

**Business Climate In Egypt & Pharmaceutical Industry
Environment In Digitization & Covid Era**

15 MAR 2021 Alexandria & Hybrid

CCI FRANÇAISE EN EGYPTÉ
مركز التجارة والتنمية الفرنسية بـمصر
FRENCH CHAMBER OF COMMERCE AND INDUSTRY IN EGYPT

BORG
PHARMACEUTICAL S.A.

AFRICALink
La Communauté des Entrepreneurs de l'Afrique et de l'Europe

Association Française de Pharmaciens

From 10:00 to 5:00 PM –Alexandria Time
9:00 to 4:00 PM –Marseille Time

CCI AIX MARSEILLE PROVENCE

Followed by Cocktail Reception at
the French Consulate in Alexandria

CLINGROUP 14 YEARS

#Partenariat #Industry #Economy #HealthTech #ClinGroup #BusinessEgypt For Registration : bde.clingroup.net

HYBRID LIVE AND STREAMLINE

15th of MARCH 2021

10AM-5PM Egypt time (9AM-4PM France time)

(Physical presence only for speakers and organizers due to pandemic restrictions)

- **Registration Link:** bde.clingroup.net
- **Livestream Conference link:** bde-live.clingroup.net

Registration

➤ **Registration & Opening: 9:30 AM – 10:45 AM**

(NB Time appears in Cairo time zone which is one hour ahead of Paris)

➤ **Registration and Coffee break : 9:30 AM - 10:00 AM**

Opening

➤ **Opening Remarks: 10:00 AM – 10.45 AM (Cairo Time)**
09:00 AM-09:45 AM (Paris Time)

➤ **Welcoming note:**

H.E. Mrs.: Janaïna HERRERA, French Consul General in Alexandria

➤ **Dr. Nadia Cheaib, President ClinGroup**

➤ **Dr. Mohamed Onsy Elshafei, President Alexandria Pharmacists Syndicate**

➤ **Mr. Frederic Ronal, VP CCIMP, French Chamber of Commerce Marseille**

➤ **Mr. Yves Lafon, President Africa Link**

Keynote Speech

➤ **Keynote Speeches: 10:45 AM-11:45 AM (Cairo Time)**
09:00 AM – 09:45 AM (Paris Time)

Egypt business profile & Trans-Mediterranean Pharma Success Story

➤ **Egypt Business Profile:** Mr. Hamed Hassouna, Regional Manager of “Union De Banques Arab Et Francaises UBAF” & Board Member of Franco-Egyptian Buisness Council

➤ **Trans-Mediterranean Pharma Success Story:** Mr. Bernard Tannoury Chairman Benta Famar France Lebanon.

❖ **Moderator :** Mr. Ayman Badawi, President CCIFE Alexandria

Session One

Pharmaceutical Supply Chain Opportunities & Challenges at the Technology Era - French Egyptian Knowledge Expertise Sharing

- **Section One: 12:00 PM - 01:30 PM (Cairo Time)
11:00 AM- 12:30 PM (Paris Time)**
 - Online Purchase
 - Telemetric treatment and follow-up
 - Auto-prescription
 - Cost
 - Country control
 - Misuse and Vigilance
 -
- **Speaker:** Dr. Eric Baseilhac, Head International Affairs Leem, French Medicines Enterprise Syndicate.
- **Speaker:** Dr. Julie Assedo, French Medicines Enterprise Syndicate.
- **Speaker:** Dr. Medhat Elfar, Chief Supply Chain Officer, Pharco.
- ❖ **Moderator:** Dr. Nadia Cheaib, Chairwoman ClinGroup.

- **Coffee break : 01:30 PM – 02:00 PM**

Session Two

Pharma Supply Chain Good Practices for better Export and Local Consumption Mediterranean Expertise Sharing

- **Section One: 02:00 PM – 04:30 PM (Cairo Time)
01:00 AM- 03:30 PM (Paris Time)**

- The pharmaceutical supply chain faces its own set of challenges, including supply chain visibility, drug counterfeiting, and cold-chain shipping, and raising prescription drug prices, which can significantly increase out-of-pocket costs for patients.

- The whole process is summarized in five steps, each necessitating specific guidelines and good practices:
- Pharmaceuticals originate in manufacturing sites
- Are transferred to wholesale distributors?
- Stocked at retail, mail-order, and other types of pharmacies
- Subject to price negotiations and processed through quality and utilization management screens by pharmacy benefit management companies
- Dispensed by pharmacies; and ultimately delivered to and taken by patients

Pharma Supply Chain and Covid lessons learnt:

- We didn't finish yet with the lessons learnt from Covid pandemic that puzzled the whole life on globe and especially health systems, even those that were considering themselves having developed the most robust crisis management and contingency plans.
- Lessons will continue for more few years after the end of the pandemic.
- Nevertheless we already observed major impactful change in our daily life style, working environment and also health practices.
- Hence, behind the scene also all health stakeholders and health authorities strategies are consequently evolving. And lessons learned today will help support the organization for upcoming years
- **Speaker:** Dr. Sarah Algazzar, Dean of College of international Transport and Logistics. Alexandria Egypt
- **Speaker:** Dr. Carmelita Khawand, Business Development Manager at ClinGroup
- **Speaker:** Dr. Mohamad Rady, Supply Chain Planning
- **Speaker:** Dr. Claudio Gatti, Shareholder at THINK Global- Clingroup
- **Speaker:** Dr. Ashraf Abdelkhalek, Supply Chain Director
- ❖ **Moderator:** Dr. Mohamed Onsy Elshafei, President Pharmacists Syndicate
- ❖ **Moderator:** Dr. Nadia Cheaib, Chairwoman - ClinGroup.

Closing Note: 04:30 PM - 5:00 PM (Cairo Time)
03:30 PM – 04:00PM (Paris Time)