











24 WEDNESDAY SEP. 2025





9:00AM 5:00PM



THE PPMA CONFERENCE MAGAZINE

HIGHLIGHTS & VOICES FROM PHARMA '25



HOPE, HEALTH HAPPINESS

HILTON PHARMA ENVISIONS A WORLD FULL OF HOPE AND GOOD HEALTH BY PROVIDING HIGH QUALITY SOLUTIONS WITH EVOLVING PATIENTS' NEEDS FOR A FULFILLING LIFE.



Hilton Pharma (Pvt.) Ltd.

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MESSAGE FROM THE CHAIRMAN, PPMA



Tauqeer UI Haq

Chairman PPMA and Managing Director, Sante

Dear Colleagues,

It is my privilege to welcome you to the 8th Pakistan Pharma Summit and PESA 2025.

Pharma is operating in a **BANI world — brittle, anxious, non-linear, and incomprehensible** — where resilience, innovation, and compliance define competitiveness. This Summit gathers global experts and regulators to explore how AI, exports, advanced manufacturing, and quality will shape our industry's future.

With 34% export growth in FY25, reaching \$457 million, Pakistan's pharma sector has proven its potential. The challenge ahead is to move beyond generics — investing in R&D, APIs, and global quality standards — to secure our place in regulated markets.

The PESA Awards honor those leading this transformation. Their success reminds us that Pakistan's pharma can be not just local, but truly global.





MESSAGE FROM THE ORGANIZING COMMITTEE



Tauqeer UI Haq
Chairman PPMA
Managing Director
Sante



Shafiq Ahmad Abbasi
Senior Vice Chairman of PPMA
Chairman Novamed
Pharmaceuticals Pakistan



Aman Ullah Sheikh
Vice Chairman of PPMA
Chief Executive
Davis Pharmaceutical Laboratories



Dr. Kaiser Waheed

Chairman Summit

President and CEO

Medisure Laboratories



M. Haroon Qassim

Co-Chairman Summit

Managing Director

PharmEvo



Asad Shuja-ur-Rehman
Chief Executive
Schazoo Pharmaceutical

Dear Esteemed Colleagues,

The Pakistan Pharmaceutical Manufacturers Association (PPMA) is proud to host the 8th Pakistan Pharma Summit and the 4th PESA – Pharma Export Awards, on 24 September 2025 at Serena Hotel, Islamabad, with concurrent workshops in Karachi.

Pakistan's pharmaceutical industry continues to demonstrate **resilience**, **innovation**, **and global competitiveness**, producing over **90% of medicines locally and supplying quality, affordable healthcare**, even during crises such as **COVID-19 and national floods**. The sector's achievements are now reflected in **record-breaking exports**, with pharmaceutical sales abroad reaching **\$457 million in FY25**, marking a **two-decade high growth of 34%**.

Our Summits provide an exclusive platform for CEOs, senior management, and industry experts to engage with world-class speakers including Jim Harris (AI & Pharma Innovation), Geoff Tsen (Global Quality Standards), Dr. Zakieh Al-Kurdi (Regulatory Policy), and Prof. Khalid Ahmad Sheikh (Culture of Quality). The event is further enhanced by interactive pre- and post-conference workshops in Karachi.

These gatherings are graced by Prime Minister, Federal Ministers of Health and Commerce, DRAP's CEO, and key diplomats, underscoring the global importance of Pakistan's pharmaceutical sector. The Summit and PESA Awards celebrate leadership, innovation, and export excellence, reaffirming our vision of a nationally and globally admired pharmaceutical industry.

Join us for this powerful forum to connect, learn, and shape the future of pharma in a BANI world.

With best regards,

The Organizing Committee - 8th Pakistan Pharma Summit and PESA 2025





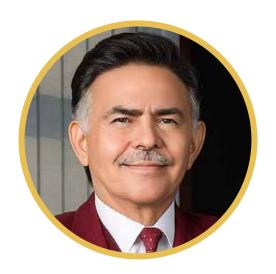
"Honoring the Legacy of a Trailblazer - Late Mr. Jawaid Tariq Khan"

(Founder Chairman, Highnoon Laboratories & Former Chairman PPMA)

Presented with deep respect and gratitude to



in honor of the enduring legacy of



Late Mr. Jawaid Tariq Khan
Founder Chairman, Highnoon Laboratories

A visionary leader who transformed Pakistan's pharmaceutical industry, championed self-reliance, and inspired generations through his commitment to excellence, innovation, and service to humanity.

Pakistan Pharmaceutical Manufacturers Association (PPMA) 8th Pakistan Pharma Summit & PESA2025







Pakistan Pharmaceutical Manufacturers' Association

VISION

Our vision is to be the most admired pharmaceutical industry nationally and globally.

MISSION

Our mission is to operate the industry in a way that recognizes the corporate social responsibility of the business and balance it with commercial objectives thus ensuring well being in all dimensions.

VALUES

Integrity - honoring commitments made to our customers and vendors in our daily activities. Customer Satisfaction - Being proactive, innovative and flexible in creating processes and plans to meet or exceed customer expectations. Understanding our customer's requirements and delivering it continuously.

Quality - Strive for continuous quality improvements with every part we produce. We are committed to providing superior service with the highest quality workmanship. Partnering - Integrating our manufacturing practices to meet our customer's demands in a timely, cost-efficient manner.

INTRODUCTION

Pakistan is the sixth most populous country in the world and has the second largest Muslim population in the world after Indonesia. Pakistan's population is 250 million, placing it higher than Russia, and lower than Brazil.

www.ppma.org.pk





MEET OUR SPEAKERS

CHIEF GUEST Yusuf Raza Gilani

Chairman, Senate of Pakistan



Syed Mustafa Kamal Federal Minister for National Health Services, Regulations & Coordination, Government of Pakistan



Haroon Akhtar Khan Special Assistant to Prime Minister (Minister of State) for Industries & Production Division



Dr. M. Jehanzeb Khan Deputy Chairman Planning Commission / Secretary Apex Committee SIFC



Dr. Obaidullah CEO, Drug Regulatory Authority of Pakistan (DRAP)



Dr. Kaiser Waheed Chairman Summit President and CEO, Medisure Laboratories



Sultan Ghani Global Pharma Consultant — Honored for advancing quality & regulatory standards with WHO, FDA, Health Canada, pharmacopoeias



Taugeer UI Hag Chairman PPMA Managing Director, Sante



Geoff Tsen, Ph.D. Vice President & Regional Manager, AI, GenAI & Disruptive Innovation Expert Greater China, U.S. Pharmacopeia #1 International Bestselling Author TEC Canada Speaker of the Year 2024



Prof. Khalid A. Sheikh Professor of Pharmaceutical Quality & Regulation, UCL School of Pharmacy, University College London



Philippe Gerwill Digital Healthcare Humanist & Futurist; Global Consultancy Manager Former Senior Executive, Novartis



Rafael Beaus Syntegon Telstar Technologies



M. Haroon Qassim Co-Chairman Summit Managing Director, PharmEvo



Regional and Operations Director, Middle East & Africa, U.S. Pharmacopeia



Aman Ullah Sheikh Vice Chairman of PPMA Chief Executive Davis Pharmaceutical Laboratories



Laura Roche Master of Ceremonies





CONFERENCE AGENDA

08:00 am - 09:00 am **Registration & Networking Inaugural Session:** 09:00 am - 09:10 am **Recitation from the Holy Quran & National Anthem** 09:10 am - 09:20 am Introduction of the Summit: Dr. Sh. Kaiser Waheed - Chairman, Summit; and President & CEO, Medisure Laboratories 09:20 am - 09:30 am **PPMA Film: Showcasing Pharma Exports** 09:30 am - 09:40 am **Welcome Address:** Taugeer ul Hag - Chairman PPMA; and CEO, Sante (Pvt.) Ltd. 09:40 am - 10:15 am International Keynote: Al and the Future of Pharma Jim Harris - Al, GenAl & Disruptive Innovation Expert | #1 International Bestselling Author | TEC Canada Speaker of the Year 2024 10:15 am - 10:30 am **Regulatory Keynote:** Dr. Obaidullah - CEO, Drug Regulatory Authority of Pakistan (DRAP) 10:30 am - 10:50 am **Chief Guest:** Syed Mustafa Kamal - Federal Minister for National Health Services, Regulations & Coordination, Government of Pakistan 10:50 am - 11:05 am Honoring the Legacy of a Trailblazer - Late Mr. Jawaid Tarig Khan (Founder Chairman, Highnoon Laboratories & Former Chairman PPMA) 11:05 am - 11:30 am **Tea & Networking Break Sessions One:** Keynote Presentation: Beyond Compliance: Building a Culture of Quality for Global Competitiveness 11:30 am - 11:50 am Prof. Khalid Ahmad Sheikh - Professor of Pharma Quality and Regulation, University College London, UCL School of Pharmacy 11:50 am - 12:10 pm International Keynote: The Future of Pharma in a Digital World: Human-Centric Innovation & Global Regulatory Shifts Philippe Gerwill - Digital Healthcare Humanist & Futurist; ex-Novartis Presentation: Regulation, Policy, and Trust: Advancing Access to Quality Medicines 12:10 pm - 12:25 pm Dr. Zakieh Al kurdi - Regional and Operations Director, MEA, US Pharmacopeia 12:25 pm - 12:35 pm Address by Guest of Honor: Sultan Ghani - Global Pharma Consultant Honored for contributions to Quality & Regulatory Standards (WHO, FDA, Health Canada, 12:35 pm - 12:40 pm Pharmacopoeias) Sultan Ghani - Global Pharma Consultant 12:40 pm - 12:50 pm **Group Photo and Memento Distribution Sessions Two:** 12:50 pm - 01:25 pm International Keynote: Quality, Innovation, and Resilience: Building Future-Ready Pharma in a BANI World Geoff Tsen, Ph.D. - Vice President & Regional Manager, Greater China, US Pharmacopeia PIC/S compliance, a challenge for Pakistan's pharmaceutical industry 01:25 pm - 01:40 pm Rafael Beaus - Global Consultancy Manager at Syntegon Telstar Technologies 01:40 pm - 01:55 pm Address by Guest of Honor: Dr. Mohammad Jehanzeb Khan - Deputy Chairman Planning Commission / Secretary Apex Committee SIFC 01:55 pm - 02:00 pm **Group Photo and Memento Distribution** 02:00 pm - 03:00 pm Namaz & Lunch Break

PESA 2025 - Pharma Export Summit & Awards

03:00 pm - 03:10 pm

Introduction to the PESA Awards:
Mr. Haroon Qassim - Co-Chairman, Summit; and Managing Director, PharmEvo

O3:10 pm - 03:20 pm

O3:20 pm - 03:50 pm

O3:50 pm - 04:00 pm

Address by Co-Chief Guest:
Mr. Haroon Akhtar Khan, Special Assistant to Prime Minister (Minister of State), Industries & Production Division

04:00 pm – 04:10 pm Chief Guest Address: Syed Yusuf Raza Gillani, Chairman, Senate of Pakistan

04:10 pm – 04:10 pm

Chief Guest Address: Syed Yusuf Raza Gillani, Chairman, Senate of Pakistan

Vote of Thanks & Closure, Followed by Refreshments

Aman Ullah Sheikh - Vice Chairman, PPMA and Chief Executive, Davis Pharma

Master of Ceremonies: Laura Roche -40+ international events | EXPO 2020; GITEX | Fluent in 6 languages





SUMMIT OVERVIEW

Pharma is navigating a BANI world — **Brittle, Anxious, Non-linear, Incomprehensible** — where resilience, innovation, and compliance are no longer optional.

At the 8th Pakistan Pharma Summit & PESA 2025, global experts, regional leaders, and top regulators convene to address the most urgent challenges and opportunities across exports, AI, regulation, and business transformation.

Gain perspective from futurists, CEOs, and global strategy minds on how to build future-ready pharma businesses — and celebrate excellence at **PESA 2025**, honoring Pakistan's pharma export champions.

SUMMIT HIGHLIGHTS

- Al and the Future of Pharma Jim Harris
- Quality, Innovation & Resilience Dr. Geoff Tsen,
 USP: Building Future-Ready Pharma in a BANI World
- Regulation, Policy & Trust Dr. Zakieh Al-Kurdi, USP: Advancing access to quality medicines
- Beyond Compliance: Culture of Quality Prof. Khalid Ahmad Sheikh, UCL: Driving excellence for global competitiveness
- Digital Pharma & Human-Centric Innovation Philippe Gerwill, ex-Novartis
- PESA 2025 Awards Recognizing Pakistan's pharma pioneers

Interactive Masterclasses & Workshops

- Pre-Conference: Half-Day Al Bootcamp Jim Harris, PC Hotel, Karachi
- Post-Conference: Pathways to Regulated Markets
 Prof. Khalid Ahmad Sheikh, PC Hotel, Karachi

PPMA FELICITATES ALL AWARD WINNERS AT 4TH PESA'24







IMPORTANT QUOTES FROM 7TH PHARMA SUMMIT & PESA 2024

"Scale provides leverage. Without collaboration or consolidation, you cannot sit at the negotiating table with equal power."

"Pakistan cannot compete on price. Differentiation — innovation, quality, trust — is the only way forward."

"The future of pharma is not about price, but about innovation, trust, and differentiation."

Dr. Mehmood Khan - CEO, Hevolution Foundation, Saudi Arabia

"If we don't adapt the technologies of this era — the Fourth Industrial Revolution — we will be left behind."

Dr. Kaiser Waheed - Chairman, Summit Organizing Committee; President & CEO, Medisure Laboratories

"With 90% of our domestic needs met locally, Pakistan's pharma industry now stands ready to compete on the international stage."

Mian Khalid Misbah-ur-Rehman - Chairman, PPMA & Director, Popular Chemical Works

"Around 90% of Pakistan's domestic pharmaceutical needs are now met locally — a truly commendable achievement."

"Our vision is clear: to position Pakistan as a major producer of pharmaceuticals and a competitive player in advanced therapies."

Dr. Malik Mukhtar Ahmad Bharath - Coordinator to the Prime Minister on Health

"Continuous manufacturing can cut raw material costs by up to 85% and reduce facility costs by 50%."

"If Pakistan differentiates on quality and embraces advanced manufacturing, its exports will become far more attractive."

"Al and machine learning will not replace expertise — strong scientific knowledge remains the foundation of quality."

Dennis Hall - Vice President, Advanced Manufacturing Technologies, United States Pharmacopeia (USP)

"AI is reshaping the pharmaceutical landscape — from labs to leadership — driving data-driven decisions and faster discoveries."

Dr. Semih Kumluk - AI & Digital Transformation Expert

"Data alone is not enough — true impact comes when we turn data into insights that guide better decisions."

"Market research is not just about numbers; it's about uncovering patient needs, shaping strategies, and opening doors to new markets."

Pınar Kilim - Global Client Officer, Emerging Markets - Ipsos Healthcare

"PESA celebrates the exceptional performance of our exporters — motivating them to do more for Pakistan and to strengthen our global footprint."

Haroon Qassim - Co-Chairman, Summit Organizing Committee & Managing Director, PharmEvo

"These sessions give our industry and the world a chance to see how Pakistan's pharma sector is growing — delivering quality medicines and new opportunities."

Israr Sharif - Senior Vice Chairman, PPMA & CEO, Genix Pharma

"Digitization is not a choice but a necessity — it is the only way for Pakistan's pharmaceutical industry to stay competitive and meet global standards."

Dr. Asim Rauf - CEO, Drug Regulatory Authority of Pakistan (DRAP)

"Diversification is crucial — Pakistan must add value, expand into new sectors, and position pharmaceuticals at the forefront of its export growth."

Jam Kamal Khan - Federal Minister for Commerce





VISION FOR PAKISTAN'S PHARMA FUTURE

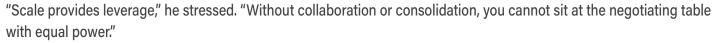
Dr. Mehmood Khan was the Guest of Honor and Keynote Speaker at the 7th Pakistan Pharma Summit 2024.

By our reporting team:

Islamabad, 2024 — Speaking as Guest of Honor at the Pakistan Pharmaceutical Summit, Dr. Mehmood Khan, CEO of the Hevolution Foundation (Saudi Arabia), delivered a powerful keynote that challenged the local industry to look beyond generics and cost competition, and instead invest in innovation, collaboration, and human capital.

Dr. Khan — who has previously held global leadership roles at Mayo Clinic, PepsiCo, and Takeda Pharmaceuticals — reminded the audience of how far Pakistan has come. "When Pakistan was founded, there was no pharmaceutical industry. Today, 70% of medicines supplied in this country are made domestically. That is remarkable progress," he said.

Yet, he cautioned against complacency. With more than 250 local firms but little scale or consolidation, Pakistan's industry risks fragmentation.



Drawing lessons from COVID-19, Dr. Khan noted how even wealthy nations ran out of basic medicines like paracetamol. This, he argued, has sparked a global shift toward **regional and local supply chains**. For Pakistan, this represents both a challenge and a unique opportunity.

He also urged industry leaders to move beyond price competition with India and China. "Competing on cost leads to diminishing returns. Differentiation — through trusted quality, advanced biologics, and strong regulatory frameworks — is the only way forward."

On talent, Dr. Khan was equally clear: "Pakistan produces some of the best minds in the world, but too many leave. This industry must find ways to nurture and retain them."

Looking ahead, he identified **two defining global forces:** the rise of biologics over traditional chemistry, and the doubling of the world's population over 60 by 2050. Both will reshape healthcare demand, offering space for Pakistan to position itself strategically.

Dr. Khan concluded with a note of urgency and optimism: "The future of pharma is not about competing on price, but on innovation, trust, and differentiation. The investments are happening globally. The real question is: will Pakistan be ready to leverage them?"









Tauqeer Ul Haq

Chairman, PPMA

Shafiq Ahmad Abbasi

Senior Vice Chairman, PPMA

Aman Ullah Sheikh

Vice Chairman, PPMA

and all Central Executive Committee Members request the pleasure of your company to attend







24 WEDNESDAY SEP. 2025





9:00AM 5:00PM

LOOKING FORWARD

Dr. Sh. Kaiser Waheed

- Chairman, Organizing Committee, PESA
- President & CEO, Medisure Laboratories

Mr. Haroon Qassim

- Co-Chair, Organizing Committee, PESA
 - Managing Director, PharmEvo

Mian Asad Shuja

- Co-Chair, Organizing Committee, PESA
- Chief Executive, The Schazoo Pharmaceutical

To ensure your seat, please confirm your availability to

PPMA

Mr. Nawaz Ahmed - **0300 859 2400** Mr. Zakir Adil - **0300 227 8183** Email: **info@ppma.org.pk**

TerraBiz:

Mr. Jameel Ahmed - 0313 297 1833 Email: ppma@terrabizgroup.com

As seats are limited, you are requested to confirm your participation by sending us your Name, Designation, Organization, Mobile, & CNIC Number to ppma@terrabizgroup.com / info@ppma.org.pk to book your seat.

CONFERENCE INVITATION







SUMMIT KEYNOTEAl and the Future of Pharma

- Al & Personalized, Precision Medicine
- Al & Drug Discovery: Eliminate disease within 10 years
- Al & Health Care System Improvements
- Regulatory Framework for Uncertain Times

JIM HARRIS

Al, GenAl & Disruptive Innovation Expert | #1 International Bestselling Author | 2024 TEC Canada Speaker of the Year

- Global thought leader driving Al-powered transformation across industries, including healthcare and pharma
- Keynote speaker at 60+ international events annually, inspiring leaders to navigate disruption
- Advisor to executive teams and top organizations: American Express, Barclays, Canon, GM, IBM, SAP, Munich Re, Swiss Re, Walmart, Zurich Insurance, and the Top 200 ClOs of India
- Shapes how Al enhances R&D, predictive analytics, diagnostics, personalized medicine, and operational efficiency
- Author of Blindsided!, published in 80 countries and hailed as "Brilliant stuff!" by the Miami Herald

Powered by Hilton Pharma

KEYNOTE

Quality, Innovation, and Resilience: Building Future-Ready Pharma in a BANI World

Pharmaceutical markets are increasingly defined by quality, trust, and global standards. In this session, Geoff Tsen, Vice President at USP, shares how alignment with international benchmarks unlocks competitiveness, drives export potential, and strengthens industry resilience. Lessons from China and other emerging markets offer a roadmap for Pakistan's pharma future.

Geoff Tsen, Ph.D.

Vice President & Regional Manager, Greater China - USP

Geoff Tsen leads USP's operations across mainland China, Taiwan, Hong Kong, and Macau, overseeing strategic planning, operational effectiveness, and scientific collaborations. Since joining USP in 2018, he has played a key role in strengthening external affairs, customer development, and partnerships in the Greater China region.

Previously, Geoff held senior leadership roles including Business Director at Becton Dickinson, Corporate Strategist with McKinsey & Company, and Global Marketing & Sales Leader at Bio-Rad Laboratories. He holds a Ph.D. in Molecular and Cellular Biology from The Ohio State University, an MBA from the University of Chicago, and a B.A. in Genetics and Genetic Engineering from Fudan University.







The Future of Pharma in a Digital World: Human-Centric Innovation & Global Regulatory Shifts

In a rapidly digitizing world, the pharmaceutical industry stands at a critical intersection of innovation, compliance, and human values. In this visionary keynote, Philippe Gerwill explores how cutting-edge technologies from Al and blockchain to the Healthcare Metaverse are reshaping regulatory paradigms, patient engagement, and manufacturing systems. Drawing on his global experience and leadership at Novartis, Philippe will outline a roadmap for pharma leaders and regulators to co-create a future where compliance, innovation, and patient trust go hand in hand. Expect an inspiring, high-level session that challenges norms while offering practical strategies for navigating international regulatory complexity in the digital era.

Philippe Gerwill

Philippe Gerwill is a Human-Centric Innovation Futurist and former Novartis executive with over 30 years of global experience across pharma, digital health, and emerging technologies. A TEDx speaker and international advisor, he blends deep pharmaceutical insight with the latest in Al, blockchain, and the metaverse. Philippe is recognized for helping global companies integrate disruptive technologies with a people-first approach, making complex innovation strategies actionable for real-world transformation.



Dr. Zakieh Ibrahim Al-Kurdi

Regulatory Affairs & Public Policy Director, EMEA - USP

Dr. Zakieh Al-Kurdi is Regulatory Affairs & Public Policy Director for the EMEA region at USP, a global nonprofit advancing the quality of medicines. She works closely with regulators, control laboratories, international bodies such as WHO, and policy makers on initiatives that strengthen health systems and pharmaceutical standards.

With over 30 years of industry experience, Dr. Al-Kurdi has led functions spanning quality, R&D, regulatory affairs, business development, technology transfer, and licensing. She has served on committees with the Jordan FDA, contributed to USP's General Chapter <1197>, and represented the International Generic and Biosimilar Medicines Association (IGBA) on its Biosimilars Committee.

A published researcher and frequent international speaker, she holds a PhD in Biopharmaceutical Science from the University of Greenwich, UK.

TOPIC

Regulation, Policy, and Trust: Advancing Access to Quality Medicines





KEYNOTE

Beyond Compliance: Building a Culture of Quality for Global Competitiveness

PROF. KHALID AHMAD SHEIKH

Professor of Pharma Quality and Regulation, University College London, UCL School of Pharmacy

Prof. Khalid Ahmad Sheikh is Professor of Pharma Quality and Regulation at the UCL School of Pharmacy, where he has been a faculty member since 2010. A pharmacist by training, he holds a PhD in Pharmaceutics from the University of Strathclyde, an MSc from Universiti Sains Malaysia, and a Bachelor of Pharmacy from the University of the Punjab, Pakistan.

Prof. Sheikh has over 25 years of academic, industry, and regulatory experience spanning pharmaceutical production, quality assurance, and education. He has trained regulators, inspectors, and professionals worldwide, delivering specialized courses for agencies such as the European Medicines Agency (EMA), Saudi FDA, Jordan FDA, and the Pakistan Pharmaceutical Manufacturers Association.

At UCL, he directs postgraduate programs in pharmaceutical quality and regulation, serves as an external examiner for leading UK institutions, and sits on the board of the Pharmaceutical and Healthcare Sciences Society (PHSS). His work bridges academia, industry, and regulators to advance global standards in pharma quality and compliance.







Presenting Partner



An Official Pre-Event Workshop of the 8th PPMA Pharma Summit

The Future of Pharma:

Al Integration for Enhanced Drug Discovery and Personalized Medicine



Led by Jim Harris

Al, GenAl & Disruptive Innovation Expert, #1 Bestselling Author, 2024 TEC Canada Speaker of the Year.

Mon, Sep. 22, 2025 | PC Hotel, Karachi | 9 am - 1 pm

COURSE OVERVIEW

This masterclass explores the transformative integration of AI across the pharmaceutical value chain. We will examine its role in revolutionizing drug discovery, enabling personalized medicine, and optimizing healthcare systems. The session will also provide strategic leadership frameworks for navigating this shift in an uncertain world, preparing leaders to harness AI for competitive advantage and resilience.

ABOUT JIM HARRIS

Al, GenAl & Disruptive Innovation Expert | #1 International Bestselling Author | 2024 TEC Canada Speaker of the Year

- Global thought leader driving Al-powered transformation across industries, including healthcare and pharma
- Keynote speaker at 60+ international events annually, inspiring leaders to navigate disruption
- Advisor to executive teams and top organizations: American Express, Barclays, Canon, GM, IBM, SAP, Munich Re, Swiss Re, Walmart, Zurich Insurance, and the Top 200 ClOs of India
- Shapes how AI enhances R&D, predictive analytics, diagnostics, personalized medicine, and operational efficiency
- Author of Blindsided!, published in 80 countries and hailed as "Brilliant stuff!" by the Miami Herald







An Official Post-Event Workshop of the 8th PPMA Pharma Summit

Pathways to Regulated Markets: A Practical Guide for Pakistani Pharma Manufacturers

Mastering the Strategy, Quality, and Regulatory Hurdles for EU, UK, and GCC Market Access

Fri, Sep. 26, 2025 | PC Hotel, Karachi | 9 am - 5 pm

Facilitated by: Prof. Khalid Ahmad Sheikh

Professor of Pharma Quality and Regulation, University College London, UCL School of Pharmacy

This full-day workshop will provide practical guidance for pharmaceutical manufacturers aiming to enter stringent regulatory markets. Participants will learn how to strengthen compliance systems, prepare for inspections, and align with international quality standards.





Complimentary Registration - Limited Seats | No Walk-Ins | Mandatory Pre-Registration

ABOUT

PROF. KHALID AHMAD SHEIKH

Professor of Pharma Quality and Regulation, University College London, UCL School of Pharmacy

Prof. Khalid Ahmad Sheikh is Professor of Pharma Quality and Regulation at the UCL School of Pharmacy, where he has been a faculty member since 2010. A pharmacist by training, he holds a PhD in Pharmaceutics from the University of Strathclyde, an MSc from Universiti Sains Malaysia, and a Bachelor of Pharmacy from the University of the Punjab, Pakistan.

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At UCL, he directs postgraduate programs in pharmaceutical quality and regulation, serves as an external examiner for leading UK institutions, and sits on the board of the Pharmaceutical and Healthcare Sciences Society (PHSS). His work bridges academia, industry, and regulators to advance global standards in pharma quality and compliance.

Who Should Attend

- Heads of Quality
 Assurance & Quality
 Control
- Regulatory Affairs
 Managers and Directors
- Plant Managers / Site Heads
- Production Managers
- · Compliance Managers
- C-Level Executives (CEO, COO, Managing Directors)
- Business Development Managers focused on international markets







Sultan Ghani

honored for his exceptional contributions to global pharmaceutical quality and regulatory standards with WHO, FDA, Health Canada, and Pharmacopoeias.





GLIMPSES FROM 7TH PAKISTAN PHARMA SUMMIT AND PESA 2024















GLIMPSES FROM 6TH PAKISTAN PHARMA SUMMIT AND PESA 2023















1ST PHARMA EXPORT SUMMIT & PESA AWARDS 2021





















GLIMPSES OF 5TH PAKISTAN PHARMA SUMMIT 2020

















GLIMPSES OF 4TH PAKISTAN PHARMA SUMMIT 2019

CONFERENCE EVE DINNER

Tuesday, April 23, 2019 | Karachi Marriott Hotel













GLIMPSES OF 4TH PAKISTAN PHARMA SUMMIT 2019

GALA DINNER AND ENTERTAINMENT EVENING

Tuesday, April 23, 2019 | Karachi Marriott Hotel













GLIMPSES OF 4TH PAKISTAN PHARMA SUMMIT 2019





















GLIMPSES OF 3RD PAKISTAN PHARMA SUMMIT 2017

















GLIMPSES OF 2ND PAKISTAN PHARMA SUMMIT 2016

















GLIMPSES OF 1ST PAKISTAN PHARMA SUMMIT 2011

















Forging the Future: Strategic Pathways for Pakistan's Pharmaceutical Industry in the Digital Age

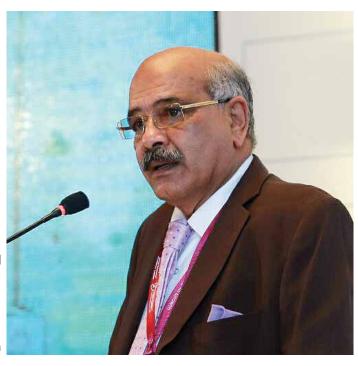
Kaiser Waheed

Chairman, Summit Organizing Committee; President & CEO, Medisure Laboratories

Introduction: At the Crossroads of Growth and Transformation

Pakistan's pharmaceutical industry is at a crossroads. Worth **PKR 916 billion (USD 3.3 billion)** and growing at 22% YoY, the industry shows remarkable momentum. However, while global health systems are adopting Al-powered drug discovery, digital therapeutics, and patient-centric ecosystems, Pakistan's journey remains disjointed.

This article—prepared for the **2025 Pakistan Pharma Summit**—charts a pathway to leverage growth for sustainable innovation and position Pakistan as a competitive global health player.



Digital Transformation: Beyond Surface-Level Adoption

While global pharma majors use AI for clinical trials and blockchain for supply chains, Pakistan lags behind regional rivals. IQVIA's 2024 report ranks Pakistan among the slowest to integrate digitally.

Major Gaps:

- Leadership Deficit None of Pakistan's top 20 pharma companies has a Chief Digital Officer (CDO), limiting strategic
- Isolated Initiatives Projects like PharmEvo's HashMove supply-chain digitization remain exceptions, not norms.
- Underutilized Technologies Investments are focused on ERP upgrades rather than AI/ML-driven R&D or patient platforms.

Strategic Recommendations:

- Hire CDOs to lead digital roadmaps aligned with global standards.
- Prioritise AI in drug formulation (as highlighted by Dr. Semih Kumluk at this Summit).
- Partner with health-tech startups like Sehat Kahani's 1.5M+ patient telemedicine network to co-create patient-centric solutions.

Table: Pakistan's Digital Gap Analysis

Domain	Current State	Target State
Leadership	No CDO roles	CDOs in Top 20 Firms
R&D Innovation	Limited AI integration	Al-driven drug discovery labs
Patient Engagement	Distributor-led models	Telemedicine + delivery integration
Data Utilization	Isolated sales data	Real-time IoT & blockchain ecosystems

Advanced Manufacturing: From Compliance to Competitiveness

Pakistan's manufacturing base is gaining strength, with GMP-compliant facilities in Lahore and Karachi now exporting to Africa, ASEAN, and the Middle East. Yet, true global competitiveness requires:

- Industry 4.0 Integration Al-based predictive maintenance and IoT quality control (as stressed by Dennis Hall, USP).
- Nanotechnology Scaling Leveraging Hajvery University's nano-drug delivery research.
- Sustainability Green chemistry and recyclable packaging to meet EU/FDA ESG standards.

"Pakistan's GMP compliance is a foundation—now it must innovate in continuous manufacturing and precision medicine." — Dr. Mehmood Khan, CEO, Hevolution Foundation





Antimicrobial Resistance (AMR): A Public Health Imperative

AMR threatens to reverse decades of medical progress. Dr. Somia Iqtadar's PPMA Expo address underscored the urgency of:

- Stewardship Programs Enforcing antibiotic guidelines at 1,000+ pharmacies.
- Diagnostic Partnerships Using telemedicine (e.g., Oladoc) for prescription analytics.
- Public Awareness Launching national #KeepAntibioticsWorking campaigns.

Case Study: Punjab's pilot program with 50 hospitals reduced misuse by 35% through diagnostic-linked prescribing — a model for nationwide expansion.

Policy & Regulation: Enabling Innovation

The Drug Regulatory Authority of Pakistan (DRAP) has moved toward expedited approvals but structural reforms remain critical:

- Regulatory Sandboxes To pilot blockchain traceability (as debated at PharmaTech 2025).
- Patent Modernization Align with TRIPS to attract FDI and facilitate biosimilars.
- Export Incentives Tax rebates for firms achieving WHO Pregualification or EU-GMP.

The **PPMA's role remains** pivotal in bridging gaps between industry and regulators.

Global Integration: From Generics to Biotech Leadership

To move beyond a generics-driven model, Pakistan must:

- Forge Alliances Engage in international R&D summits.
- Invest in Biotech Develop insulin analogs and monoclonal antibodies via local research.
- Leverage Diaspora Recruit global Pakistani scientists (e.g., Dr. Mehmood Khan) for knowledge transfer.

Conclusion: Evolution or Irrelevance?

"Growth is not transformation."

- Industry Analysis, LinkedIn

The 2025 Pharma Summit must catalyze a shift from reactive compliance to proactive innovation.

By hiring digital leaders, scaling advanced manufacturing, fighting AMR, and embracing regulatory modernization, Pakistan can transition from a **regional generics supplier to a high-value, innovation-led pharmaceutical hub**.

The era of siloed pilots is over — comprehensive transformation starts now.





Not Just Medicine, the Right Medicine: Precision Healthcare for Pakistan

No patient is average. Precision medicine ensures the right treatment for the right person at the right time — a path Pakistan must embrace to transform healthcare and move beyond generics.

M. Haroon Qassim

Managing Director, PharmEvo Pvt. Ltd.

Introduction: Every Patient Is Unique

Every patient who walks into a clinic carries a story uniquely their own. A diabetic father in Faisalabad who responds well to one insulin brand but develops complications on another. A young mother in Quetta who sells her belongings for a cancer therapy, only to discover it does not work for her tumor type. A child in Kohat who spends years moving from one epilepsy treatment to another before finally finding relief.

These are not just medical stories — they are stories of individuality. And yet, for decades, our healthcare system has been designed around averages: the average response rate, the average side effect profile, the average survival statistic. But every physician knows that no patient is average.

This realization is at the heart of what the world today calls **Precision Medicine.**



Precision medicine is more than a scientific buzzword. It represents a tectonic shift: from treating populations to treating individuals. From trial-and-error to prediction. From chemistry alone to chemistry plus code, diagnostics, and data.

Globally, this shift is already visible:

- Genetic testing now guides treatment choices in cancers and rare diseases.
- All and big data are mapping which patients will respond to which drug.
- Wearables and mobile apps are creating real-time data streams that inform care.

The global precision medicine market was valued at **USD 75–85 billion in 2022–2023**. By 2030–2032, it is projected to reach **USD 175–250 billion**, driven by advances in diagnostics, genomics, and Al tools.

This is not medicine of the future. This is medicine of today.

Why This Matters for Pharma and Healthcare Leaders

For the pharmaceutical industry, precision medicine is not only a scientific revolution — it is a business model revolution.

- Diagnostics are becoming inseparable from therapies, especially in oncology and rare diseases.
- Data is the new molecule. Partnerships with tech firms, AI developers, and diagnostic labs are as critical as traditional R&D pipelines.
- Pricing is shifting. Therapies are moving toward value-based models, priced for outcomes rather than volumes.

This is a world where Pakistan's pharma industry cannot afford to remain a passive observer.

Pakistan at the Crossroads

Our healthcare challenges are real and pressing:

- Pakistan carries the world's heaviest burden of diabetes one in three adults, over 34 million people.
- Heart disease is now Pakistan's deadliest killer, claiming more than one in five lives.
- Cancer continues to rise: in 2022, nearly 186,000 Pakistanis were diagnosed, and over 118,000 lost their battle.

At the same time, our pharma industry remains dominated by generics, with minimal investment in R&D. Regulatory pathways are underdeveloped, diagnostic infrastructure is weak, and universities struggle to keep pace with global biomedical science.







Yet, within these challenges lie opportunities:

- Youth and Digital Health Pakistan is primed to adopt mobile apps, wearables, and digital health platforms.
- Under-representation of South Asian Genomes Building genomic datasets can improve outcomes locally and contribute globally.

The choice is clear: do we wait for global players to define the future for us, or do we shape a uniquely Pakistani roadmap?

A Roadmap for Pakistan's Precision Medicine Journey

Big-Picture Goals

- 1. Build genomic and clinical databases.
- 2. Forge industry-academia partnerships.
- 3. Enable policy and regulation for diagnostics and data privacy.
- 4. Train the next generation of doctors and researchers.
- 5. Engage patients and families to build trust.

Practical First Steps for Pharma

- Start with diagnostics, not drugs.
- Pilot projects in diabetes, cancer, and heart disease.
- Collaborate with academia (AKUH, DUHS, Shifa, NUMS).
- Invest in registries and standardized data.
- Educate doctors and patients.
- Advocate policy via PPMA.
- Leverage health-tech startups.
- Shift mindset: from generics to health outcomes.

A Phased Journey

- Phase 1 (0–3 years): Diagnostics, pilot projects, awareness, registries.
- Phase 2 (3–6 years): Expand into more diseases, integrate biomarker-driven guidelines.
- Phase 3 (6–10 years): Regulatory reform, advanced data systems, early-stage R&D.

The Human Side of Precision Medicine

At its core, precision medicine is about people:

- A cancer patient in Quetta spared unnecessary chemotherapy.
- A child with epilepsy in Kohat receiving the right therapy from day one.
- A diabetic in Faisalabad living longer and healthier because treatment is matched to their genetics.

This is the promise of precision medicine: dignity, hope, and trust in our healthcare system.

A Leadership Call: Time to Act

The science of individuality is here to stay. Precision medicine is not a luxury for advanced economies — it is an imperative for Pakistan.

Our pharmaceutical industry has a choice: remain comfortable in the world of generics and averages, or step forward into the world of data, diagnostics, and precision.

The future will not wait. Let us not be the last to arrive. Instead, let us take bold steps now to ensure that healthcare in Pakistan is not defined by averages, but by individuals.





Data Sources and Technologies to Support AI Systems for Tracking of Falsified and Substandard Medicines Supply Chains in LMICs

By Anjum Shafi,

Experienced Pharmaceutical Technology Specialist with a focus on ensuring the quality of medicines in LMICs – mentor, train, and facilitate productivity enhancements and adoption of AI technologies.

A. Introduction:

The proliferation of falsified and substandard medicines poses a significant threat to public health, particularly in Low- and Middle-Income Countries (LMICs). The integration of advanced technologies and data-driven strategies, particularly through Artificial Intelligence (AI), offers a promising avenue to enhance the tracking and monitoring of medicine supply chains. Investing in AI technologies for drug authentication is one of the significant move to help combat falsified and substandard medicines.

B. Importance of Tracking Medicines:

Health Risks

Falsified or substandard medicines can lead to treatment failure, increased morbidity, and mortality.

Economic Impact

The presence of counterfeit drugs undermines health systems and can lead to significant economic losses.

Regulatory Compliance

Ensuring compliance with regulations helps maintain public trust in healthcare systems.

C. Key Data Sources:

Supply Chain Database

Records from manufacturers about production batches. Information on distribution channels, warehouses, and pharmacies with complete geolocation.

Pharmacy Management Systems

Real-time inventory data from pharmacies that highlight procurement sources and stock levels.

Drug Regulatory Agencies

Data on approved medicines, recalls, or alerts related to specific products. Information on supply chain disruption and shortages.

Patient Reports

Feedback from Patients: Adverse effects or concerns about medication authenticity reported by patients.

A robust inventory management systems helps in tracking stock levels, expiration dates, and reordering medicines stocks thus preventing shortages of needed drugs. For example: A centralized database where each transaction is recorded can help trace the journey of a specific batch of medicine.

Availability of legally approved, quality medicines further helps in efforts to control the flow of falsified and substandard medicines. Point-of-Sale Data is considered the most important that collects information from pharmacies or healthcare institutions (hospitals, government dispensaries) to understand disease and (actual) demand patterns.

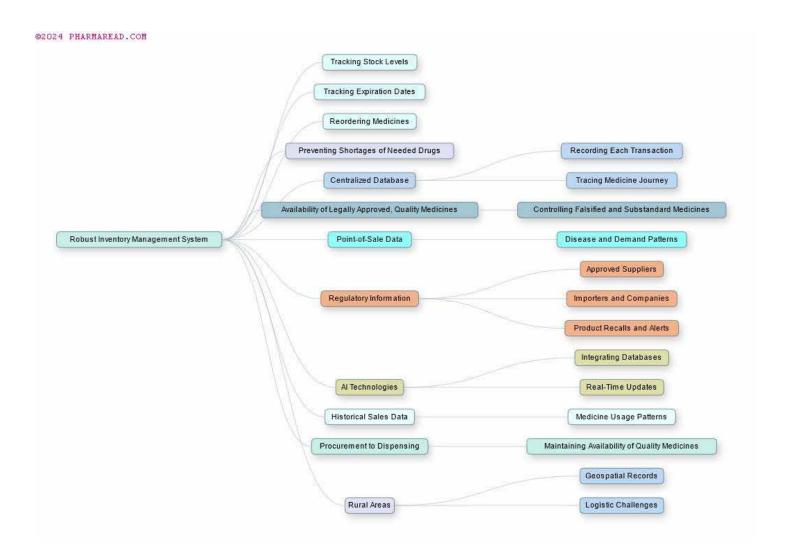
Regulatory information regarding approved suppliers, importers, companies, pharmacies, product recalls, or alerts on substandard products offers a fail-proof advantage through the use of AI technologies. For example, integrating databases from national drug regulatory authorities into an AI system allows real-time updates on product statuses and to picture life-cycle of any drug manufactured or imported in the country.

On the other hand, historical sales data from pharmacies can indicate patterns in medicine usage and potential irregularities. For example, an AI model could analyze sales trends to identify sudden spikes in demand for certain medications that might suggest counterfeit activity or signal shortage of in-country production.

Within institutions, processes from procurement to final dispensing to patients or satellite pharmacies provides an excellent data source for maintaining availability of quality medicines and discourage the supply of falsified and substandard medicines. For rural areas, the distribution network becomes more complex due to lack of proper infrastructure and timely availability of much needed drugs. Maintaining Geospatial records and utilizing AI for maps and location assist in understanding logistic challenges at different times and seasons.







D. Technologies Supporting AI Systems

Block-chain Technology

Secure Ledger: Ensures transparency and authenticity by securely recording transactions within the supply chain.

Internet of Things (IoT) Devices

Environmental Monitoring: Sensors track storage conditions (e.g., temperature) during transport. Alerts for Anomalies: IoT devices trigger alerts if conditions deviate from the norm.

Mobile Applications

Drug Verification: Apps enable healthcare providers and consumers to verify medicine authenticity via barcodes or QR codes, instant access to manufacturer's, distributor's or regulatory database.

Artificial Intelligence (AI) can play a critical role in improving the effectiveness and reliability of public health interventions. Blockchain technology provides a secure way to record transactions across multiple parties so that all stakeholders have access to accurate information about a medicine's history. Each time a medication changes hands—manufactured, shipped, received—this information is logged onto the blockchain ensuring transparency throughout the supply chain. Smart temperature monitors (IoT devices) attached to shipping containers alert stakeholders if conditions deviate from required storage temperatures for sensitive medications like vaccines.

Mobile Applications allow healthcare providers and consumers to verify the authenticity of medicines using barcodes or QR codes linked with AI assisted database through their smartphones. Similarly, a pharmacist scans a code on medication packaging; if it matches records in the central database indicating authenticity, they proceed with dispensing.





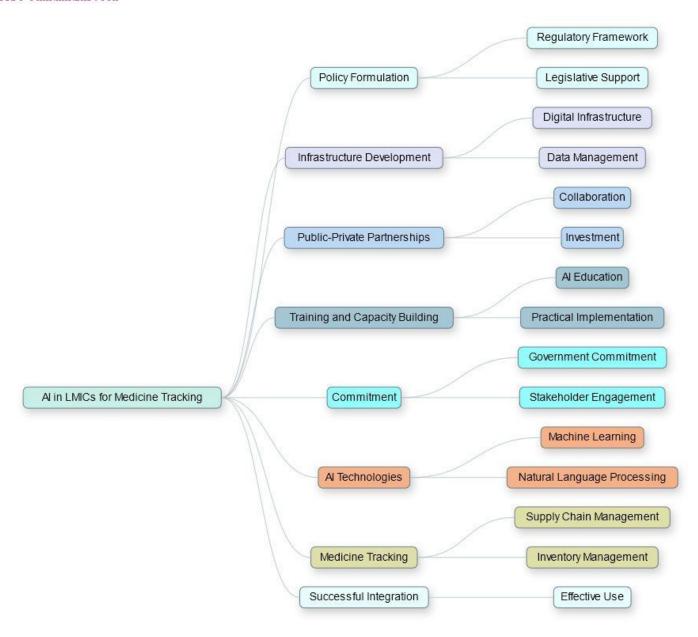
E. Challenges of implementing AI systems for tracking medicine supply chains in LMICs?

Implementing AI systems to track medicine supply chains in Low and Middle-Income Countries (LMICs) presents a unique set of challenges. Understanding these hurdles is crucial for successful deployment and utilization of such technology. Infrastructure Limitations, such as lack of a reliable Internet Access or inconsistent internet connectivity, which can hinder real-time data transmission. Data Quality and Availability presents with another challenge. Often, there are gaps in historical data, making it difficult for AI systems to learn accurately. The setup costs for implementing AI solutions can delay or make it impossible for many health organizations or manufacturers operating on tight budgets.

Furthermore, there may be a human resource issues linked with shortage of skilled personnel who understand both healthcare logistics and advanced technology like Al. Navigating local regulations regarding data privacy and security can be complex when implementing any digital solution.

Legacy Systems Compatibility is another serious consideration. Many LMICs still rely on outdated methods including manual data recording; integrating new AI solutions with these legacy systems poses significant challenges. This leads to interoperability and communication issues between different software platforms.

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F. How can governments in LMICs support the development and deployment of AI technologies for tracking medicines?

In Low- and Middle-Income Countries (LMICs), the development and deployment of Artificial Intelligence (AI) technologies can significantly enhance the tracking of medicines. This process involves several steps, from policy formulation to infrastructure development to fostering public-private partnerships. Commitment to training, capacity building, and effective practical implementation is the most significant contributor for the successful integration and use of AI technologies.

G. Implementing Pilot Programs

Testing Small-Scale Implementations are considered promising for LMICs. Pilot programs allow governments to evaluate effectiveness before larger rollouts. Rigorous evaluation of the pilot implemented programs helps make informed decisions about broader deployments at scale.

H. Final Recommendations:

LMICs are well aware of their life-style and cultural. Any policy and infrastructure makeover must consider the cultural practices surrounding medicine distribution; failure to do so could lead to poor adoption rates. Community Engagement including key stakeholders is the ultimate key to success and helps ensure that any AI use solutions meet their needs effectively.

While the potential benefits of using AI systems for tracking medicine supply chains in LMICs are substantial—such as increased efficiency, better inventory management, and reduced waste—the challenges outlined above require careful consideration and strategic planning. Addressing these barriers through collaboration among governments, NGOs, tech companies, and local communities will pave the way for more effective healthcare delivery in resource-limited settings.

Conclusion

By implementing Al-driven solutions, LMICs can enhance their ability significantly to track and prevent the entry of falsified medicines into the supply chain. Al-Driven Supply Chain Tracking helps track medicines from manufacturer to delivery, improving security, and availability. To begin, countries with limited resources should conduct pilot projects in targeted regions to test Al solutions and ensure scalability. Integration of drug regulatory system with Al helps identify patterns in drug distribution and sales, quickly analyzing vast amount of data. The technology also assist in forecast of potential risks based on historical data, trends, and geolocation that ensures availability of quality-assured medicines and limit circulation and access to falsified and substandard medicines. Such efforts not only improve healthcare delivery but also contribute toward achieving greater public health outcomes across LMICs.







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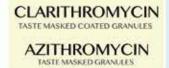
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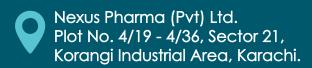






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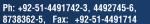
































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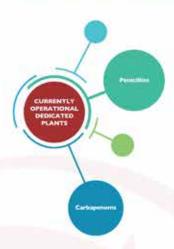
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Mr. Jawaid Tariq Khan (late), Highnoon Lab 1991-92



Dr. A.Q. Khokhar, Remington Phama, 1993-94



Mr. Amjad Ali Jawa, Wilshire Lab, 1995-96



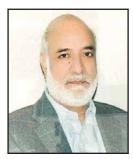
Mr. A. Haseeb Khan, Brookes Pharma, 1996-97



Dr. A.Q. Khokhar, Rimington Phama, 1997-98



Mr. Khalil Nanital Wala, Chase A. Mendoza, 1998-99



Mian-Misbah-Ur-rehman, Popular Chemical, 1999-2000



Sardar Yasin Malik, Hilton Pharma, 2000-01



Khalid Jawaid Ch. Medipak Limited, 2001-02



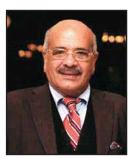
Mr. Saboor Ahmed, KCI 2002-03



Babar Mehmood Ch. Pharmacare Lab, 2003-04



Mr. Saeed Allawala, Atco Lab, 2004-05



Dr. Sheikh Kaiser Waheed, Medisure Lab, 2006-07 & 2016-17



Mr. Kashif Sajjad Shaikh, CCL Pharma, 2007-08



Mian Asad Shuja ur Rehman, The Schazoo Lab, 2009-10





PAST PPMA CHAIRMEN



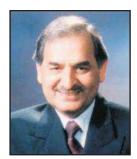
Mr. Haroon Qassim, Pharmevo, 2010-2011



Muhammad Asad, Global Pharma, 2011-12



M. Jawed Akhai, Martin Dow Limited, 2012-13



Dr. Nasir Jeved Ch., Medipak, 2013-14



Mr. Saeed Allawala, Atco Lab, 2014-15



Mr. Hamid Raza, Neutro Pharma, 2015-16



Khawaja Shahzeb Akram, CEO Pharma Health, 2017 - 2018



Mr. Zahid Saeed, Indus Pharma, 2008-09 & 2018 - 19



Mian M. Zaka ur Rehman, (Late) Schazoo Lab, 2005-06 & 2019-20



Tauqeer UI Haq Sante (Pvt) Ltd., 2020-21



Syed Farooq Bukhari CEO, MediFlow Pharmaceuticals, 2022-23



Khalid Misbah ur Rehman Director Popular Chemical Works













GOLD PARTNERS



























SILVER PARTNERS



























EXHIBITORS





























