SFDA Annual Conference and Exhibition Report
7-9 November 2017
Vision of the Conference 2017

Towards a leading national industry in the fields of food, drug and medical devices

His Excellency the Executive Chairman of the SFDA Dr. Hisham Bin Saad Al-jadhey inaugurated on 7 November 2017 in Riyadh the first annual conference of the SFDA entitled «Towards a leading national industry in the fields of food, drug and medical devices» Under the patronage of His Excellency the Chairman of the Board of Directors Dr. Tawfiq Bin Fawzan Al Rabiah.

Dr. Tawfiq Al Rabiah
The conference will contribute to raising the standard of living, the quality of food and drug, the efficiency and safety of medical devices, and supporting the food and drug industry

Dr. Tawfiq Al Rabiah
The Conference aims to build a better future in the regulation and control of food and drug under a great cooperation between the food and drug authority and private companies and sectors in this field in order to achieve the great goals.

Dr. Hisham Aljadhey
The SFDA contributes to realizing the vision of 2030 by improving the health of the members of society and ensuring the safety of food, drugs, medical devices, cosmetics, fodder and pesticides and working with local and international partners from the public and private sectors as well as members of society

Dr. Hisham Aljadhey
The Authority has been involved in the national transformation program with a number of specific initiatives. In addition, the Authority has launched its strategy for 2017, which includes 45 initiatives, noting that the Authority has worked to improve services for the business sector, such as reducing the time required to review the registration files of drugs by %68 compared to the same period of 2016 Despite the increase in applications for registration by %21 in addition to the launch of the Center to support business and companies.
Initiatives launched during the conference

- The Business Support Center, which aims to improve the Service provided by the private sector and constitutes a point of Contact between the Authority and its partners in all fields of its work.

- The Center for Research and Consulting Studies, which undertakes studies and research to support the adoption of regulatory and legislative decisions based on evidence and ways of applying them in the fields of work of the Authority.

- The electronic health dialogue initiative, which facilitates the patient to provide his information easily and accurately and reduce the occurrence of medical errors and the recurrence of medical drugs and controls entry and modification through the patient.

- Sharek Initiative, which facilitates the search for medical and health information from the right sources.
### Exhibition in Numbers

<table>
<thead>
<tr>
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<th>Description</th>
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<tbody>
<tr>
<td>12</td>
<td>Delegations visited the exhibition the most important of which was the Delegation of the European Commission, consisting of 45 general managers of the largest food companies in Europe, as well as delegations from government authorities and private Universities</td>
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<tr>
<td>80</td>
<td>A platform display for local and international companies and government agencies</td>
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<tr>
<td>2800</td>
<td>Visitors to the Exhibition</td>
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<tr>
<td>3</td>
<td>Signed three memorandums of understanding on the sidelines of the exhibition</td>
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<tr>
<td>75</td>
<td>An awareness lecture for visitors through the interactive platform</td>
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</tbody>
</table>
The SFDA launched a promotional campaign that ceded the conference and exhibition for four months in Arabic and English on various digital platforms. All the conference and exhibition activities were covered directly through the conference accounts on Twitter and YouTube.

The Conference message during the promotional campaign reached more than 14 million people online (%65 inside the Kingdom and %35 outside the Kingdom)
### Media Coverage

<table>
<thead>
<tr>
<th>66</th>
<th>Press coverage in various newspapers and magazines</th>
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<tbody>
<tr>
<td>12</td>
<td>Journalistic advertisement</td>
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<tr>
<td>60</td>
<td>TV interview</td>
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<tr>
<td>2</td>
<td>Press conference to launch the conference and exhibition</td>
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</table>

A wide range of local and regional satellite media outlets have published paper and digital newspapers covering the activities of the first annual conference of the Food and Drug Authority and the accompanying exhibition during their three days as well as the promotional press conference which preceded the launch of the conference and exhibition.
Speakers
Regional Intelligence Officer EMEA, Novartis Business Services, Switzerland

Abdullatif Alwasel
Assistant Professor, College of Applied Medical Sciences, Department of Biomedical Technology, King Saud University, Saudi Arabia

Abdulmajeed Alotaibi
Head of Corporate Regulatory & Scientific Affairs – Nestle Middle East, September 2016 – Date Nestle Middle East, Dubai, U.A.E

Saleh Sulaiman Altayyar
Biomedical Technology Department, College of Applied Medical Sciences, King Saud University, Saudi Arabia

Hilde Viroux
Global Head EU MDR Compliance, Alcon Laboratories Inc., United States

Ali Alhomaidan
Associate Professor, Pharmacology & Toxicology Dept, Pharmacy College

Adham R Ismail Abdel-Moneim
MS, MBA, PhD, Coordinator, a.i., Essential Medicines and Technologies (EMT)

Abdul Hakim A. Al Madhi
Experience in manufacturing medical device in the kingdom of Saudi Arabia

Thomas Unger
Managing Director, Eurofins Global Control GmbH, Hamburg, Germany

Dr. Werner Nader
Diplom-Biologe, Managing Director, Eurofins Global Control GmbH, Hamburg, Germany

MOHAMMAD KHALIL MOHAMMAD
Director General, Arab Company for Drug Industries and Medical Appliances (ACDIMA), Amman, Jordan

Abdullah Salem AL-Dobaib
Executive Director of Registration and Licensing Department, Medical Device Sector, Saudi Food & Drug Authority, Saudi Arabia

Alaa Mohammed Aljomah
Senior Chemistry Lab Specialist, Saudi food & Drug Authority, Saudi Arabia

Abdullah Fahad Al Meshal
Bachelor of science in pharmacy, King Saud University, Riyadh, Saudi Arabia

Alexander Triebnigg
CEO AVALON PHARMA, SAUDI ARABIA, Austria
<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Khalil Hamdan S. Alghamdi</td>
<td>Currently working as Crisis Management Section Head- in Surveillance and Biometrics Executive Department - Medical Devices Sector Saudi food &amp; Drug Authority</td>
</tr>
<tr>
<td>Mohammed S. Al-mogbel</td>
<td>Associate Professor, Applied Medical Sciences College Hail University, Saudi Arabia</td>
</tr>
<tr>
<td>Monther Trad Alharthi</td>
<td>Joined Al-Rabie Saudi Foods Co. Ltd. In 1984, and since 1997 working as Chief</td>
</tr>
<tr>
<td>Parvez Iqbal Haris</td>
<td>Faculty of Health &amp; Life Sciences De Montfort University United Kingdom</td>
</tr>
<tr>
<td>Nazeeh Shuja Alothmany</td>
<td>Assistant Professor Electrical/Biomedical Engineering, King Abdulaziz University, Jeddah</td>
</tr>
<tr>
<td>Norah Abdul-Aziz Al Johany</td>
<td>Pricing Reimbursement &amp; Access manager at Eli Lilly</td>
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<tr>
<td>Parvez I. Haris</td>
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</tr>
<tr>
<td>Puspo Edi Giriwono, Ph.D.</td>
<td>Dept. Of Food Science and Technology / SEAFAST Center IPB Dramaga Campus</td>
</tr>
<tr>
<td>Mark Wasmuth</td>
<td>CEO, GMDN Agency</td>
</tr>
<tr>
<td>Mohammed T Aldosari</td>
<td>Senior Microbiologist at Saudi food &amp; Drug Authority</td>
</tr>
<tr>
<td>Carlo M. Nalin, Ph.D.</td>
<td>Therapeutics Integrity &amp; Established Medicines Novartis Oncology USA</td>
</tr>
<tr>
<td>Nataliya Deych</td>
<td>Regulatory and Quality Director at Medtronic Russia</td>
</tr>
<tr>
<td>Niclas Ohlsson, Phd</td>
<td>CEO TSS Linköping University Sweden</td>
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<tr>
<td>Mustafa Mohammed Owaidah</td>
<td>Executive Director of control of imported food Saudi Food &amp; Drug Authority</td>
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**Sweeteners and sweetness: Definitions and functions**

**Pricing Reimbursement & Access manager at Eli Lilly**

**Therapeutics Integrity & Established Medicines Novartis Oncology USA**

**Regulatory and Quality Director at Medtronic Russia**

**CEO TSS Linköping University Sweden**

**Executive Director of control of imported food Saudi Food & Drug Authority**
Ali Aldalaan, MBA -IT
Executive Director, Radiological health.
Saudi food & Drug Authority

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Aemen H. Hagelsafy
Principal Safety Engineer, USA

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Risk Management Section Head
Medical Devices Sector
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1Department of Pharmaceutical Chemistry, College of Pharmacy, Helwan University
Egypt.

Thomas Stroheker

Food Safety and Toxicology Senior Scientist, Chemical Food Safety Group, Nestlé Research Center, Switzerland

Ulrike Kreysa

Vice President Healthcare
GS1 Global Office
Brussels, Belgium

waleed Khudair

Pharmacist at the benefit-risk assessment Department, executive department for vigilance and benefit risk assessment, Saudi food & Drug Authority

William K. Hallman, PhD.

Professor and Chair, Department of Human Ecology
Rutgers University,
New Brunswick, New Jersey, USA

Ali Al Harbi

Master of Business Administration, Al Yamamah University, KSA, 2016 with honors degree

ALI A. AL-OMEIR

Saudia Industrial Property Authority / Modon

Abdulaziz Al Babtain

Managing Director & CEO
National Agricultural Development Company (NADEC)

Ahmad Al Saeed

Chairman & Co-Owner
Herfy Food Services Co. Ltd.

Mowafaq Al Jamal

Vice Governor – Regional & Sectorial Development Managing the development of sectors in the different regions for SMEs

Ayman Al Khashougi

Al Safi-Danone Ltd.
Position: Executive Committee member (Quality & Food Safety, Government Affairs and Crisis management Director)
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Salah Al Dosari</td>
<td>Chief Executive Officer of Pesticides, Saudi food &amp; Drug Authority</td>
</tr>
<tr>
<td>Yasser Ibrahim Al Obaida</td>
<td>Executive Director Sudair Pharma, Sudair Pharmaceutical Company</td>
</tr>
<tr>
<td>Ibrahim Al Yousef</td>
<td>CEO of CAD Middle East Pharmaceutical Industries</td>
</tr>
<tr>
<td>Thamir M. Alshammari</td>
<td>Dean of College of Pharmacy, Hail University</td>
</tr>
<tr>
<td>Mansour Halami Al-Mutairi</td>
<td>Head of the registration and licensing of establishments, Saudi food &amp; Drug Authority</td>
</tr>
<tr>
<td>Donielle Johnson</td>
<td>Sr. Director Regulatory Affairs, EMEA &amp; Canada – Johnson &amp; Johnson</td>
</tr>
<tr>
<td>John G. Webster</td>
<td>Department of Biomedical Engineering, University of Wisconsin-Madison</td>
</tr>
<tr>
<td>Abdullah H. AL-Hatareshah</td>
<td>Clinical Pharmacist-Saudi Commission for Health Specialties</td>
</tr>
<tr>
<td>Jumaan Mohammed Saeed AlAmri</td>
<td>Director, Biomedical Engineering at King Abdullah Medical City</td>
</tr>
<tr>
<td>Hadeel Abdulrahman Alkofide</td>
<td>MSs, PhD, is an assistant Professor at the Clinical Pharmacy Department, King Saud University</td>
</tr>
<tr>
<td>Monira Mansour Alwhaibi</td>
<td>MS, PhD, is assistant Professor at the Clinical Pharmacy Department, and co-director for scientific affairs at the medication safety research chair, King Saud University</td>
</tr>
<tr>
<td>Amal Jamel Fatani</td>
<td>Associate Professor, Pharmacology &amp; Toxicology Dept, Pharmacy College</td>
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The team work at the conference and exhibition

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<tr>
<td>Person</td>
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