

Program Schedule



Kingdom of the Netherlands



Organisation of Pharmaceutical Producers of India

6:30pm – 7:00pm	Registration
7:00pm – 7:05pm	Welcome by Willem Woudenberg Founder & Director, Brand Dialogue
7:05pm – 7:10pm	Address by Geoffrey van Leeuwen Consul General Consulate General of The Netherlands in Mumbai
7:10pm – 7:25pm	Address by Sudarshan Jain (MD Health Care Solutions, Abbott Healthcare and VP OPPI)
7:25pm – 7:40pm	Naming and Branding as success factor for Pharma brands Mike Dijkstra and Tim Jager (Globrands)
7:40pm – 7:55pm	What can we learn from Private Label in Food Business Loe Limpens (Yellow Dress Retail)
7:55pm – 8:10pm	Pharma branding in India Saurabh Uboweja (Brands of Desire)
8:10pm – 8:25pm	Brand Building in Pharma AK Handa, President, Centaur Pharmaceuticals
8:25pm – 8:30pm	Short Break
8:30pm – 9:00pm	Forum Discussion Moderator: Dr Prafulla Agnihotri Director IIM Trichy
9:00pm – 10.30pm	Networking Cocktails and Dinner