

ANNUAL CORPORATE CONCLAVE "PHARMACEUTICAL INDUSTRY IN THE VUCA WORLD"

DATE: 19.1.2019 (SATURDAY)

Organized by
PGDM-Pharmaceutical & Biotechnology
SIESCOOMS

AGENDA

9.30-11.00 AM

Inaugural Programme

11.00-11.30 AM

TEA BREAK

11.35 AM -12.05 PM

Mr. Sanjay Gupta
Vice President-International Marketing
*" Opportunities and Challenges in
Healthcare with reference to International
Business"*



12.05-12.40 PM

Mr. Pawan Kulkarni
GM-Corporate Strategy
New Product Planning
*"VUCA WORLD: Challenges and Perspectives for
Pharmaceutical Branding in Digital Disruptions"*



J. B. CHEMICALS & PHARMACEUTICALS LIMITED

12.40-1.10 PM

Mr. Surendra Gupta
DGM - Marketing
*"Global Healthcare companies to tackle VUCA
challenges"*



1.10-1.40 PM

Mr. Ashish Patekar
Manager-Marketing
"Branding challenges in VUCA World"



Vote of Thanks