



Global Track and Trace Leadership Forum

Aronimink Golf Club – Newtown Square, PA
November 5th, 2009

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| 1:00 - 1:10 PM | Welcome/Introduction |
| 1:10 - 1:30 PM | Introduction to GTT <ul style="list-style-type: none">- Background on GTT- Overview mission/goals |
| 1:30 - 2:00 PM | Global Regulatory/Legislative Update – GS1
<i>Bob Celeste – Director, Healthcare</i> <ul style="list-style-type: none">- Current status worldwide- Activity on the standards |
| 2:00 - 2:15 PM | Break |
| 2:15 - 2:45 PM | A Wholesaler’s Perspective – AmerisourceBergen <ul style="list-style-type: none">- Working with Manufacturers- Within the DC- Throughout the supply chain- Current and future benefits |
| 2:45 – 3:15 PM | A Manufacturer’s Perspective – Bracco <ul style="list-style-type: none">- Building a business case beyond compliance- Business challenges for implementing Serialization- Implementation project plan |
| 3:15 - 3:30 PM | Break |
| 3:30 – 5:00 PM | Facilitated Panel Discussion
<i>Led by AMR Research and other Industry Experts</i> <ul style="list-style-type: none">- Direction of the market- Companies response to regulatory uncertainties- Progress made in past year- Thoughts on pilot programs- Plans for implementation- Benefits and examples of serialization beyond compliance- Learning points from implemented solutions- Future role of serialization in healthcare |
| 5:00 – 6:00 PM | Cocktail Hour <ul style="list-style-type: none">- Open Forum |

<http://globaltrackandtrace.org/events/091105/register>
