

# News Release

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## **Serialization Expert Supply Chain Wizard Announces Partnership with Medicines for Europe**

***Strategic Alliance Made Official Following Successful  
mid-December Pharma CMO Summit Event in Berlin***

Princeton, NJ – **Supply Chain Wizard (SCW)** – a leading full-service global consulting firm specializing in serialization and traceability, supply chain strategy and operational transformation programs – has officially partnered with **Medicines for Europe**, which represents the generic, biosimilar and value-added medicines industries across Europe.

Held December 12 in Berlin, the co-hosted **Pharma CMO Summit** drew more than 100 pharmaceutical executives from 27 countries. The summit was formed to serve as a resource for European pharmaceutical manufacturers moving to incorporate serialization processes to meet approaching regulatory deadlines – 2017 & 2023 for the United States, 2019 for the European Union – the strategic alliance comes on the heels of a highly successful event of the same topic.

With Optel Vision as the main sponsor, additional pharma manufacturer sponsors such as Abbott, Teva, Mylan and Nordic Group, and leading third-party logistics and solution sponsors, the event was well represented by key players in the serialization space. With serialization

and track & trace deadlines looming, all parties were eager to obtain valuable insights into the challenges and intricacies facing companies in both Europe and the United States. Key to the event's success were the networking events that provided ample opportunity to exchange serialization advice and experiences with peers from around the world.

The event also showcased ways in which serialization can go beyond mere regulation compliance to provide opportunities for enhanced business practices through data analytics produced by such systems. In this fashion, regulations once deemed onerous are actually opening doors to smarter manufacturing and supply chain operations.

As for the new partnership between Supply Chain Wizard and Medicines for Europe, the alliance brings together an industry advocacy group with a leading serialization consultant, helping European manufacturers of generic, biosimilar and value-added medicines connect the dots between learning about pending regulations and actually meeting their requirements.

"Education about serialization and track & trace regulations will always be ongoing but, as deadlines approach, it is time to turn informed plans into actualized, real-world solutions," said Evren Ozkaya, founder and CEO of Supply Chain Wizard.

"As a leading partner for better healthcare, the organization aims to increase the health and well-being of all Europeans, while also addressing the business needs of European pharmaceutical manufacturers," said Adrian van den Hoven, Director General of Medicines for Europe. "Partnering with a serialization & supply chain expert as well-regarded as Supply Chain Wizard helps us better serve both of these audiences."

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### **About Supply Chain Wizard**

Supply Chain Wizard, LLC, is a leading full-service global consulting firm specializing in serialization and traceability, as well as supply chain strategy and operational transformation programs. Dedicated to optimizing operations for growth, service and efficiency, Supply Chain Wizard offers strategic innovations in products and services targeting serialization and supply chain transformation initiatives, along with a team of expert consultants providing comprehensive support toward cost-effective compliance with serialization mandates and post-go-live operational support.

Supply Chain Wizard organizes serialization roundtables, summits and training programs throughout Europe, Asia Pacific and the United States, and runs frequent webinars to support clients with their regulatory and compliance challenges. Committed to helping clients maintain significant and sustainable performance improvements, Supply Chain Wizard guides customers to a more secure supply chain via the implementation of high return-on-investment initiatives.

Supply Chain Wizard is headquartered in Princeton, NJ, with additional offices in Germany, Netherlands, Turkey and India. For more information, please visit [www.supplychainwizard.com](http://www.supplychainwizard.com).

## **About Medicines for Europe**

Medicines for Europe represents the generic, biosimilar and value added medicines industries across Europe. Its vision is to provide sustainable access to high quality medicines, based on 5 important pillars: patients, quality, value, sustainability and partnership. Its members employ 160,000 people at over 350 manufacturing and R&D sites in Europe, and invest up to 17% of their turnover in medical innovation.

Medicines for Europe member companies across Europe are both increasing access to medicines and driving improved health outcomes. They play a key role in creating sustainable European healthcare systems by continuing to provide high quality, effective generic medicines, whilst also innovating to create new biosimilar medicines and bringing to market value added medicines, which deliver better health outcomes, greater efficiency and/or improved safety in the hospital setting for patients. For more information please follow us at [www.medicinesforeurope.com](http://www.medicinesforeurope.com) and on Twitter [@medicinesforEU](https://twitter.com/medicinesforEU).