



# Mexican Pharmaceutical Forum

Offline + live broadcast  
29-30 November 2022  
Mexico City

[mexicanpharmaforum.com](http://mexicanpharmaforum.com)

## Day One, November 29th 2022 (Tuesday)

08.30 – 10.00	Registration and morning coffee
10:00 - 10:10	Welcoming speech from the representative of Global Pharmaceutical Leaders' Club
10.10 - 10.40	<b>Opening presentation “Trends in the development of the pharmaceutical market globally and in Latin America. Mexican pharmaceutical market: where are we heading to?”</b>
10:40 - 12:00	<b>Session 1. Development of the healthcare system and pharmaceutical drug provision in Mexico: priorities in the new era.</b> <ul style="list-style-type: none"><li>• Global pandemic as a starting point for further development of healthcare system and pharmaceutical industry: achievements and collaboration opportunities</li><li>• State programmes for treating cancer, cardiac, orphan diseases and diabetes in Mexico</li><li>• Functioning of the healthcare system in México: what do regulators and medical professionals expect of pharmaceutical companies?</li><li>• Into 2030. What adjustments has the global pandemic made to the government program for the next decade?</li><li>• What are the state priorities for the development of local production of drugs and medical devices? How pharmaceutical companies could help state efforts?</li></ul>
12.00 - 12.30	Coffee and Networking Break
12.30 -13.30	<b>Session 2. Discussion of General Directors' of innovative pharmaceutical companies: “Strategies for expanding the availability of innovative pharmaceutical drugs in Mexico: how to speed up access for new generation medicines?”</b> <ul style="list-style-type: none"><li>• Innovative pharmaceutical companies priorities: global development trends and the situation with market access for new generation medicines in the Mexican market.</li><li>• Launch of innovative pharmaceutical drugs to the Mexican market: what are the challenges of introduction of innovative medicines in the country?</li><li>• Patient-centric approaches and their development in Mexico: how to ensure accessibility and affordability of innovative medicines for the treatment of cancer, cardiac and orphan diseases, diabetes?</li><li>• Development of clinical trials sector in Mexico: challenges and potential</li><li>• Protection of intellectual property rights for innovative pharmaceutical</li></ul>

	drugs in Mexico: challenges and areas for improvement
13.30 -14.30	<p><b>Session 3. Discussion of General Directors' of generic pharmaceutical companies: "Strategies for expanding the availability of high-quality affordable pharmaceutical drugs in Mexico: development trends in the generics and biosimilars segments".</b></p> <ul style="list-style-type: none"> <li>• How will generics and biosimilars segments develop in Mexico: challenges and forecasts of the leading players</li> <li>• Quality, value and affordability of generics and biosimilars: how is the quality of generics determined? Hope to find a balance between the availability of medicines in terms of price and quality?</li> <li>• Launch of new generics and biosimilars in Mexico: what are the barriers and how to overcome them?</li> <li>• Locally produced and imported generics and biosimilars: is there a difference in terms of quality? What are the local manufacturers' strategies to ensure competitiveness and affordability of pharmaceutical drugs for patients?</li> <li>• Approaches to protection of intellectual property rights for generics and biosimilars in Mexico</li> </ul>
14.30 - 15.30	Lunch
15.30 - 16.30	<p><b>Session 4. Discussion "How to improve the effectiveness of the pharmaceutical drugs public procurement system in Mexico?"</b></p> <ul style="list-style-type: none"> <li>• Public procurement system as a guarantor for patients' access to quality pharmaceutical drugs. Best practices in the development of the public procurement system globally.</li> <li>• Development of the public procurement system in Mexico: what is the current state and ways to overcome challenges?</li> <li>• Pharmaceutical drugs public procurement tenders: requirements in Mexico and how could pharmaceutical companies better prepare in order to increase their chances for success?</li> <li>• Pricing in public procurement in Mexico: approaches and opportunities for improvement</li> <li>• Procurement of pharmaceutical drugs for treating diseases in children and challenges</li> </ul>
16.30 - 18.00	<p><b>Session 5. Discussion "How to speed up launch of new pharmaceutical drugs in Mexico: aspects of medicine registration".</b></p> <ul style="list-style-type: none"> <li>• Development and evolution of a drug registration system. What are the major opportunities for accelerated time-to-market for pharmaceutical drugs and medical devices registration in the Mexican system?</li> <li>• Regulatory procedures. What are the specifics of preparing a registration dossier for innovative and generic medicines? What are the frequent requests from regulators to pharmaceutical companies? What are the major challenges in preparing documents for registration and how to avoid mistakes?</li> <li>• Risk-based decision making in regulatory activities. Global approaches and area to development in Mexico.</li> </ul>

	<ul style="list-style-type: none"> <li>• Reliance and good regulatory practices. Best international practices supporting transparent, predictable and consistent regulatory activity.</li> <li>• Role of third parties: risks and benefits from their involvement.</li> <li>• GMP procedures requirements to the local and international pharmaceutical companies: how to better prepare for inspections?</li> <li>• E-submissions: what are the barriers and what changes are required from the regulatory bodies to integrate the best practices in the Mexican market?</li> </ul>
18.00 - 18.30	<b>Champagne Networking Break</b>
18.30 - 19.30	<b>Mexican Pharmaceutical Awards Ceremony</b>
19.30 - 21.00	<b>Cocktail Reception</b>

## Day Two, November 30th 2022 (Wednesday)

08.30 – 09.30	Registration and morning coffee
09.30 - 10.30	<p><b>Session 6. Discussion “Export of pharmaceutical drugs produced in Mexico: barriers and potential”.</b></p> <ul style="list-style-type: none"> <li>• Produced in Mexico, sold overseas: how to create conditions for improving export potential of the Mexican pharmaceutical industry? What countries represent the most interest for the Mexican producers and how to get there?</li> <li>• What are the barriers for pharmaceutical drugs export produced in Mexico and how to overcome them?</li> <li>• Regulatory requirements for pharmaceutical drugs registration in the US, Canada and countries of Latin America.</li> </ul>
10.30 - 11.30	<p><b>Session 7. Discussion “Patients’ self-care: the concept, international approach and opportunities for its development in Mexico. Medical ethics on the Internet and responsibility for human health”.</b></p> <ul style="list-style-type: none"> <li>• The concept of “responsible self-medication”: how to help patients make informed decisions about their health?</li> <li>• Responsibility of communications on medical topics in the digital age. Ethical codes and rules for the responsible promotion of medicines.</li> <li>• The growing trend of doctors and “pseudo-doctors” activity on the Internet. Risks of consuming distorted information</li> <li>• Advertising as a tool for educating patients and possibility to improve availability of the information in Mexico</li> <li>• What efforts are required on the part of regulators and all the pharmaceutical market participants to protect patients from the risks of harm to their health?</li> <li>• How to convince patients to follow the doctor’s prescriptions in the face of growing information noise?</li> </ul>
11.30 - 12.00	Coffee and Networking Break

12.00 - 13.00	<p><b>Session 8. Discussion “Observance of intellectual property rights as a guarantee of the availability of innovative medicines in the Mexican market”.</b></p> <ul style="list-style-type: none"> <li>• Necessary conditions under which the creators of original medicines will be interested in bringing their products to the Mexican market.</li> <li>• Current state of the protection of intellectual property rights for pharmaceutical drugs in Mexico and areas for improvement</li> <li>• Patent disputes in Mexico and proven judicial practice</li> <li>• International best practices and opportunities for their implementation in Mexico. How could the legislation in the field of intellectual property rights protection be improved in Mexico?</li> </ul>
13.00 - 14.30	<p><b>Session 9. Discussion “Development trends in the commercial segment in Mexico: where to find opportunities to increase sales of pharmaceutical drugs”.</b></p> <ul style="list-style-type: none"> <li>• Mexican commercial segment of the pharmaceutical market: current state and forecast. Major factors that affected the development of the Mexican market in the last year.</li> <li>• What are the main growth drivers in the Mexican market? How have sales of medicines changed due to the ongoing pandemic COVID-19?</li> <li>• Knowing the Mexican consumers: what are the new trends in Mexican consumers habits?</li> <li>• Models of interaction between pharmaceutical manufacturers, distributors and pharmacy chains: how to make cooperation among the main stakeholders more efficient?</li> <li>• What are the trends in the development of the wholesale and retail segments on the Mexican market?</li> <li>• Is there a room in Mexico for new trade channels? How is the e-commerce channel developing in the country: major challenges and opportunities.</li> </ul>
14.30 - 15.30	Lunch
15:30- 16:30	<p><b>Session 10. Discussion “Clinical trials sector in Mexico: how to win the race?”</b></p> <ul style="list-style-type: none"> <li>• Importance and potential for the clinical trials development in Mexico: what changes from various stakeholder groups are required to improve the country’s attractiveness for the international pharmaceutical companies launching clinical trials in various countries?</li> <li>• Clinical trials regulation in Mexico: current requirements and planned changes.</li> <li>• Quality, speed and price as the major KPIs for clinical trials: how does Mexico perform?</li> <li>• What are the major challenges for clinical trials sector development in Mexico and how to eliminate them? View of pharmaceutical companies, CROs, investigation sites.</li> </ul>
16.30 - 17.30	<p><b>Session 11. Discussion “Medical cannabis market: regulatory framework and industry expectations”.</b></p>

	<ul style="list-style-type: none"><li>• Understanding the Mexican cannabis landscape: what is the potential and how to utilize opportunities for its development effectively?</li><li>• Investment potential of the cannabis market in Mexico.</li><li>• Regulatory framework: how to work in a compliant way?</li><li>• Technological preparedness for producing cannabis medical products in Mexico: how to make a profitable business?</li></ul>
18.00 - 18.30	<b>Closing of the Mexican Pharmaceutical Forum. Champagne Reception</b>