



Conference on Pharmaceutical Marketing

“Future Marketing Trends, Challenges & Opportunities”

March 11, 2009 - Karachi Expo Centre, Pakistan

Final Executed Program

Conference Agenda

Conference Supporters:		
<ul style="list-style-type: none"> • Pakistan Pharmaceutical Manufacturers' Association (PPMA) • Institute of Business Management (IoBM) 		
Chief Guest: Prof. Dr. Rashid Jooma, DG Health, Ministry of Health – Govt. of Pakistan		
Guest of Honors:		
Mr. Zahid Saeed , Chairman Pakistan Pharmaceutical Manufacturers Associations (PPMA) Mr. Sardar Muhammad Yasin Malik , Chairman, Hilton Pharma (Pvt.) Ltd.		
09:15 – 09:45	Conference Registration	
10:00	Arrival of the Chief Guest	
10:00 – 10:05	Recitation from the Holy Quran	
10:05	Inauguration Ceremony	
10:05 – 10:10	Welcome Address by Mr. Ozair A. Hanafi , Chief Executive Officer (Conferences & Expositions), Ecommerce Gateway Pakistan	
10:10 - 10:25	Key note Speech by Mr. Salman Burney , Vice President & MD, GlaxoSmithKline & Chairman Pharma Bureau	
10:25 – 10:35	Address by Mr. Zahid Saeed , Chairman, Pakistan Pharmaceutical Manufacturers Associations	
10:35 - 10:45	Address by the Chief Guest Prof. Dr. Rashid Jooma , DG Health, Ministry of Health	
10:45 – 10:55	Plaque Distribution	
TEA BREAK		
TECHNICAL SESSION		
Chief Guest& Chair: Dr. Farid Khan , Consultant, Pharma Bureau		
Co-Chair: Mr. Asif Misbah , Managing Director, Macter International (Private) Ltd.		
Guest of Honor: Mr. Haroon Qasim , Managing Director, PharmEvo (Pvt.) Ltd.		
11:15 – 11:35	Brand Positioning	Mr. Muzaffar Jafri , Head of Marketing, AGP
11:35 – 11:55	Pharma Marketing in 21 st Century	Mr. Aslam Sheikh , Business Unit Head, Sanofi Aventis
11:55 – 12:15	Ethical Marketing / Ethics: Driver for Out of the Box Marketing Strategy	Mr. Jamshed Ahmed , Director Marketing, PharmEvo (Pvt) Ltd.
12:15 – 12:35	Future Challenges and Opportunities in Pharmaceuticals.	Dr. Aman Khan , Country Head, IMS
12:35 – 12:55	Evolution of Pharmaceutical Marketing	Dr. Zaffar Hashmi , Country Manager, B Braun
12:55 – 13:15	Discovered the Undiscovered Esteem	Dr. Asima Zahid , Institute of Business Management
13:15 – 13:35	Pannel Discussion	
13:35 – 13:45	Closing Remarks	
13:45 – 13:55	Vote of Thanks by Dr. Zakiuddin Ahmed , Project Director, Health Asia	
13:55 – 14:00	Plaque Distribution	
LUNCH		

Health Asia Conference Secretariat

Ecommerce Gateway Pakistan (Pvt) Ltd.

18 C.P. Berar Cooperative Housing Society Karachi, Pakistan

Tel: (92-21) 111-222-444/ Fax: (92-21) 453-6330

Email: conference@health-asia.com, URL: www.health-asia.com

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