



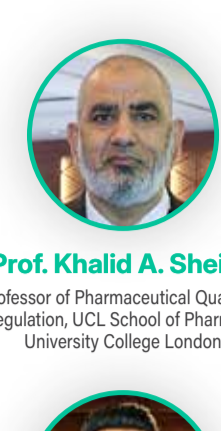
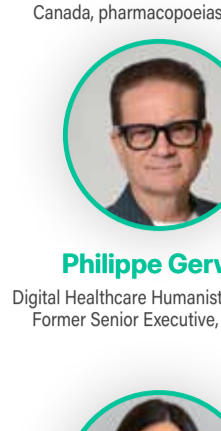
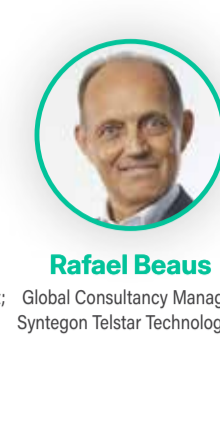
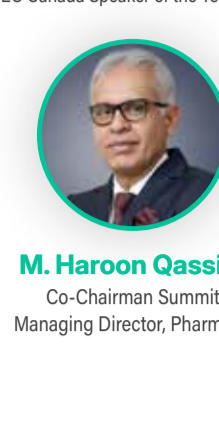
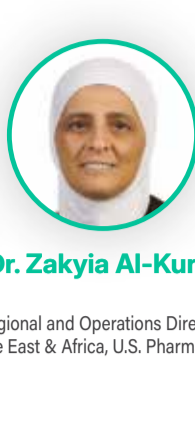
8TH PAKISTAN PHARMA SUMMIT

NAVIGATING A BANI WORLD

24 WEDNESDAY SEP. 2025 | **ISLAMABAD SERENA HOTEL** | **9:00AM 5:00PM**

Entry strictly by confirmation email — no walk-ins allowed.

MEET OUR SPEAKERS

<p>CHIEF GUEST</p>  <p>Yusuf Raza Gilani Chairman, Senate of Pakistan</p>	<p>CHIEF GUEST</p>  <p>Syed Mustafa Kamal Federal Minister for National Health Services, Regulations & Coordination, Government of Pakistan</p>	<p>CHIEF GUEST</p>  <p>Haron Akhtar Khan Special Assistant to Prime Minister (Minister of State) for Industries & Production Division</p>	<p>GUEST OF HONOR</p>  <p>Dr. M. Jehanzeb Khan Deputy Chairman Planning Commission / Secretary Apex Committee SIFC</p>	<p>GUEST OF HONOR</p>  <p>Dr. Obaidullah CEO, Drug Regulatory Authority of Pakistan (DRAP)</p>
<p>Dr. Kaiser Waheed Chairman Summit President and CEO, Medisure Laboratories</p>	<p>Sultan Ghani Global Pharma Consultant — Honored for advancing quality & regulatory standards with WHO, FDA, Health Canada, pharmacopoeias</p>	<p>Tauqeer Ul Haq Chairman PPMA Managing Director, Sante</p>	<p>Jim Harris AI, GenAI & Disruptive Innovation Expert #1 International Bestselling Author TEC Canada Speaker of the Year 2024</p>	<p>Geoff Tsen, Ph.D. Vice President & Regional Manager, Greater China, U.S. Pharmacopoeia</p>
<p>Prof. Khalid A. Sheikh Professor of Pharmaceutical Quality & Regulation, UCL School of Pharmacy, University College London</p>	<p>Philippe Gerwill Digital Healthcare Humanist & Futurist Former Senior Executive, Novartis</p>	<p>Rafael Beaus Global Consultancy Manager Syntegon Telstar Technologies</p>	<p>M. Haroon Qassim Co-Chairman Summit Managing Director, PharmEvo</p>	<p>Dr. Zakia Al-Kurdi Regional and Operations Director, Middle East & Africa, U.S. Pharmacopoeia</p>
<p>Aman Ullah Sheikh Vice Chairman of PPMA Chief Executive Davis Pharmaceutical Laboratories</p>	<p>Laura Roche Master of Ceremonies</p>			

PARTNERS

PLATINUM PARTNERS

Highnoon | **MEDISURE** | **Pharmvo**
Our dream, a healthier society

GOLD PARTNERS

AGP | **ATCO** | **CCL** | **GENIX** | **Hiranis** | **Martin Dow** | **PHARMA** | **NEXUS** | **Pharma** | **SEARLE** | **WGI** | **Green**


SILVER PARTNERS

Bosch | **Bio-Labs** | **Dow Valley** | **FERROZSONS** | **HABIBMETRO** | **Hoechst** | **Mass Pharma** | **NovaMed** | **PACIFIC** | **Sante (Private) Limited** | **STALLION** | **TECNOIS**

EXHIBITORS | **ACADEMIC PARTNERS** | **PR PARTNER**

Delta | **MORGAN** | **PHARMA TRAX** | **RIPHAH** | **Pharm** | **Publicity Channel**

Honoring the Legacy of a Trailblazer



Late Mr. Jawaid Tariq Khan
Founder Chairman, Highnoon Laboratories
Former Chairman PPMA

Special Recognition by PPMA
Celebrating International Quality & Standards Achievements: WHO, PIC/S & MHRA Certifications

SUMMIT OVERVIEW

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




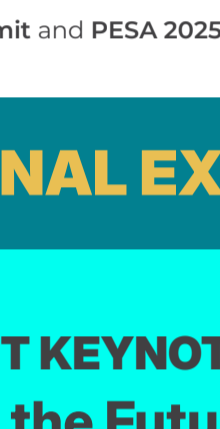

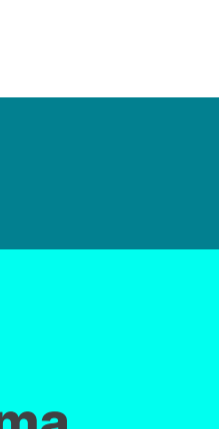
At the **8th Pakistan Pharma Summit & PESA 2025**, global experts, regional leaders, and top regulators convene to address the most urgent challenges and opportunities across **exports, AI, regulation, and business transformation**.

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

- AI 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 AI Bootcamp — Jim Harris, PC Hotel, Karachi
 - Post-Conference: Pathways to Regulated Markets Prof. Khalid Ahmad Sheikh, PC Hotel, Karachi

MESSAGE FROM THE ORGANIZING COMMITTEE

 <p>Tauqeer Ul Haq Chairman PPMA Managing Director Sante</p>	 <p>Shafiq Ahmad Abbasi Senior Vice Chairman of PPMA Chairman Novamed Pharmaceuticals Pakistan</p>	 <p>Aman Ullah Sheikh Vice Chairman of PPMA Chief Executive Davis Pharmaceutical Laboratories</p>	 <p>Dr. Kaiser Waheed Chairman Summit President and CEO Medisure Laboratories</p>	 <p>M. Haroon Qassim Co-Chairman Summit Managing Director PharmBio</p>	 <p>Asad Shuja-ur-Rehman Chief Executive Schazoo Pharmaceutical</p>
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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 natural 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 international 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

INTERNATIONAL EXPERTS

SUMMIT KEYNOTE

AI and the Future of Pharma

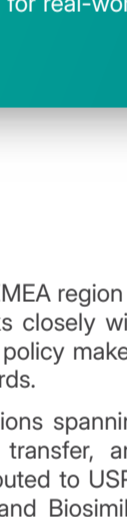
- AI & Personalized, Precision Medicine
- AI & Drug Discovery; Eliminate disease within 10 years
- AI & Health Care System Improvements
- Regulatory Framework for Uncertain Times

JIM HARRIS

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

- Global thought leader driving AI-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 CIOs of India
- Shapes how AI enhances R&D, predictive analytics, diagnostics, personalized medicine, and operational efficiency
- Author of *Blindsight!*: 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, patient engagement, 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.



KEYNOTE

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 AI 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 AI, 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

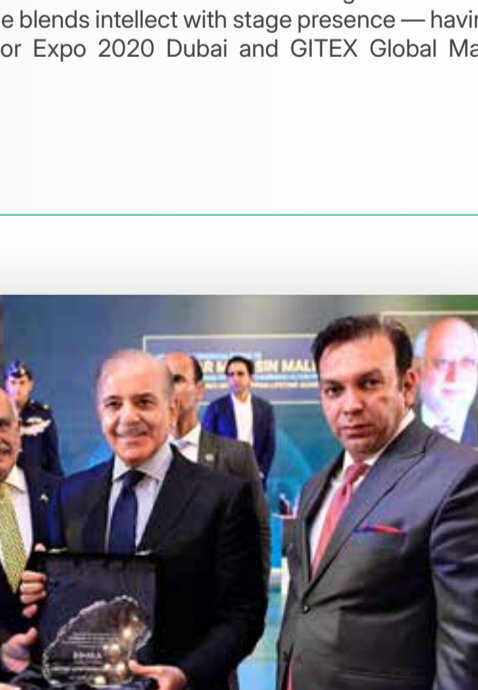
PROF. KHALID AHMAD SHEIKH

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 Pharmaceuticals 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 Academy (PHSS). His work bridges academia, industry, and regulators to advance global standards in pharma quality and compliance.



KEYNOTE

LAURA ROCHE

Conference Host & MC

Fluent in 6 languages | 40+ international events | Expo 2020, GITEX

With elegance, energy, and charm, Laura Roche brings global stages to life. Born in Spain, trained in Vienna, and now based between Dubai and Europe, she has anchored over 40 top-tier international events across Doha, Riyadh, Madrid, Barcelona, Abu Dhabi, Dubai, and Lisbon.

Fluent in six languages (Spanish, English, German, French, Italian, and basic Arabic), Laura is the go-to MC for world-class brands like Suzuki, McDonald's, Huawei, and Nakheel. With a Master's degree from the University of Barcelona, she blends intellect with stage presence — having served as Resident MC for Expo 2020 Dubai and GITEX Global Main Stage.

WHO SHOULD ATTEND:

- CEOs, CTOs, CIOs, Managing Directors
- VPs & GMs — Marketing, Sales, Strategy
- Brand Managers, Business Planners, Innovation Heads
- Digital Transformation & Commercial Excellence Teams
- Medical Affairs & Patient Support Leaders
- Regulatory, Compliance, and Communications Professionals



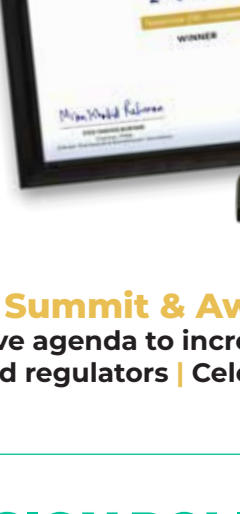
PPMA FELICITATES ALL AWARD WINNERS AT 4TH PESA'24



GLIMPSSES FROM THE PAST PHARMA SUMMITS AND PESA AWARDS



Pharma Export Summit & Awards
PESA
2025



WHY Attend #PESA, Pharma Export Summit & Awards?
Represent your company and demonstrate that it has an active agenda to increase pharma exports | Network with senior industry leaders, government and regulatory | Celebrate in Style

REGISTRATION & ADMISSION POLICY

This is a strictly invitation-only event. Entry will be allowed only with a confirmation email and **original CNIC**. Registration requests must be emailed in advance to **ppma@terrabizgroup.com**; limited complimentary passes will be issued. **No walk-ins will be admitted** due to security protocols and seating limits.

For more information, please contact:

MOHAMMED PHYSAL TERRABIZ | **NAWAZ AHMED**
+92 300 213 3849 | **PPMA**
+92 300 859 2400

Presenting Partner



8TH PAKISTAN PHARMA Summit

NAVIGATING A BANI WORLD



24 WEDNESDAY
SEP. 2025



ISLAMABAD
SERENA HOTEL



9:00AM
5:00PM

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: Tauqeer ul Haq - Chairman PPMA; and CEO, Sante (Pvt.) Ltd.
09:40 am – 10:15 am	International Keynote: AI and the Future of Pharma Jim Harris - AI, GenAI & 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 Tariq Khan (Founder Chairman, Highnoon Laboratories & Former Chairman PPMA)
11:05 am – 11:30 am	Tea & Networking Break
	Sessions One:
11:30 am – 11:50 am	Keynote Presentation: 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
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
12:10 pm – 12:25 pm	Presentation: Regulation, Policy, and Trust: Advancing Access to Quality Medicines 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
12:35 pm – 12:40 pm	Honored for contributions to Quality & Regulatory Standards (WHO, FDA, Health Canada, 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
01:25 pm – 01:40 pm	PIC/S compliance, a challenge for Pakistan's pharmaceutical industry 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
03:10 pm – 03:20 pm	PPMA Film: Showcasing Pharma Exports
03:20 pm – 03:50 pm	PESA 2025 Awards + PPMA Special Recognition (WHO, PIC/S & MHRA)
03:50 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 – 04:20 pm	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