

EVENT AGENDA

Warsaw Serialization Conference

Pharma serialization in practice 2027

23–24 November 2026 | Warsaw

Moon Warsaw, Wioslarska 6, 4th floor
LESSONS LEARNED | OPERATIONAL EXCELLENCE |
BUSINESS CONTINUITY

23 NOVEMBER

Networking Cocktail Reception

19:00–21:00 | Sen Warsaw, Wioslarska 6, 3rd floor

An informal opening evening for senior serialization, quality, supply chain and regulatory professionals

24 NOVEMBER

Conference Day

08:30–17:45 | Practical sessions, Sen Warsaw, Wioslarska 6, 4th floor

A practical, expert-led programme focused on daily serialization operations risk reduction and business continuity

24 NOVEMBER | MORNING

Conference Programme

Operational insights, compliance and real-world case studies

08:30–09:00

Registration

SPEAKER Nubinno

Welcome and participant check-in

09:00–09:30

Opening keynote: 2027 serialization in practice – what has changed since 2019 and what to expect next?

SPEAKER Nubinno

- How the market has matured since 2019
- The shift from implementation to operational ownership
- What to expect in the next phase of serialization

09:30–10:15

Compliance markets 2027 in practice

SPEAKER Nubinno Expert

- New deadlines
- Real operational impact
- Practical overview of the regulatory changes coming in 2027

10:15–11:00

Unlock access to online digital content through global standards

SPEAKER GS1 Global

- GS1 standards in HC
- Global harmonisation of regulations
- One Product One barcode

11:10–11:20

Coffee break

24 NOVEMBER | MIDDAY

Case Studies and Change Management

How operational gaps create risk – and how to manage change safely

11:20–12:00

Nubinno case studies: serialization incidents that cost companies time and money

SPEAKER Nubinno

- Failed EPCIS exchanges
- Repository connectivity issues
- Warehouse reconciliation problems
- Serialization audit findings
- Process and documentation gaps after implementation
- Supply chain disruption caused by data inconsistencies
- Lessons learned and corrective actions

12:00–12:45

Change management in serialization: acquisitions, system consolidation and data migration

SPEAKER Industry expert

- Serialization system changes and vendor transitions
- License acquisition and product-code transfer procedures within the European Union
- Data migration approaches and common challenges
- Partner onboarding and cutover strategies
- Standard operating procedure standardization across the organization
- People and ownership challenges after acquisition

12:45–13:45

Networking lunch

13:45–14:30

Serialization incident room: interactive crisis management workshop

SPEAKER Nubinno and industry experts

- Manage a real-life serialization crisis
- Identify operational and compliance risks
- Root cause analysis and response planning
- Expert discussion with practical recommendations

24 NOVEMBER | AFTERNOON

Operational Excellence and Closing

Cross-functional ownership, benchmarking and individual consultations

14:30–15:30

Why serialization fails between departments: the cross-functional reality

SPEAKER Nubinno

- Why serialization is not only an IT project
- Responsibility gaps across Quality, Supply Chain, Packaging and IT
- The most common ownership conflicts
- How to prevent ownership conflicts

15:30–16:45

Serialization Operational Excellence Benchmark – interactive industry benchmarking session

SPEAKER Nubinno

- Anonymous industry benchmarking results
- Serialization maturity assessment
- Operational risk and performance indicators
- Best practices for governance and business continuity
- Defining priorities for continuous improvement

16:45–17:30

Meet the Nubinno experts – individual consultation sessions

Complimentary individual consulting for attendees

17:30–17:45

Closing Remarks

Conference wrap-up, key takeaways and recommendations for the year ahead.