



## PRESS RELEASE

**Date of Issue: 13/10/2011**

**For Immediate Release**

### **ProcureCon announce brand new pharmaceutical procurement conference for the European biopharma sourcing community**

The team behind ProcureCon Europe have recently announced the launch of an exciting new pharma sourcing event, focusing specifically on the issues and challenges facing senior procurement practitioners in the pharma and biotechnology sectors. This two-day event, entitled ProcureCon Pharma, will take place in Zürich on 28<sup>th</sup>-29<sup>th</sup> February 2012.

ProcureCon Pharma 2012 is the latest offering from the ProcureCon team, who already hold three major industry events within the European procurement community: ProcureCon Europe, ProcureCon Indirect and the ProcureCon CPO Roundtables. Vidya Gunapala, ProcureCon's portfolio director, explains the reasoning for reaching out to the pharma sector:

"Heads of procurement in the biopharma outsourcing space told us that their business model is different to other verticals, and that they're walking away from generic procurement events with an incomplete picture. So, we simply listened and developed a programme just for them."

The ProcureCon Pharma agenda has been written with CPOs very much front of mind, and the production process has been guided at every stage by an independent Advisory Board, made up of leading industry opinion formers, namely:

Paula Gildert, Global Head Development Strategic Sourcing, Novartis  
Alan Goring, Indirect Sourcing Director EMEA, Bristol-Myers Squibb  
Mark Hollison, Procurement Director, Napp Pharmaceuticals  
Don Murphy, Global Head of Distribution & Logistics, Merck Sharp & Dohme  
Imtiaz Naqui, Head of Purchasing UK, Teva Pharmaceuticals

Top line strategies for discussion at Procurecon Pharma 2012 will include:

- Encouraging suppliers to innovate in order to create a point of differentiation and competitive advantage
- Setting up in Asia – how to leverage local potential with a global support
- Outsourcing of manufacturing – how to create a true partnership and excellence in execution
- Streamlining direct and indirect procurement to reduce major category spend and add value
- Prioritising pharma outsourcing & off-shoring to improve operations, lower costs and deliver long-term value
- Building relationships with key internal stakeholders to embed procurement strategies

ProcureCon 2012 looks set to attract 150+ biopharma CPOs and will take place in Zürich on 28<sup>th</sup>-29<sup>th</sup> February 2012 – venue to be confirmed shortly. Full event details can be viewed online at [www.procurecon-pharma.com](http://www.procurecon-pharma.com).

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## Notes to editors

1. For more information about ProcureCon Pharma and to request the latest agenda, please email [procurecon@wbr.co.uk](mailto:procurecon@wbr.co.uk)
  2. All media partnership enquiries and requests for press passes should be directed to Simon Anderson, Marketing Director for the ProcureCon portfolio: [simon.anderson@wbr.co.uk](mailto:simon.anderson@wbr.co.uk)
  3. ProcureCon Pharma 2012 is part of the ProcureCon portfolio, which has been producing high calibre events for Europe's procurement leaders since 1997.
  4. ProcureCon is part of Worldwide Business Research, one of the world's leading sources of strategic business intelligence and part of the PLS group. For more information about Worldwide Business Research, visit [www.wbresearch.com](http://www.wbresearch.com)
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