



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

Workshop on Supply Chain Management for Pharma, Hospitals & Medical Appliances Sector

Supply Chain
Management

June 09 to 11, 2014

9:00am – 5:00pm

Venue: CEE@IBA, Karachi



OVERVIEW

The pharmaceutical industry is in turmoil and undergoing unprecedented transformation.

In the era of the highly profitable mass-market blockbusters, Big Pharma could afford lots of inefficiencies along its value chain. These times are gone and pressure on costs is increasingly intense in the pharmaceutical world. Traditionally, pharmaceutical companies were vertically-integrated fully. But, as we are in pervasive search for efficiency and savings, the industry is externalizing many of its functions and “disintegrating” its vertical model. In this highly interactive workshop, we will focus on moving from a buyer-seller relationship, to a strategic partner relationship with key suppliers and vendors. This involves recognizing and applying good practices when engaging with and managing suppliers, drawing on a variety of strategic approaches and complying with GMP, ICH Guidelines, GDP, FDA, EMEA, WHO and Canadian transportation guidelines and applicable international rules and regulations. Despite countless politico-socio-economic odds Pakistan pharmaceutical industry has been growing at very fast rate. Although Pharma market growth is steady there are numerous challenges such as total governmental price control, heavy dependence on imported raw and packaging material, rapid devaluation of rupees against major currencies, increasing cost of man-power, no acknowledgement of process quality management, threat of import of low cost medicinal agents from neighboring countries. No operational excellence can be possible with effective and efficient supply chain.

PARTICIPANTS’ PROFILE

- Supply Chain Managers,
- Heads of Production,
- Logistics Managers,
- Production Managers and
- Procurement Managers in the pharma industry, hospitals and health related institutions.



Center for Executive Education
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* Based on Kirkpatrick's Feedback Rating Model on the scale of 5

BENEFITS

- Understand and interpret the impact of the healthcare market trends on your company
- Know how to move from a buyer-seller relationship to a strategic partner relationship
- Have a stronger awareness of good practice when engaging with and managing suppliers
i.e. finding the right contractor with the right skills
- Secure compliance with GMPs/ICH and other applicable rules and regulations, when outsourcing



FACULTY

Mr. Hanif Ajari, Professor in Practice, IBA, Karachi FCMA, Srilanka, CSC, CPM, AILT, Score (Vice President ICMAP & Ex-Director Strategic Business Development Department-Getz Pharma) is a seasoned professional and has conducted various trainings

on Balance Scorecard, Information Systems and Supply Chain Management at IBA & several organizations over the last 39 years He is a renowned presenter and known for his knowledge, experience and professional acumen throughout the South Asian region.

TOPICS COVERED

- Pharma Industry Challenges & Business Model
- Introduction to Pharma Supply Chain Management
- Logistics Management Multi Model Transportation
Including Cold Chain
- Planning Hierarchy Aggregate Planning, MRP,
Closed Loop MRP, ERP
- Procurement and Sourcing Strategy
- Score Model Version 11 for Pharmaceutical Industry
- International Issues in Pharma Supply Chain
- Risk in Pharma Supply Chain
- Information Technology in Supply Chain Management
- Forecasting & S&OP
- Information Systems

Workshop Fees PKR 20,000/participant

Inclusive of Course material, IBA Workshop Certificate,
Lunch, Refreshments & Business networking

Experience

**EXECUTIVE
EDUCATION**

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