INFORMATION & PROGRAM

THE ZETA SYMPOSIUM IS SUPPORTED BY
BOEHRINGER INGELHEIM & OCTAPHARMA
Trend-setting topics at the ZETA Symposium 2024 for a top-class audience:

• What potential is being unleashed by the AI revolution in pharma and biotech?
• How do innovation, collaboration, and transformation play a role in AI’s influence on pharma and biotech?
• How is the pharmaceutical industry embracing decarbonization as an opportunity rather than just a cost factor?
• How are the pharma and biotech industries viewing the reduction of scope 1, 2, and 3 emissions not just as compliance but as a strategic opportunity for sustainability?

Benefit from ZETA Symposium 2024!

• Explore AI’s transformative impact on pharma and biotech
• Discover how AI revolutionizes the use of data in operator management
• Engage with industry leaders, gain insights, and network
• Discover holistic sustainability practices in pharma and biotech
• Get inspired by new perspectives, highlights, and insights
• Benefit from best-in-class industry project examples
• Engage in discussions about game-changing topics in pharma & biotech
• Enjoy an informal ambiance with a welcome evening and gala dinner
• Discover holistic sustainability practices in pharma and biotech
• Elevated insights from international keynote speakers
AGENDA
Monday, March 11, 2024

03.00 – 06.00 pm  Check-in at Schloss Seggau
06.00 – 07.00 pm  Get-together
07.00 – 10.00 pm  Dinner at Schloss Seggau

ALL SESSIONS ARE MODERATED BY:
OLIVER SPADIUT, Univ. Prof. and Head of Research Unit Biochemical Engineering, TU Wien
AGENDA
Tuesday, March 12, 2024

**SESSION I**

08.00 am **Good Morning Coffee**

09.00 – 09.15 am **Welcome and Opening** of the ZETA Symposium
Andreas Marchler, Managing Director, ZETA Holding, Austria

09.15 – 10.00 am **AI in Pharma: Navigating the Labyrinth of Opportunities and Challenges**
Keynote speaker: Rex VanHorn, SR AD, IT Technical Architect, Boehringer Ingelheim, USA // Discussion

10.10 – 10.40 am **Healthcare in an Augmented World – How (Gen)AI is Changing the Game**
Key speaker: Sultan Hochweiss, Managing Director & Partner & Tibor Merey, Managing Director & Partner, Boston Consulting Group // Discussion

10.50 – 11.00 am Break

11.00 – 11.30 am Discussion at the Sponsor Forum
Which AI tools are already in operation or will be in operation within next months?
Which positive impacts customers may expect from these new developments?

**SESSION II**

11.35 – 12.10 am Lecture to be announced

12.10 – 13.00 pm **From Integrated Engineering to Optimized Operations - Accelerating the Digital Transformation**
Key speaker: Axel Lorenz, CEO Process Automation, SIEMENS, Germany // Discussion

01.00 – 02.30 pm Lunch at Schloss Seggau
SESSION III

02.30 – 03.00 pm  How to Meet the Needs of the High Market Demand for Obesity and Diabetes 2 Treatments?
Key speaker: Derrik Daniel Lenzner, Corporate Project Vice President PS API Projects, Novo Nordisk, Denmark // Discussion

03.10 – 03.40 pm  On our Journey from MANUfacturing to SMARTfacturing! – Miss the Shift, Miss the Future
Key speaker: Michelangelo Canzoneri, Global Head of Group Smart Manufacturing, Merck, Germany // Discussion

03.45 – 04.00 pm  Break

04.00 – 04.30 pm  Discussion at the Sponsor Forum
It is crucial to develop strategies that ensure the resilience of companies and the sustainability of supply chains in times of global crisis. What measures are being taken to achieve these goals?

SESSION IV

04.30 – 05.00 pm  Advantages of a Recipe Driven Execution Program – A Future Network of Standardized Process & System
Key speaker: Jens Laucht, Execution Systems Global Architect, CSL Behring, Germany // Discussion

05.10 – 05.45 pm  Brain vs. Artificial Intelligence
Key speaker: Henning Beck, Neuroscientist, Germany // Discussion

07.00 – 12.00 pm  Gala Dinner at Schloss Seggau
AGENDA
Wednesday, March 13, 2024

SESSION I

08.00 am  Good Morning Coffee

08.30 – 09.20 am  Decoding Key Differences: European vs. Chinese Pharmaceutical Projects
Key speaker: Christian Bachofen, CB Consultancy AG, Swiss

Achieving Rapid Project Execution in China’s Pharmaceutical Industry: Insider’s Insights
Key speaker: Hunter Song, Vice President, Tianjushi Engineering Technology Group, China // Discussion

09.20 – 09.45 am  Benefits of a Unified Automation Architecture to Showcase the Success from a User’s Perspective. How can these Benefits be achieved?
Key speaker: Ravi Kalla, Head of IT Process Automation & Instrumentation, Anthem Biosciences, India // Discussion

09.45 – 10.00 am  Break

10.00 – 10.30 am  Panel Discussion
Will AI generate significant advances to the pharmaceutical industry, improving service quality and accelerating time to market. What will be the impact to companies, their employees and patients?

SESSION II

10.30 – 11.00 am  On the Climate Pathway: From Sustainable Engineering to Roll-Out of Green Investments
Key speaker: Thomas Gosmann, Head of Pharma Technology and Sustainability, Bayer, Germany // Discussion

11.10 – 11.30 am  How Digitalization Enables Roche to Achieve Scope 1,2 and 3 Sustainability Targets
Key speaker: William McNamara, Head of Global Project Delivery - Roche Pharma Tech Ops., ROCHE, Swiss // Discussion

11.35 – 11.45 am  Break

SESSION III

11.45 – 12.15 pm  Accelerate Your Industry with AI – Game-Changing Successful Use Cases
Key speaker: Patrick Ratheiser, CEO, Leftshift ONE, Austria // Discussion
AGENDA  
Wednesday, March 13, 2024

12.30 – 01.45 pm  Lunch at Schloss Seggau

02.00 – 03.00 pm  Transfer to ZETA headquarters in Lieboch

03.00 – 04.30 pm  Let’s walk the ZETA Innovation Path - Exchange face to face with our Experts! → Warm Welcome by Thomas Maischberger, Corporate Head of R&D

InfoCounter A: Process Innovation
Showcase a newly developed Inline Conditioning

InfoCounter B: Engineering Innovation
Modular Engineering and MTP - the perfect couple for optimized operations

InfoCounter C: Data-Driven Innovation
Inosim: Value-add of process simulations during plant design and operations

InfoCounter D: Innovative Smart Tools
Integrated paperless testing for equipment qualification
Cost savings enabled by a digital maintenance tool

InfoCounter E: Ecosystem Innovation
SES platform as digital core product at SIEMENS Xcelerator

05.00 pm  End of the ZETA Symposium 2024

Use this opportunity to learn from the best, discover the perspectives of scientific partners, exchange experiences with experts from different disciplines, and get valuable insights into innovative process development and production technology!
ZETA SYMPOSIUM 2024
THE SPONSOR FORUM

Visit our sponsors’ tables during conference breaks and participate in the round table discussions at our Sponsor Forum!

Special insights will be provided by our hand-selected business partners:

SIEMENS, CYTIVA, GEMÜ, ENDRESS + HAUSER, TURCK

11.00 – 11.30 am
Which AI tools are already in operation or will be in operation within next months? Which positive impacts customers may expect from these new developments?

04.00 – 04.30 pm
It is crucial to develop strategies that ensure the resilience of companies and the sustainability of supply chains in times of global crisis. What measures are being taken to achieve these goals?

10.00 – 10.30 am
Will AI generate significant advances to the pharmaceutical industry, improving service quality and accelerating time to market. What will be the impact to companies, their employees and patients?

// March 12, 2024
// March 12, 2024
// March 13, 2024
THE ZETA SYMPOSIUM IS OPEN TO A LIMITED NUMBER OF PARTICIPANTS ONLY!

Register now with the [online registration form](http://www.zeta.com/symposium) to secure your participation!

- **Early Bird Ticket:** Registration by January 10, 2024  € 430.–*
- **Regular Ticket:** Registration by March 4, 2024  € 530.–*
- **Online Participation:**  € 150.–
- **Young talents – Online only:**  € 25.–

* Registration fees include access to all lectures, refreshments, lunches, gala dinner and transfer shuttles to and from Graz airport. Accommodation is not included in the registration fee. The overnight charge of € 130 per person includes breakfast and will be paid by participants individually at the venue. The room at Schloss Seggau will be reserved by ZETA under your name.

Please refer to our website for the [online registration form](http://www.zeta.com/symposium) and for further information: [www.zeta.com/symposium](http://www.zeta.com/symposium)

We are delighted to welcome you and your team to the ZETA Symposium in March 2024!

For further information, please contact **Anick Löffler** on **+43 (3136) 9010-1522** or send an email to **symposium@zeta.com**. Our organizational team will be happy to answer any questions.

Best regards,

Your ZETA Team