



UNLOCKING THE  
INVISIBLE



Associazione Farmaceutici Industria  
Società Scientifica

# The evolution of the pharmaceutical industry through digitization

June 21<sup>st</sup>, 2023

Location: New Bracco HQ  
Milan - Via Egidio Folli, 50



# ABSTRACT

The digitalization process requires multidisciplinary skills for its correct implementation. The deployment of robotic units, automation solutions and of course the computerization of operations are fundamental elements that allow reducing costs and improving efficiency and productivity, and being flexible to changes in the biopharma industry. There is no doubt that there is a clear need to promote digitization within the pharmaceutical industry for different reasons. Some of them are based on the supply of medicines under increasingly demanding conditions to an increasingly globalized society, the demand for both traditional and new medicines is constantly growing, or the expansion of CDMO and CMO have turned these organizations into elements critical in the supply chain, adding more complexity to the global process, are some examples. During this workshop, it is intended to delve into the challenges and opportunities to accelerate a correct implementation of the digitization of processes.



## ORGANIZING COMMITTEE

Lucia Ceresa (Charles River Microbial Solution)  
Michele Simone (Bracco)  
Angela Molaschi (Pharmatex) Past President  
Alessandro Pauletto (Charles River Microbial Solution)  
Mirko Gabriele President-Elect PDA Italy Chapter



# AGENDA June 21<sup>st</sup>, 2023



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- 10:00-10:30 Registration & Welcome coffee
- 10:30-10:45 Opening remarks and proposed discussion topic – **Michele Simone Corporate Quality Director Bracco & Mirko Gabriele President-Elect PDA Italy Chapter**
- 10:45-11:00 **Sponsors Videos**
- 11:00-11:30 Doing digital or being digital, that's the question – **Marc Vorderman, - Caliber**
- 11:30-12:00 Beyond MES; Real Time batch release - **Peter Brandstetter - Accenture**
- 12:00-12:30 Digitalized World versus Human World – **Eugenio Cusimano AFI (Corporate Quality – Chiesi Spa)**
- 12:30-13:00 Q & A
- 13:00-14:00 Networking Lunch
- 14:00-14:30 Digital Twins: The perfect combination of science and digitalization for CM. Use cases in BioPharma and a lighthouse promoted by PDA – **Toni Manzano, CSO of Aizon**
- 14:30-15:00 Digital Transformation: Organizational Challenges and Cloud Opportunities – **Akkodis / Microsoft**
- 15:00-15:30 The transformational power of Advanced Analytics: reshaping Quality Management Review process - **Bracco**
- 15:30–16:00 Focus on Digital: How data analytics can streamline day to day activities - **Francois Balbin - Merck**
- 16:00–16:15 Coffee Break
- 16:15-16:45 **Working session within tables**
- 16:45–17:15 Open panel discussion with all speakers - **Lucia Ceresa**
- 17:15-17:30 Wrap-up summary from the open discussion and final remarks - **Angela Molaschi**

## NOTES

Participants are responsible for organizing and paying their own travel costs and accommodation to the Hotel.

# GENERAL INFORMATION



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## HOW TO REGISTER

For registration, general information, and payment enquiry, please visit [www.pda-it.org](http://www.pda-it.org) at the page dedicated to the Event. **Participants number is limited to 50 pax.**

## REGISTRATION FEES (VAT 22% included)

**Free of charge for PDA and AFI members - € 61 PDA and AFI NON-members**

Registration fee includes badge, program, admission to the working session and panel discussion, certificate of attendance, welcome coffee, coffee breaks and lunch

## METHOD OF PAYMENT

Bank Transfer Beneficiary: Centro Congressi Internazionale srl. Bank: INTESA SANPAOLO SPA - Mandatory causal: **PDA DIGITAL EVENT JUNE 2023** + Name/Surname of the participant and Company

IBAN: IT08X0306901000100000067336 BIC SWIFT: BCITITMM

Copy of the bank transfer should be sent to the Organizing Secretariat at [pda@pda-it.org](mailto:pda@pda-it.org). After receiving the payment, the Organizing Secretariat (Centro Congressi Internazionale srl) will issue a regular invoice.

## SPONSORSHIP OPPORTUNITIES

Exhibition and Sponsorship Opportunities are available. Exhibit at PDA Italy Chapter events and let your company's products or services become a valuable tool or resource for our attendees. Contact the Organizing Secretariat at [pda@pda-it.org](mailto:pda@pda-it.org) to know the opportunities for this event.

## LANGUAGE

The official languages are Italian and English. No simultaneous translation is provided. The presentations (.ppt slides) will be in English.

**CONGRESS VENUE**      Bracco Head Quarter, Via Egidio Folli n°. 50, 20134 – Milan

## PDA Events & Organizing Secretariat



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