

2nd International

Pharma Logistics Masterclass

WHERE BUSINESS MEETS ACADEMICS

5 - 9 September 2022 - Abu Dhabi



HOPE 
Consortium

PHARMA
WE CONNECT PHARMA **AERO** 

Universiteit
Antwerpen

 جامعة خليفة
Khalifa University



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DAY I – SEPTEMBER 5

Data as Value Driver for the Future Pharma Supply Chain

Chair: Prof. Dr. Ernesto Damiani, Senior Director at Robotics and Intelligent Systems Institute, Khalifa University, Abu Dhabi, UAE

- 09:00 – 09:15 **Welcome Address by the Captain and the Co-pilots**
Chair: Prof. Dr. Roel Gevaers, Faculty of Business and Economics, University of Antwerp
Co-Chair: Prof. Dr. Ernesto Damiani, Khalifa University
Co-Chair: Mr. Frank Van Gelder, Secretary General Pharma.Aero
- 09:15 – 09:30 **Flight Plan of the Masterclass**
Mr. Frank Van Gelder, Secretary General Pharma.Aero
- 09:30 – 10:15 **The Power of Mega Cargo Loads of Data: Impact on the Future Pharma Supply Chain Data Models and Analytics**
Prof. Dr. Ernesto Damiani, Khalifa University
- 10:15 – 10:45 **When Machines Start to Think Human: The Power and Capabilities of Artificial Intelligence in Pharma Supply Chain**
Industry use case
- 10:45 – 11:15 **Coffee Break & Networking**
- 11:15 – 12:00 **Connecting the Data Dots of The End-To-End Pharma Supply Chain Routing: Use Cases and Data Command Tower**
Prof. Dr. Ernesto Damiani, Khalifa University
Mr. Andre Vierder, Managing Director Middle East of Blue Yonder
- 12:00 – 12:30 **Flying without a Risk: How Data Analytics Enlarge your Comfort Zone to Ship Pharmaceuticals**
Prof. Dr. Yvonne Ziegler, CEO Mytigate
- 12:30 – 14:30 **Lunch Break with Alternating Visits to the Khalifa University Drone and Robotics Lab**
- 15:30 – 17:00 **Workshop (Digital Twinning) Light in The Black Box: How Big Data Analytics Create Pharma Supply Chain Predictability**
Mina Zayed Abu Dhabi
- 17:00 – 17:15 **Wrap up: Pharma Greenlane - The Impact of Digitization on Sustainability**
- 18:00 – 20:30 **Welcome Reception & Networking**
Dr. Omar Najim (Director Executive Affairs UAE) / Mr. Robert Sutton (CEO AD Ports) / Mr. Fabrice Panza (Manager Global Cool Chain Solutions Etihad Cargo) / Dr. Arif Alhammadi (EVP Khalifa University) / Prof. Dr. Koen Vandenbempt (Dean Faculty of Business and Economics, University of Antwerp) / Mr. Trevor Caswell (Chairman Pharma.Aero, Manager Demand & Product Development (Cargo), Edmonton International Airport)

DAY II – SEPTEMBER 6

Setting your Future Supply Chain Strategy by Economic Modelling

Chair: Prof. Dr. Roel Gevaers, Faculty of Business and Economics, University of Antwerp

- 09:00 – 11:30 **Visit to the Abu Dhabi Airport Cargo (ADAC) Facility Alternated with Pharma Supply Chain Case-Based Challenges**
Mr. Fabrice Panza, Manager Global Cool Chain Solutions Etihad Cargo
Prof. Dr. Wouter Dewulf, Faculty of Business and Economics
University of Antwerp
Mr. Frank Van Gelder, Secretary General Pharma Aero
- 12:00 – 13:00 **Lunch Break & Networking**
- 13:00 – 14:15 **When Strategic Data Like to Drive Your Entrepreneurship: Multi-Modal Evidence-Based Business Forecast**
Dr. Sven Buyle, Faculty of Business and Economics, University of Antwerp
Prof. Dr. Tom O'Brien, California State University Long Beach, Centre for International Trade and Transportation METRANS Transportation Consortium
- 14:15 – 14:45 **Innovation, the Enabling Key to a Resilient End-To-End Pharma Supply Chain, Robust Enough for the Future Challenges**
Industry use case
- 14:45 – 15:15 **Successful Supply Chain Models in Healthcare**
Industry use case
- 15:15 – 15:45 **Coffee Break & Networking**
- 15:45 – 16.15 **The Pharma.Aero Membership 300 Seconds Rapid Fire Cases: How to Translate Supply Chain Strategy Vision into Action**
Four Pharma.Aero member use cases
- 16:15 – 17:30 **Workshop - "Less is More": How to Develop Agile Strategies in the Pharma Supply Chain Organisation**
Prof. Dr. Wouter Dewulf, Faculty of Business and Economics, University of Antwerp
Prof. Dr. Koen Vandenbempt, Faculty of Business and Economics, University of Antwerp
- 17:30 – 17.45 **Wrap-up: The Future Pharma Supply Chain Economic Models Including Circular Economy**

DAY III – SEPTEMBER 7

Pack and Go: How Innovative Packaging Will Support the Future Healthcare Model

Chair: Mr. Frank Van Gelder, Secretary General Pharma.Aero

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| 09:00 – 09:15 | Setting the Scene: Wake-Up Call for Integrated Full End-To-End Visibility Supply
<i>Mr. Frank Van Gelder, Secretary General Pharma.Aero</i> |
| 09:15 – 10:00 | How the Change of the Future Healthcare Model Drives New Supply Chain Requirements
<i>Department of Health Abu Dhabi / Pharmaceutical Manufacturing Industry</i> |
| 10:00 – 10:30 | 007 IoT Devices: Permanent Advanced Pharma Data and Cyber Security
<i>Prof. Dr. Chan Yeob Yeun, Khalifa University</i> |
| 10:30 – 11:00 | Coffee Break & Networking |
| 11:00 – 11:30 | Back to the Future: Evidence-Based Business Model Change in Dry Ice Use (Industry Use Cases)
<i>Mr. Diego Loaiza Salazar, Marketing Manager LATAM Cold Jet</i> |
| 11:30 – 12:00 | Cool Chain Challenges for the Last-Mile Deliveries: Stay Cool and Stable until the Vein
<i>Prof. Dr. Roel Gevaers, Faculty of Business and Economics, University of Antwerp</i> |
| 12:00 – 12:15 | Introduction to Future Packaging: Can we Cool, Wrap and Pack in a More Innovative Way
<i>Industry use case</i> |
| 12:15 – 13:45 | Lunch Workshop: Create an Innovative Packing Solution End-To-End
<i>Workgroup with academic and industry moderators</i> |
| 13:45 – 14:15 | Wrap up: Sustainability Challenges in Future Packaging Technologies |
| 15:00 – 18:00 | RAFED & Genome Valley Visit |

DAY IV – SEPTEMBER 8

When the Exception Turns into Standard: Emergency and Crisis Pharma Logistics

Chair: Dr. Omar Najim, Director Executive Affairs UAE

- 09:00 – 09:30 **Setting the Scene: The Impact of the Global Disruption Caused by Health and Geo-Political Situations**
Dr. Omar Najim, Director Executive Affairs UAE
- 09:30 – 10:00 **When all Standards are Gone: Flexible until It Snaps - Insights in Emergency Logistics**
Industry and Government use case
- 10:00 – 10:30 **Collaboration as Key Differentiator for Future Crisis Models**
Mr. Trevor Caswell, Chairman Pharma.Aero, Manager Demand & Product Development, Edmonton Intl. Airport - Project Sunrays Pharma.Aero & TIACA HOPE Consortium
- 10:30 – 11:00 **Coffee Break & Networking**
- 11:00 – 11:30 **Research in the Area of Emergency Logistics: How Science Standardises Disruption and Chaos**
Khalifa University
- 11:30 – 12:00 **Blockchain Applications: How New Technologies Can Drive the Future Emergency Medical and Pharmaceutical Supply Chain Data**
Khalifa University
- 12:00 – 13:00 **Lunch & Networking**
- 13:00 – 14:30 **Workshop - Connect to the Last Difficult Mile: UAV Project Pharma.Aero**
Dr. Olivier Defawe, Director, Health Systems; Drones for Health Program Lead, Village Reach
Mr. Sanjeev Ghadia, CEO Astral Aviation & Astral Aerial Solutions
Mr. Trevor Caswell, Chairman Pharma.Aero, Manager Demand & Product Development, Edmonton Intl. Airport (moderator)
Jeremy Mitchell, Services Assurance Manager, Commercial Department at Sharjah Airport Authority (moderator)
- 14:30 – 15:00 **Wrap up: Sustainable Methodologies and Principles in Pharma Logistics**
- 17:30 – 21:30 **Social Event: Masterclass Dinner Event & Certification Ceremony - Abu Dhabi Desert**

DAY V – SEPTEMBER 9

Sustainable Pharma Supply Chain Models: How Transport Modes Intertwine

Chair: Prof. Dr. Christa Sys, Faculty of Business and Economics, University of Antwerp

- 09:00 – 09:30 **Sea Freight in the Pharma Supply Chain: Volume Versus Value?**
Prof. Dr. Christa Sys, Faculty of Business and Economics, University of Antwerp
- 09:30 – 10:45 **Intermodal Industry Collaboration as Enabler to Sustainability
Use Case: Reduce CO₂ Emission by Combining Transport Modes –
Wings, Steamers and Rails**
*Mrs. Simona Ravera, Director Solutions Sales EMEA - LifeSciences &
Healthcare, BDP International*
- 10:45 – 11:15 **Coffee Break & Networking**
- 11:15 – 11:45 **Is Physical Internet the Facticity to Ultimate Sustainability?**
Khalifa University
- 11:45 – 12:15 **Do We Speak the Same Language: The Need for a Cross-modal CO₂
Calculation Model**
Mr. Rafael Arevalo-Ascanio, PhD Researcher University of Antwerp
- 12:15 – 12:45 **The Airline Sustainability Program: ETIHAD Industry Use Case**
Mr. Fabrice Panza, Manager Global Cool Chain Solutions Etihad Cargo
- 12:45 – 13:30 **Wrap up: Concluding the Pharma Green Lane Definition**
- 13:30 – 15:00 **Masterclass Closure over Lunch & Networking**
- 16:30 – 21:30 **Social Event: La Perle Entertainment Show V-Hotel, Dubai Business
District**