



Preparations are in full swing for the GCC Regulatory Affairs Pharma Summit 2023

Over the past few years, advanco has firmly established itself as a familiar face at the globe's leading pharmaceutical networking events and conferences.

Indeed, we have always understood the importance of networking within our sector. It is important to meet our fellow experts to share best practice and discuss the most important, relevant updates to our very specific working background.

With this in mind, we are already preparing for one of the key events taking place in Dubai next month on March 6th and 7th. The GCC Regulatory Affairs Pharma Summit 2023 provides an important platform for pharmaceutical regulatory experts and industry professionals in the GCC region to share insights and discuss about the latest updates in the pharmaceutical regulations.

In event – of which we are a titanium sponsor – together with our strategic partner, Utrace, we will speak on the important topic of “How do we see the future of Track and Trace?”. This is a topic that is already attracting a great deal of pre-event interest and is expected to be one of the most anticipated sessions at the event. The session will focus on many key areas to do with the future of global track and

trace, including how efficiency can be maximized while concentrating on maintaining green credentials.

Advanco and Utrace are strategic partners. The offering enables advanco's industry-leading software platform, ARC, to be available alongside Utrace's leading-edge serialization software solution, Utrace Hub, to provide a Level 3 and Level 4 combined offering across the Middle East.

The importance of this for the region cannot be overstated. Traceability & serialization requirements are being mandated to combat the growing problem of counterfeit medicines. If MENA companies fail to achieve compliance, they face being fined, or even getting barred from product launches which could potentially lead to significant business and financial implications.

For more details about the GCC Regulatory Affairs Pharma Summit 2023 please visit www.pragmacc.com/ra/



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