

# NEWSLETTER

July 2021



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Dear readers,

In this newsletter, we are sharing the recent industry article, introducing our new company overview video, and announcing the industry event that we speak at and inviting you to our webinar. We are also highlighting one of our colleagues in the employee spotlight corner.

As you are aware, there are many changes occurring in our industry right now and we are more than delighted to share them with you. If you have any comments or input, please feel free to contact me.

Sincerely,



## INDUSTRY ARTICLE

### How the pharma serialization and track-and-trace sector can be better prepared? Should the world be unlucky enough to experience another global crisis?

In Alf Goebel's latest piece of thought leadership, he analyses how the ongoing Covid-19 pandemic has shown a spotlight onto the vulnerability of the world. On a human front, it has caused hundreds of thousands of deaths and has left people with life-changing disabilities and ongoing health problems. On an economic front, it has cost the globe multiple billions of dollars and has left people jobless and struggling to make ends meet.

In this article, Alf Goebel explains what the pharma sector could have done better and how it can be better prepared should such a catastrophe happen again in the future.

- Being unprepared
- The continued repatriation of supply chains
- Continued track-and-trace cooperation
- Continued digital investment
- Ready to mobilize

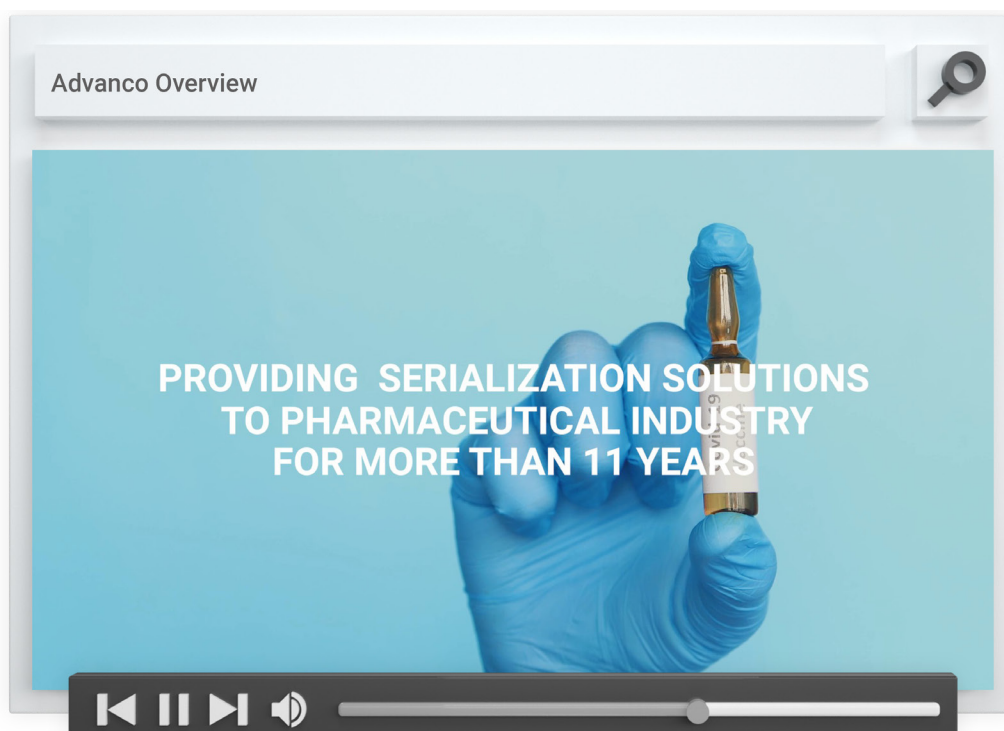


[READ THE ARTICLE](#)



### Introducing our new company overview video

As the leading provider for Level 3 and Level 4 Item Level Serialization, advanco has been offering extensive, holistic and mission critical solutions in the fields of supply chains as well as Track & Trace for more than 41 years. As this is such a long pedigree, we thought we would take the opportunity to compile an informative corporate video, to provide a brief synopsis of who we are, what we do, what are our solutions and more.



[WATCH THE VIDEO](#)

If you want to know more details about us and hear about our customer references, please get in touch with our team at [info@advanco.com](mailto:info@advanco.com). We look forward to hearing from you and providing more information.

## EVENTS



Advanco is attending the **4th Virtual Pharma Track & Trace Serialization & Labelling Forum**, which will be taking place on **29<sup>th</sup> July 2021 at 13:00 CET**.

This will be one of the top virtual gatherings for the worldwide serialization, IT, track and trace, supply chain, and manufacturing sectors and experts.

In this forum, advanco will be represented by Hasan Verinç, Director of Project Management as a panelist and he will deliver a keynote speech covering Serialization 2.0 in the pharma sector.

[REGISTER NOW](#)



We are glad to invite you to our webinar with CONVAL Group entitled **"Next Generation of Data Security in Serialization"**. We scheduled two sessions for this webinar as the dates below:

**August 5th 2021, 4:00pm (CEST) | September 30th, 4:00pm (CEST).**

This webinar illustrates how pharmaceutical companies can mitigate shop floor data security issues with an open serialization site manager platform and network validation.

Register for FREE to learn more from Hasan Vering, Director of Project Management of avanco and Timur Kabadayı, Owner and Managing Director of CONVAL Group.

P.S. If you can not attend one of our live sessions, register to receive access to the recordings.

**REGISTER NOW**



## EMPLOYEE SPOTLIGHT

At avanco, the skills of our team are at the core of our success. Not only does everyone bring a unique set of skills to their specific roles, these skills combine to deliver nothing short of overall excellence to our clients. Avanco has become a byword for the delivery of high quality serialization solutions – and we want to thank each and every one of our staff for all of their hard work and commitment shown every day.

Moving forwards, we are pleased to highlight each month one of our core team members, starting with Sami Bilal.



**Sami Bilal**  
Director of Product Management  
Istanbul, Turkey  
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**Sami** is the **Director of Product Management** at avanco. He is responsible for all aspects of the avanco software platform & solutions. A background in big data analytics for process, risk, supply chain and operations reorganization focuses avanco's product line on future applications and upcoming challenges in packaging.

He contributes extensive experience in product and large-scale data management to avanco and has a diverse background of products and technological solutions in pharmaceutical, financial services and telco industries. He also ran his own consulting service and has lead the serialization initiative in the IT department of Nobel Pharmaceuticals, which was awarded as a pioneering serialization project.

Sami holds degrees in Business Informatics from Marmara University and Wirtschaftsinformatik, Technische Universität Darmstadt.



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