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**Impressum:**

Amtsgericht Stuttgart HRA  
722072  
Persönlich haftender  
Gesellschafter:  
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Verwaltungs GmbH;  
Geschäftsführer Torsten  
Straß (Vors.) / Eric Guyot /  
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Although there is consensus on the numerous benefits of using Product Information Management (PIM) for electronic data exchange, it has not been used very often when creating submissions to health authorities. Instead, submissions are often created using costly and inefficient methods that do not leverage the full potential of information reuse from existing global labeling documentation and information management methods.

Ever since the European Medicines Agency published their statement of intent regarding PIM in September 2009, many organizations have been pressed to streamline their information exchange methods in order to make pharmaceutical product information available to the public more quickly. Those that are affected include pharmaceutical companies, health authorities, and IT vendors.

To learn more about PIM and how to meet regulatory requirements on time, please mark your calendar for Logica's Pharma Day, a one-day conference on pharmaceutical product labeling:

**February 25th, 2010  
Holiday Inn, Munich City Center  
Munich, Germany**

Meet representatives from companies such as GlaxoSmithKline (Andrew Marr, Hartwig Ball) and Genzyme (Raun Kupiec). Learn from the experiences that these companies had regarding PIM and the approaches they implemented in response to new electronic submission standards. Discuss the challenges you face with experts from both the pharmaceutical industry and health authorities. PIM and Translation Management vendors will also be present at the conference, offering a unique opportunity to examine, discuss and compare labeling solutions from companies such as Andrä AG, Extedo, Glemser, i4i, Microsoft, Schema and SDL Trados.

For more information, see the enclosed agenda (pdf) or follow: <http://www.logica.com/file/18836>

8:00 am Registration  
9:30 am Beginning of Conference  
5:00 pm End of Conference  
6:00 pm Exhibition closes

The fee for this unique conference is only 200, - Euro +VAT

**SPECIAL OFFER: Register three for the price of two!**

Register by e-mail at: [events.muc.de@logica.com](mailto:events.muc.de@logica.com)

Don't miss this excellent opportunity to learn about the experiences gained in this highly interesting and challenging field!