



**ZETA**  
**SYMPOSIUM**

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March 11-13, 2024 // AUSTRIA

## INFORMATION & PROGRAM

THE ZETA SYMPOSIUM IS SUPPORTED BY  
**BOEHRINGER INGELHEIM & OCTAPHARMA**



## PIONEERING THE FUTURE OF PHARMA & BIOTECH WITH AI INNOVATION

### **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

Mon Tue Wed

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**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

Mon Tue Wed



### 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 speakers: Sultan Hochweiss, Managing Director & Partner & Tibor Meroy, 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**      **Models and Data for Industry 4.0 Implementation in Biomanufacturing**  
Key speaker: Krist Gernaey, Technical University of Denmark // Discussion
- 12.10 – 01.00 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**



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### 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?

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### 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

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11 12 **13**

### 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, Switzerland  
**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, Switzerland // 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



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- 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**

### ROUND TABLE DISCUSSION

**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?*

// March 12, 2024

### ROUND TABLE DISCUSSION

**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?*

// March 12, 2024

### Panel DISCUSSION

**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?*

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## THE ZETA SYMPOSIUM IS OPEN TO A LIMITED NUMBER OF PARTICIPANTS ONLY!

Register now with the **online registration form** to secure your participation!

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

\* 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** 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](mailto:symposium@zeta.com)**. Our organizational team will be happy to answer any questions.

Best regards,  
Your ZETA Team

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is sponsored by

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