



Logipharma comes to Asia after 8 successful years in Europe and US

Logipharma Asia 2009

Asia's Leading Pharmaceutical Supply Chain & Logistics Conference



1 - 2 December 2009

Singapore
www.logipharmaasia.com

Post Show Report 2009



Congratulations to Logipharma Asia for starting a revolution by bringing the Pharma Supply Chain Professionals of Asia on a single platform to interact with each other to tackle the common problems facing the Asia Pacific region.

Rajesh Pednekar, Head of Supply Chain, Pfizer

Congratulations on the successful event! One of the best networking events in the pharma industry with the biggest turnout of executives from the industry and with good active participation and contribution from speakers and delegates.

Joseph Lam, MD, Beacons

I think the event was very successful. The key insight for me was learning from peers from the industry. We often tend to work insularly, listening to others does trigger ideas which can be applied in our Company. It also provided a great opportunity for networking.

Neeraj Bhargava, Regional Logistics Procurement Director, Asia Pacific, Johnson & Johnson

BIG congratulations on the success of Logipharma conference. It was a very successful and dynamic conference. The conference provided an excellent opportunity for large variety of logistics professionals, from both pharma industry as well as logistics industry, to get together, sharing deep insights of current market challenges and solutions, sharing fresh updates, and networking. The conference was well planned and organized. Your team is absolutely professional, innovative, experienced and knowledgeable. They brought the high spirit to the conference.

Ying Zhang-Marainen, Director CTSCS Business Development Asia Pacific, World Courier

Organised by



For more information please contact: Commercial Director Sisi Pu, Tel: +65 6408 9223, Email: sisi.pu@wbresearch.com, Website: www.logipharmaasia.com



2009 Sponsors

Event Partner



Lodestone is a global management consultancy, committed to designing and delivering solutions that enable international companies to thrive in today's complex business environment. We help our clients to define the measurable business benefits that we will achieve together, using our teams of client-focused consultants, who combine a passion for excellence with strong process and SAP skills and deep experience of transformational change in their industry.

Our Work

Our clients are medium sized to large corporations for which we design, develop and implement solutions which deliver measurable business benefits, for single processes, within a division or for the entire enterprise.

Our Services

We deliver solutions, not only concepts, not just paper but processes, data and systems based on SAP, enabling operating models which work pragmatically and efficiently in today's complex, global business environment.

Our People

Our people are experienced and innovative with a proven track record of success.



EnviroCooler LLC is the innovation leader in the manufacture, design and implementation of validated global solutions for the safe and compliant transportation of Temperature-Sensitive-Products (TSPs). EnviroCooler's products feature proprietary patented designs. These are proven to maintain defined product temperature ranges when subjected to varying external conditions experienced during transportation to the end user.

EnviroCooler LLC has partnered with TempTRIP as its exclusive Pharmaceutical Manufacturer Business Partner to add the most advanced RFID temperature monitoring technology to its portfolio of offerings. Together EnviroCooler LLC and TempTRIP form a comprehensive "one-stop-shop" for innovative validated packaging and technology solutions for your organization's cold chain challenges.

For more information on EnviroCooler LLC (www.envirocooler.com) contact Carli Derifield, Director Global Marketing, EnviroCooler LLC at carli.derifield@envirocooler.com phone + 714-891-5035 or Temp TRIP (www.temptrip.com) contact Jim Cox, C.E.O TempTRIP at jim@temptrip.com + 303-895-3455.

Principal Partner



Arshiya International Ltd., is a India headquartered (BSE Listed), Global Supply Chain & Logistics Infrastructure Solutions company. With a 9 year legacy in the logistics and supply chain industry servicing over 1200 customers with revenues of over US\$101 million in the last fiscal year.

Business entities include Arshiya Logistics (global 3PL services), Arshiya Supply Chain Management (unique 4PL solutions), Arshiya Logistics Infrastructure (development of Free Trade Warehousing Zones (FTWZ) Logistics Parks in strategic locations in India), Arshiya Rail Infrastructure (deployment of 75 cargo-trains and rail terminal infrastructure across India) Arshiya Distriparks (develop and operate state-of-the-art regional distribution hubs for domestic as well as EXIM cargo in strategic locations across India towards product consolidation for inland India movement) and Arshiya Technology (customized I.T. Systems including software development & BPO services complementing its other services).

Arshiya International is investing over US\$1.2 into mega logistics infrastructure development (Free Trade Warehousing Zones & Rail) in India to augment with its best-in-class service delivery for end to end supply chain management solutions.

Strategic Partner



Airport City Development Co., Ltd (ACL), after gaining approval from the Civil Aviation Administration and the Department of Commerce, was established by Capital Airports Holding Company and other institutions, including the Shunyi District People's Government. Fully in charge of planning, construction and operational management of the Airport City Logistic Park (ACLP), ACL aims to facilitate the expansion of the flight area and Terminal 3 of Beijing Capital International Airport into an international air logistics hub for Northeast Asia. As the core element of the Beijing Tianzhu Free Trade Zone, ACLP integrates processing and logistics, taking advantage of preferential tax policies in the Free Trade Zone. It carries out port operations, international trade, warehousing management, delivery and distribution, processing and testing, R&D, and other business functions. Divided into a port district and a bonded function district, ACLP covers a total area of 3.4 million square meters and has absorbed an investment of 4 billion RMB during phase one of construction.

Commercial Partner



Incorporated in 1969 and headquartered in Stamford, Connecticut, USA, **World Courier** is the largest and most experienced specialty courier service with a network of over 140 company-owned ISO 9001-certified offices operating in 50 countries worldwide.

World Courier has set the benchmark for worldwide time-sensitive transportation and is the acknowledged leader in delivering customized solutions, cold chain and value-added services in growth markets such as the bio-pharmaceutical, automotive and high-tech industries. Through its company-owned offices and agents World Courier provides door-to-door, customs-cleared service to more than 220 countries and territories.



Zuellig Pharma Specialty Solutions Group (ZPSSG) is a pioneering regional consultancy and bio-logistic services division of Zuellig Pharma Asia Pacific, Asia's leading pharmaceutical and healthcare distribution company. Strategically based in Singapore at the heart of Asia, ZPSSG leverages its cutting-edge Regional Distribution Center, secondary packaging and pan-Asia coverage in 15 countries to provide customized, value-added bio-logistic solutions for pharmaceutical, clinical trials, medical devices, diagnostics, biotech and other related companies.

Zuellig Pharma Asia Pacific was first established in Asia over 70 years ago and has always been at the forefront of industry developments. It is currently serving over 125 multinational research-based pharmaceutical manufacturers and more than 250,000 customers, including hospitals, clinics, doctors and pharmacies.

Associate Sponsor



TNT is among the world's largest express operators and the number one in Europe. Worldwide, it delivers 4 million parcels, documents and pieces of freight a week to more than 200 countries. TNT continually expands its air and road network in Europe, Asia, Australia, South America and the Middle East, connecting international routes to fast growing domestic road networks.

TNT's global door-to-door services are trusted by companies of every size, who rely on TNT to meet their business challenges and keep their promises every day. Established in 1946, TNT employs over 161,500 employees dedicated to handling each shipment with care and dedication, ensuring it arrives on time, every time.

TNT operates a vertical market strategy to support each of the industries they serve - concentrating primarily on the healthcare, hi-tech electronics, and equipment and machinery sectors. Dedicated teams with specialised expertise help customers to optimize their infrastructure, processes and also streamline their supply chains. Expert solutions for the Healthcare industry

TNT's solutions for the healthcare industry are divided into two main areas - Clinical and Medical. The company's solutions for the Clinical sector include a suite of services that support drug discovery and product development. The service includes shipping of time and temperature sensitive Biological specimen, pharmaceutical and other investigational products. Our Medical offering encompasses the shipment and storage of medical devices (e.g., cardiovascular stents and angioplasty balloons) and medical diagnostics (e.g., in-vitro diagnostic reagents and chemicals).



UPS is committed to the healthcare industry and continually invests in its people, resources, network and solutions to meet the logistics needs of healthcare companies.

UPS logistics professionals understand the health industry's complex and unique needs. Our proven capabilities and solutions help healthcare companies speed products to market, meet time-critical customer needs and ensure regulatory compliance.

We offer dedicated warehouses globally for healthcare products, including pharmaceutical and biotech products that require special storage and handling. Our healthcare distribution centres for temperature and humidity controlled storage can meet the temperature-sensitive distribution needs of the healthcare industry. With our advanced tracking technologies, our customers can rest assured knowing that they have full visibility of their products at all times.

With an extensive network built around customer needs, UPS can get your products where and when they need to be through our integrated global transportation network and dedicated aircraft fleet. For more information, visit www.ups.com/healthcare



Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 177,000 people serving clients in over

120 countries, the company generated net revenues of US\$23.39 billion for the fiscal year ended Aug. 31, 2008. Its home page is www.accenture.com.

Sponsor



JDA® Software Group, Inc. (NASDAQ: JDAS) is the world's leading supply chain solutions provider, helping companies optimize operations and improve profitability. JDA drives business efficiency for its global customer base of more than 5,800 retailers, manufacturers, wholesaler-distributors and services industries companies through deep domain expertise and innovative solutions. JDA's combination of unmatched services, together with its integrated yet modular solutions for merchandising, supply chain planning and execution and revenue management, leverage the strong heritage and knowledge capital of market leaders including Manugistics, E3, Intactix and Arthur.

When supply chain results matter, companies turn to JDA.

For more information about JDA, visit www.jda.com or contact us at info@jda.com or call +65-63054350

Exhibitor



Forming part of the SCA Packaging Group, **SCA Cool Logistics** is focused on designing, testing and qualifying temperature-controlled packaging solutions to meet all customer requirements. Based in the United Kingdom, the company manufactures products worldwide, enabling the offer of a swift supply response to all customers.

SCA Cool Logistics works predominantly on solutions for the pharmaceutical, clinical trials and distribution industries, handling the needs of a wide range of customers, from small biotech companies to multi-national pharmaceutical corporations. The heart of the business is design and the UK site has the largest test facility in Europe with 23 environmental test chambers from which temperature-controlled packaging can be developed and qualified.

For more information, please contact SCA Cool Logistics at: cool.info@sca.com Cool Logistics was founded in 2000 by three of the most experienced members of the temperature controlled packaging industry.

At SCA Cool Logistics the ethos is "Striving to be a pleasure to do business with" and this means that a flexible approach to design, customer service and supply is required, coupled with a strong understanding of the differing levels of regulatory restriction and supply chain complexity.

Benefits of sponsorship

A Unique Opportunity

Logipharma Asia represents a unique opportunity for a limited number and select group of sponsoring organisations. Those firms sponsoring the event will be able to highlight their expertise and thought leadership in the field, and introduce their executives to an audience composed of potential customers and partners. Through its status as the sector's leading business intelligence firm, as well as its extensive track record in organising and running successful conferences in the field, WBR has achieved a reputation with of a conference that addresses key subjects in an objective and timely manner. Delegates expect a comprehensive and dispassionate assessment of trends, opportunities and issues that matter for their business. As a result sponsors benefit greatly from their contributions being received in the authoritative context supplied by such an environment. There are many ways in which sponsors can become involved, offering numerous points of contact and interaction between sponsors and the audience. The event provides an effective and high-quality platform for business development with both existing and potential clients.

What Logipharma Asia 2010 Offers...

Associate yourself with leaders

Being a sponsor at our events provides a powerful platform to firmly place your brand in the same league as leading supply chain directors that speak and attend

our events. Whether you are already established and looking to re-affirm your position in the market or looking to reposition yourself, sponsoring will cement your status as a key player in the pharmaceutical supply chain in the region.

Direct access to an elite audience: demonstrate capabilities and expertise to customers and prospects

The conference will provide sponsors with direct access to an elite audience of important decision makers. The conference is carefully structured and designed to provide sponsors with a valuable opportunity to showcase their capabilities and expertise and to develop valuable new business relationships. Unmatched marketing: delivering pre-event exposure and post event continuity. The Logipharma Asia contact network and database is second to none in the field, ensuring that sponsors are able to leverage considerable marketing resource through their sponsorship. Depending on your needs, we will be able to produce and deliver tailored marketing initiatives in the run up to the conference that will highlight key messages, as well as post event exposure to reinforce relationships and visibility.

Long term partnership, flexibility & opportunity

In sponsoring you will be establishing a long-term relationship with Logipharma Asia 2010 in which we will continue to put you together with decision makers and business opportunities long after the conference ends. Logipharma Asia will collaborate closely with your team to ensure you exceed your new business development objectives. You have complete control to create any customised package for your sponsorship.



There are wide range of sponsorship opportunities open to you and part of the process is an evaluation of your distinct needs, matching these needs to the sponsorship options available and creating an exclusive package for you. I have enclosed some ideas for you below to gain a clearer idea of what we can offer.

Speaking Opportunity

You will have the opportunity to address the full audience during the conference. Depending on your needs and objectives, your presentation will be part of the main conference for maximum impact, during the pre-conference summit to address a pre qualified audience and provided them with a targeted message or during a panel discussion as a moderator or a panelist position as a key thought leader. Taking up this option is a great way to show thought leadership, present case-studies and position your CEO with leading speakers.

Panel Sponsor

You will have the opportunity to either moderate or join as a participant on a 45-60 minute panels. Panels need less preparation time as they don't require a formal presentation, but still allows you to address the audience. You will be positioned as a key thought leader along with other panelists.

Interactive Roundtable Sponsor

You will have the opportunity to host a roundtable. Roundtable hosting slots are available during the main conference and summit day. You will have access to an elite group of approximately 25 delegates that choose to join your table. This is the ultimate "up close and personal" package where you will have intimate networking time. Plus you will have the added benefit of being able to get direct feedback on what are major challenges your clients face which you can then use to develop future strategies and offerings.

Networking Suite Package

You will have a 3m by 2m networking suite in the hospitality zone. All networking breaks and cocktail receptions are held in the hospitality zone maximizing exposure for your suite. As an addition to a speaking role sponsorship it provides a focal point for attendees to find out more about your services and a dedicated meeting area. As a standalone package it provides an exclusive area in the high traffic hospitality zone to showcase your services.

Networking & Dynamic Sponsorship Opportunities

These are a number of dynamic sponsorship options that we have available at Logipharma Asia 2010. Maybe take advantage of some of our high profile branding opportunities by sponsoring the gala cocktail reception or sponsored lanyards for the delegate badges.

These are very effective ways to ensure that your brand is "front of mind" at the conference. We also have space for a small number of ads in the official Logipharma Asia brochure.

Marketing

Pre-event marketing:

As a sponsor or exhibitor of Leaders in Luxury you will benefit from increased visibility to a massive target market pre-event and the biggest meeting of senior pharmaceutical supply chain directors.

Below the line Marketing Campaign:

• 4 mailings

WBR has a first rate in-house database with over 7,000 CEO Level and Supply Chain names across Asia. The mailings will include a A4 Glossy brochure being sent to our entire Database.

Other mailing pieces include postcards, newsletters and personalized letters.

• 15 email broadcasts to WBR and our media partners' database

Emails will be sent to entire database notifying our target audience of special offer deadlines, when new partners come on board and exciting new developments in the conference programme.

We also send out emails on behalf of our clients. These emails include advertising services to the Logipharma Asia database, offering past delegates special trial offers or to invite people they would like to see at the event. We also expand our audience reach by sending e-mails through media partners.

• 2 newsletters

This provides readers with up-to-date industry news, feedback from our industry leading speakers, new developments on the programme such as new sponsors or partners.

It also gives sponsors the chance to submit an article or press release.

• Print advert

Our sponsors can get maximum exposure by being included on all print media adverts.

• Submit press releases or whitepapers

You can expand your reach by submitting a press release or whitepaper to the event website. By request we can carry out a data capture report on all people who have downloaded a sponsor paper.

Online and Interactive Campaign:

In addition to this, we will be coordinating a significant online presence through media partners. Thus driving key members of the supply chain community to the Logipharma Asia website. Logipharma Asia is already receiving over tens of thousands of hits per week, giving you huge potential traffic for your own website.

Telemarketing and Direct Sales Campaign:

We have an in-house telemarketing team who over 24 weeks will make around 42,000 calls and 6,000 pitches. You can tell us exactly who you want to meet at the event, and we can leverage the marketing resource.

We also provide customised services and targeted marketing to our premier sponsors. To find out more, please contact **Sisi Pu**.
Tel: +65 6408 9223
Email: sisi.pu@wbresearch.com