

STREAMING PROGRAM



ZETA
SYMPOSIUM

March 11-13, 2024 // AUSTRIA

THE ZETA SYMPOSIUM IS SUPPORTED BY
BOEHRINGER INGELHEIM & OCTAPHARMA

AGENDA

Tuesday, March 12, 2024

Mon Tue Wed
11 12 13

SESSION I

- 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

SESSION II

- 11.35 – 12.10 am** **Models and Data for Industry 4.0 Implementation in Biomanufacturing**
Key speaker: Krist Gernaey, Technical University of Denmark // Discussion
- 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

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

AGENDA

Wednesday, March 13, 2024

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SESSION I

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

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

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



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LINK TO STREAMING:



<https://www.zeta.com/en/zeta-symp-2024-online.html>

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