Lundbeck, European Association of Euro-Pharmaceutical Companies, Apotek Hjartat, IGES, Europe Economics, CMA, and many more.

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The event will feature two 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

Highlights for 2016:

-Regional market snapshots – evaluating opportunities across

Europe and ensuring business integrity

-Refine your business model through better distribution, pricing and market access planning to protect your brand and revenue stream

-[Online pharmacy](#) – product validation and minimizing risks of counterfeited drugs

-Network with your industry colleagues to share experiences and implement best practices

For more information or to register visit the event website at 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

To register contact Fateja Begum on +44 (0) 20 7827 6184 or email: fbegum@smi-online.co.uk



8th – 9th February 2016

London, UK

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Contact number: +44 (0) 870 9090 711

Event Website: 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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This press release can be viewed online at: <http://www.einpresswire.com>

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