

# News Release

---

9 Law Drive  
Fairfield, NJ 07004  
973.227.8080  
[turchette.com](http://turchette.com)

**TURCHETTE**  
BRAND MARKETING • PUBLIC RELATIONS

client: **Supply Chain Wizard, LLC**

contact: Christopher Dale  
Turchette Agency  
(973) 227-8080 ext. 116  
[cdale@turchette.com](mailto:cdale@turchette.com)

Julien Faury  
Manager, Strategic Initiatives  
Supply Chain Wizard  
[Julien.fauy@supplychainwizard.com](mailto:Julien.fauy@supplychainwizard.com)

## **Serialization Expert Supply Chain Wizard and Medicines for Europe to Co-Host Pharma CMO Summit in Lisbon**

***Recent Summits in Berlin and Princeton Were Highly Successful in Helping Manufacturers, CMOs, CPOs & 3PLs Forge Partnerships for Cost-Effective Compliance with Upcoming Serialization Deadlines***

*Princeton, NJ* – **Supply Chain Wizard** – a leading full-service global consulting firm specializing in serialization and traceability, as well as supply chain strategy and operational transformation programs – and **Medicines for Europe**, an organization serving as the voice of Europe’s generic, biosimilar and value-added medicines industries, will co-host a **Pharma CMO Summit** on **June 14, 2017** at the **Epic Sana Hotel in Lisbon**, Portugal. The event is co-located with Medicine for Europe's Annual Conference, which attracts over 300 pharma executives in the generic & biosimilar industries, offering opportunities for synergies among senior-level decision influencers.

The gathering offers a unique opportunity for pharmaceutical industry partners to make or finalize strategies for both initial compliance and optimized post-implementation operations. The Pharma CMO Summit will bring together manufacturers, CMOs, CPOs, 3PLs and solution providers for education and interactive activities centered on serialization compliance, serialized operations and value beyond compliance. The Lisbon event is the latest in a series of such summits initiated by Supply Chain Wizard, most recently in Princeton, NJ.

Top-line results from the Princeton Summit offer a snapshot of industry-wide serialization progress. With more than 125 senior-level attendees comprising track & trace solutions

experts, pharma manufacturers, packagers and logistics providers, the two-day event featured speakers on a variety of pertinent topics, as well as a series of quick-rotation meetings intended to match needs with expertise.

The Princeton gathering brought together executives representing a broad spectrum of functional areas within their respective organizations. The resulting partnership potential was both welcome and well-received: a 2016 SCW survey of U.S. and EU pharma manufacturers revealed that 65% of CMOs did not have sufficient resources for serialization, and that more than half had not begun their first serialization project.

A main objective of the upcoming Lisbon Summit is providing flexible strategies and solutions for achieving practical paths to compliance. Leading solutions on the market focused on efficient, cost-effective incorporation will be modeled, and case study presentations will help educate trading partners on likely implementation challenges. Finally, interactive activities will showcase the value beyond compliance that production digitization brings to manufacturing operations.

“Like its successful predecessors, the Lisbon Pharma CMO Summit will bring together the full spectrum of supply chain partners,” said Evren Ozkaya, CEO of Supply Chain Wizard. “The result yields opportunities for partnerships, collaborations and improved business practices above and beyond the need to meet pending regulatory requirements.”

Pharmaceutical industry professionals can register for the conference by visiting [www.pharmacmosummit.com/lisbon](http://www.pharmacmosummit.com/lisbon).

###

### **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, Turkey, The Netherlands, the UK and India. For more information, please visit [www.supplychainwizard.com](http://www.supplychainwizard.com).

## **About Medicines for Europe**

Medicines for Europe represents the pharmaceutical companies supplying the largest share of medicines across Europe, and is the voice of the generic, biosimilar and value added industries. As a leading partner for better healthcare, the organization aims to increase the health and wellbeing of all Europeans through better access to high quality medicines. Medicines for Europe members' portfolio cover 80% of therapy areas, and in so doing, safeguards the sustainability of Europe's healthcare systems for future generations.

For more information, visit [www.medicinesforeurope.com](http://www.medicinesforeurope.com).