

# Post conference Masterclass in EU Distribution: Strategy & Implementation at Parallel Trade 2021

*Smi Reports: Exploring the challenges, practices and drivers in the aftermath of the transition for Parallel Trade*

LONDON, LONDON BRIDGE , UNITED KINGDOM, January 13, 2021 /EINPresswire.com/ -- As part of the 15th annual [Parallel Trade](#) conference.

The two-day conference will be followed by a post conference interactive masterclass held on 24th March 2021 and led by Alira Health which is a worldwide consulting firm with the mission to enable healthcare transformation supporting pharmaceutical clients through professional services along the entire cycle of pharma products.



The banner features a central image of two hands shaking, with the European Union flag on the left hand and the United Kingdom flag on the right hand. Text on the banner includes: 'SMi Group Proudly Presents the 15th Annual...', 'Parallel Trade', '22nd - 23rd March 2021', 'Virtual conference: Online access only', 'Masterclass in EU Distribution: Strategy & Implementation', 'Workshop Leaders: Mark Inigo-Jones, Filippo Benetti & Nerea Blanque', 'Alira Health', 'Visit: @SMIPharm #SMIParallel', 'www.parallel-trade.com', and the SMi logo. Below the banner, the text 'Parallel Trade Virtual Conference 2021' is displayed.

For the full agenda, speaker line-up and the brochure is available to download online: [www.parallel-trade.com/einpr4](http://www.parallel-trade.com/einpr4)

## MASTERCLASS OVERVIEW:

Masterclass in [EU Distribution](#): Strategy & Implementation (only open to pharmaceutical companies)

Pharmaceutical companies face the challenges of how to protect their business interests from the negative financial impact and business disruption including risk of patient shortages arising from the different pricing regulations across the EU. This Masterclass supports companies seeking to implement a distribution Strategy or enhance the effectiveness of their existing distribution systems, as well as gaining insights to how to use supporting services to optimum effect.

## Masterclass Leaders:

Mark Inigo-Jones, Pharmaceutical Distribution & Parallel Trade Management Expert, Alira Health

Filippo Benetti, Leads the practice of Advanced Analytics, Alira Health  
Nerea Blanqué, Vice-Presidents of Global Market Access, Alira Health

#### BENEFITS OF ATTENDING:

- Complete framework for successful implementation, some Dos & Don'ts, and getting to optimum outcomes from a European Distribution Strategy
- Learn from Case studies to illustrate what is involved in successful implementation and the issues to anticipate.
- Learn from Case studies on how e-prescriptions are changing the effectiveness of distribution management
- Enhance your Company's performance and effectiveness by making optimum use of supporting services including parallel import surveys
- Go to market planning; things to consider before launch to benefit the brand over the lifecycle

More information on the interactive masterclass and workshop visit: [www.parallel-trade.com/einpr4](http://www.parallel-trade.com/einpr4)

Parallel Trade Conference 2021

Virtual conference: online access only

22nd – 23rd March 2021

Proudly sponsored by UL Global Pharma Alira Health

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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 world's 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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