

## ISPE PANEL DISCUSSION: PHARMA 4.0 – THE DIGITAL TRANSFORMATION IN THE PHARMACEUTICAL INDUSTRY - ZETA`S PERSPECTIVE ON PHARMA 4.0

~ 15:55 - 16:10: Martin Mayer, ZETA GmbH, Lieboch, Austria

The Digital Transformation is ongoing and evident in all our personal lives today and increasingly industrial processes around the world. Inevitably, the pharmaceutical industry is also called upon to seize the opportunities involved and introduce new technologies and ways of working into a highly regulated environment. What there is to gain, what challenges to overcome and how to go about that is the topic of the panel on “Pharma 4.0 – The digital transformation in the pharmaceutical industry”.

Expected program:

15:00	Welcome	Chris Bow
~ 15:05	ISPE ´s perspective on Pharma 4.0, incl. 8 minute Video from ISPE President Tom Hartman	Dr. Thomas Zimmer
~ 15:25	Takeda ´s perspective on Pharma 4.0	Josef Trapl
~ 15:40	Agilent ´s perspective on Pharma 4.0	Wolfgang Winter
~ 15:55	ZETA ´s perspective on Pharma 4.0	Martin Mayer
~ 16:10	Panel discussion	All
~ 16:55	Wrap-up	Chris Brow

