

Current trends and challenges with regard to pharmaceutical product distribution

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The implementation of regulatory requirements for the creation of a good distribution solution, to provide protection against pharmaceutical product falsifications and to secure the transported goods against the risk of terrorism and theft, as well as changes on the market and new opportunities for digitalisation, are currently the key drivers that are forcing pharmaceutical companies to adapt their supply chain strategies. Partnerships with logistics service providers have become increasingly important, and are being intensified. For their part, logistics service providers are also constantly developing and are expanding the range of services offered. A high degree of technological integration of the service providers, the adaptation of new technologies and the optimisation of network structures are key prerequisites for ensuring that pharmaceutical companies continue to increase their potential along the supply chain in the future. This presentation aims to describe the requirements and trends throughout the pharmaceutical product distribution process and to outline solution approaches.