Lahore January 23, 2018
Karachi January 25, 2018
9:00 am to 5:00 pm

Workshop on
Digital Innovation for the Pharmaceutical Industry in Pakistan

$5 BILLION

DIGITAL INNOVATION

PAKISTAN'S PHARMA'S MARKET SHARE = **$2 BILLION**

OVERVIEW

This workshop is part of IBA's 'Digital Innovation Series' initiative with a purpose of educating Pakistan's Pharmaceutical Industry in ways they can transform their capabilities in becoming true Digital Enterprises. Below are a few things to consider

- In 2017, out of the $1 trillion global health market, $200 billion counts for Digital Health. It was $80 billion in 2015.
- Digital Innovation is the biggest growth driver in Pharma across the globe. It affects Manufacturing, Supply Chain, Logistics, Accounting/Finance, Marketing/Sales and all areas of the business.
- Global Pharma leaders are aware of the disruptive potential of digital, yet 70% struggle to determine the type and nature of digital initiatives that would be needed for their survival and growth.
- Data gathered through digital efforts can aid in compliance, exports, brand image and help overcome the challenges of counterfeits, grey markets and parallel trade, etc.
- Pakistan's 650 Pharma's cannot take the $2 billion market share to $5 billion without embracing Digital Thinking.
- The continuous exit of Pakistan's Pharmaceutical multinationals puts the current crop of local Pharma's at a disadvantage of acquiring talent with the right exposure for future of their businesses. It is therefore, even more essential now to integrate these learnings to achieve success.

WHO SHOULD ATTEND?

Forward-thinking Business Owners, CEO's, Deputy CEO's and Group Heads responsible for the future growth and profitability of Healthcare and Pharmaceutical enterprises in Pakistan.

FACULTY:

Javaid Iqbal is a

- Digital Futurist/Advisor/Educator, who for the past two decades has been helping global businesses, governments, and academic institutions across the Americas, EMEA and APAC transform and achieve objectives through the use of disruptive and innovative technologies.
- CEO of Transformx.io, a global consultancy focusing on advisory and education in the Digital Innovation space and a graduate level technology professor at DePaul University (USA).
- Previously, Javaid served as a Customer Engagement and Success Leader at Salesforce in USA and held leadership positions at multiple consultancies including EY, PwC.
- Holds a BS in Technology from Purdue University (USA) and a MS in Systems Strategy and Management from Northwestern University (USA).

TESTIMONIALS

The Digital Innovation session for Pharma conducted by Javaid was one of the more unique sessions I have attended in the recent history. The audience was continuously engaged through discussions, case studies and exercises which not only enhanced my knowledge, but also added to the over all classroom experience. Through this program I got a chance to meet industry leaders who are working in the digital domain of Pharma industries and we shared industry best practices. I would highly recommend this program to individuals and teams wishing to gain a comprehensive overview of how to go digital in their business. **Zuhair Imran, Digital Manager, Sanofi Pakistan**

This one of a kind practical learning program not only provided me with an opportunity to learn about the latest global business and technological trends in Pharma, but it also tied them to the current realities of Pharma in Pakistan. The carefully chosen case studies added a lot of flavor and the interactive group exercise brought the thoeratical realities to practice. Pharma leaders across Pakistan must add this course to their training plans in 2018. **Samir Saleem, Lead - Digital Initiatives, Novartis Pharma (Pakistan) Limited**

Experience
EXECUTIVE EDUCATION
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Workshop Fees
PKR 40,000/participant
Inclusive of Course Material, IBA Workshop Certificate, Lunch, Refreshments & Business Networking.

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