



PDA IT Chapter Annual Meeting

29th January 2021



Agenda

14:30-14:40, **Welcome and Introduction**, *Angela Molaschi*, PDA IT Chapter President

14:40-15:10 **Cyber security-Risk agility against Cyber Threats**, *Danilo Maruccia*, Principal Consultant and Business Partner at PQE

15:10-15:40 **Reithera: an Italian challenge to COVID 19**, *Leonardo Sibilio*, Production Manager, Reithera

15:40-15: 55 **2020 Closing and 2021 Forecast**, *Gabriele Peron*, PDA IT Chapter Treasurer

15.55-16:05 **Marketing and Social 24 months on LinkedIn**, *Alessandro Pauletto*, PDA IT Chapter SME

16:05- 16:15 **Young Professional Activities**, *Mirko Gabriele*, PDA IT Chapter Young Professionals Responsible, *Francesca Selmin*, Professor, University of Milan

16:15-16:25 **Membership initiatives**, *Mauro Giusti*, PDA IT Chapter SME

16:25-17:00 **PDA IT chapter Steering Renewal, 2021 events and discussion**, ALL



Focus on 2020



Focus on 2020: events

- **13 webinars organized:**
 - Held from April 2020 to December 2020
 - Different topics covering Quality, Production, Data Integrity and Validation areas
 - Reduced costs
 - Great participation of regulators
- **Collaboration with other associations:** first joint event (via web) with ISPE and ASCCA in November 2020
- **Young professional project**
- **Positive economical closure**



Focus on 2019: roles analysis

Executive committee: President, Vicepresident, Secretary, Treasurer, Past Presidents

Board of Directors:

Title:	Task
Membership Developer	She/he will take care of setting strategies and initiatives to increase the number of memberships
Communication	She/he will review and develop the communication and the text to promote new events and initiatives also through web tools like LinkedIn, twitter, etc...
Chapter liason and external associations	She/he will take care of relationships with external associations like AFI, ISPE and others and promote new shared initiatives. Moreover she/he will be involved in the relationship with regulatory agencies like AIFA, ICH, AFTI and others
Coordinator of Younger professionals	She/he will create the strategies to contact younger professionals to bring new ideas and innovation. This includes the creation of new contacts and shared initiatives with university.
Events organizer	She/he will give directions to the operative secretary and supervise the organization of the events.
Subject Matter Experts	She /he will propose topics and update the PDA Italy Team on latest industry trends for specific topics.



Marketing and Social: 24 months on LinkedIn



24 months on LinkedIn

[linkedin.com/company/pda-italy-chapter](https://www.linkedin.com/company/pda-italy-chapter)

2019

Company	Total followers	New followers	Number of updates	Engagement rate
PDA Italy Chapter Your company	558	353	38	19.42%
PDA - Parenteral Drug Association	31,810	20,552	499	2.97%

2020

Company	Total followers	New followers	Number of updates	Engagement rate
PDA Italy Chapter Your company	1,029	551	82	7.57%
PDA - Parenteral Drug Association	37,309	6,776	492	2.21%

Followers

2019 = da 205 a 558
2020 = da 558 a 1029

Updates

2019 = 38
2020 = 82 (+115%)



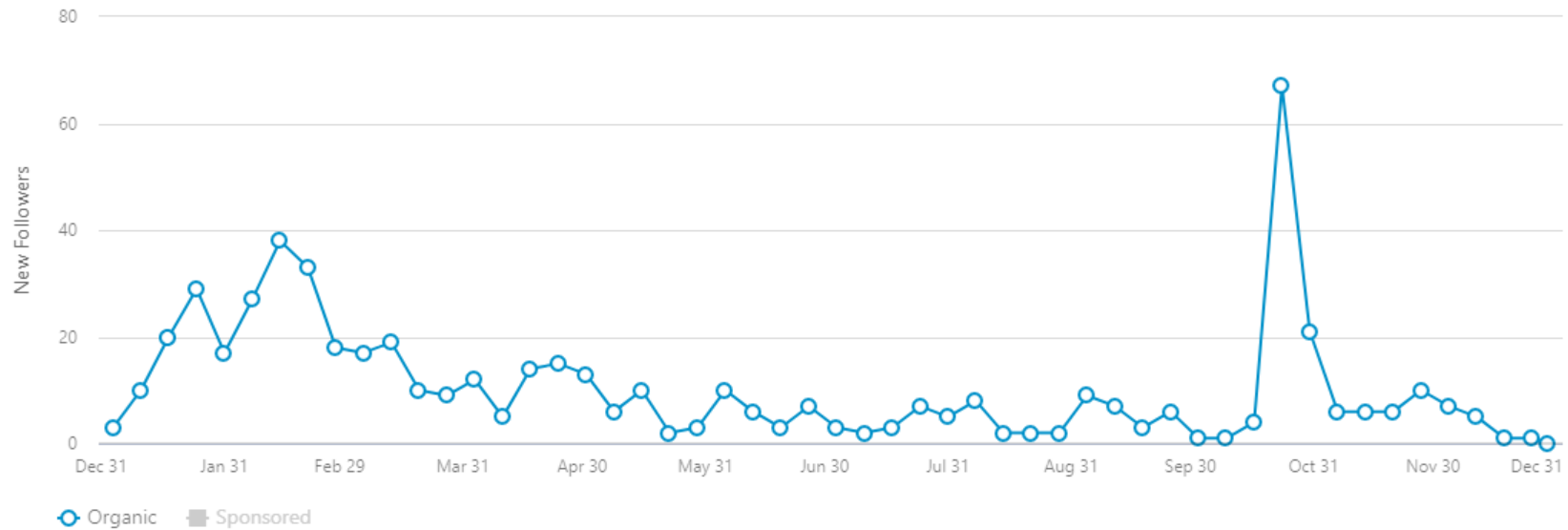
24 months on LinkedIn

Follower metrics ⓘ | Time range: Jan 1, 2020 - Dec 30, 2020 ▾

Aggregate organic and sponsored

Off

Followers growth



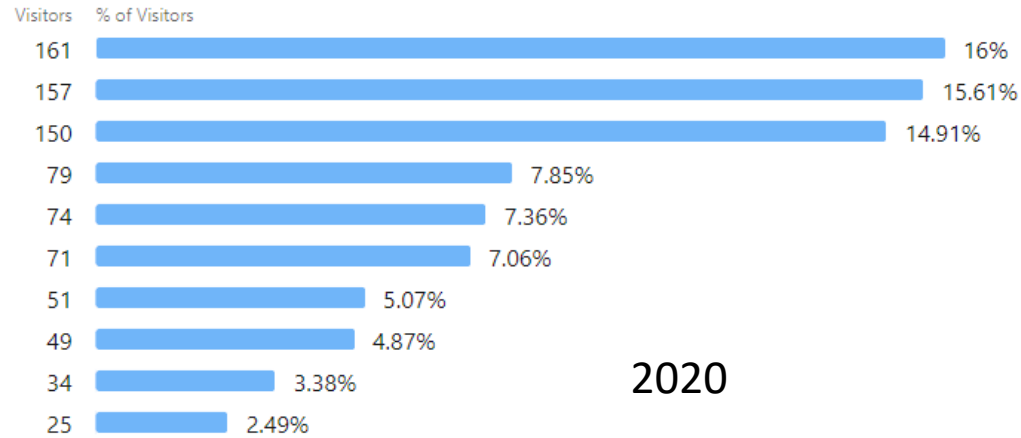


Who is following us (Job function)

Top job functions

- Sales
- Operations
- Quality Assurance
- Marketing

- Research
- Information Technology
- Business Development
- Program and Project Management
- Engineering
- Consulting

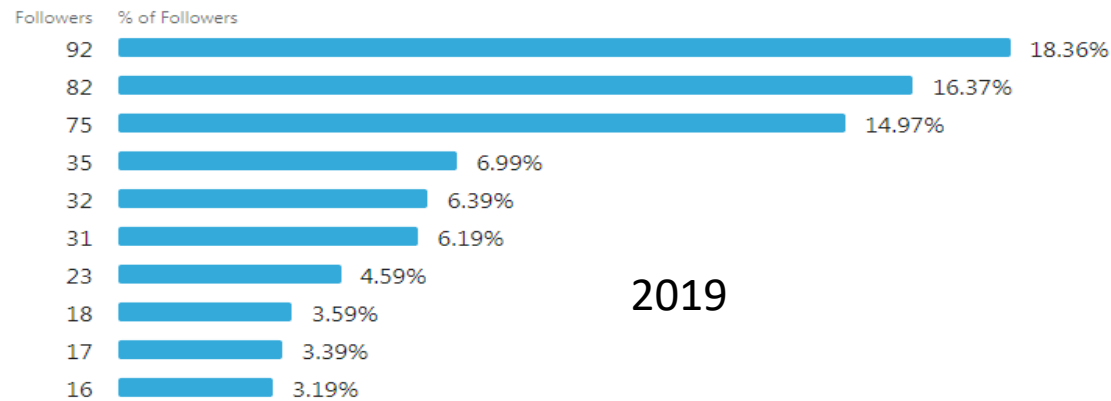


2020

Top job functions

- Quality Assurance
- Operations
- Sales
- Research

- Program and Project Management
- Business Development
- Engineering
- Information Technology
- Marketing
- Media and Communication



2019

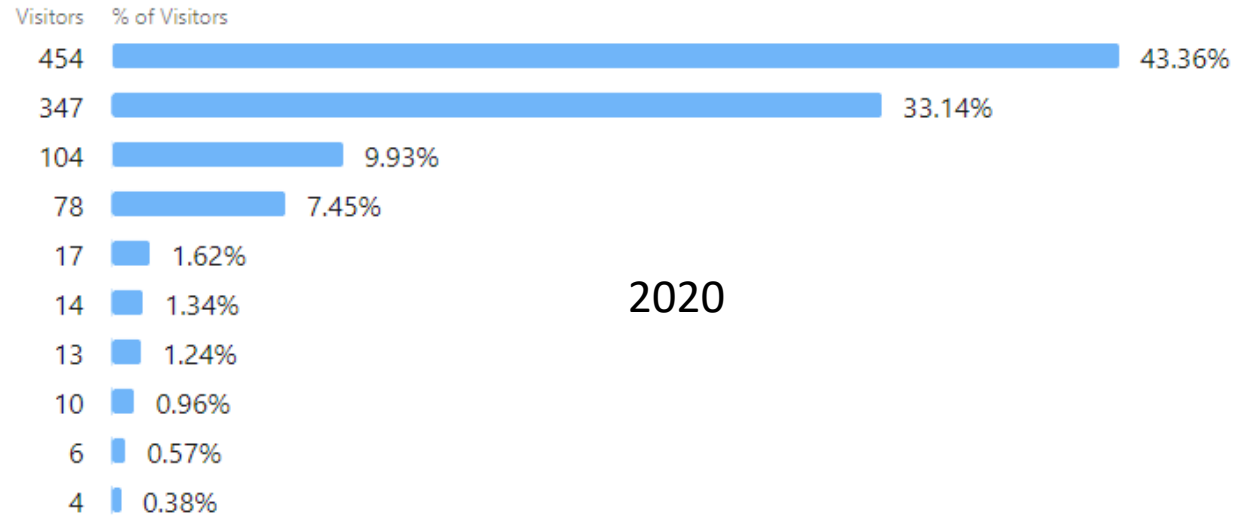


Who is following us (Seniority)

Top seniorities

- Senior
- Entry
- Director
- Manager

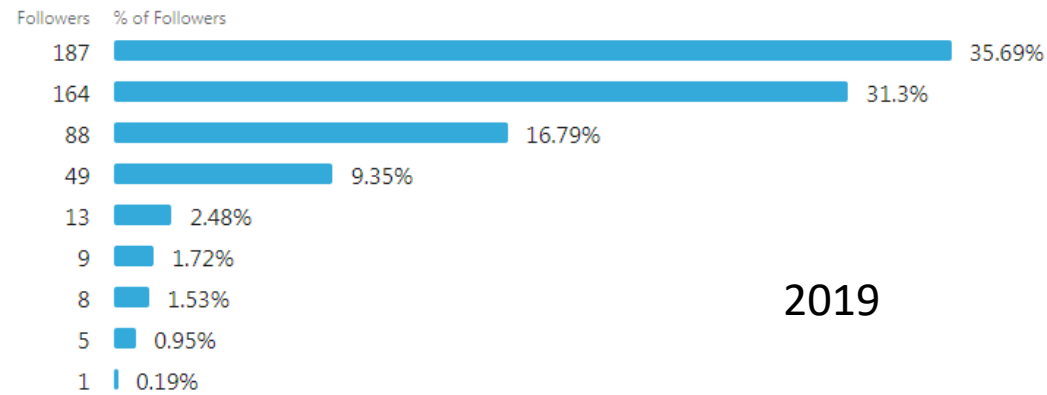
- Training
- CXO
- VP
- Owner
- Unpaid
- Partner



Top seniorities

- Entry
- Senior
- Manager
- Director

- VP
- CXO
- Owner
- Training
- Unpaid



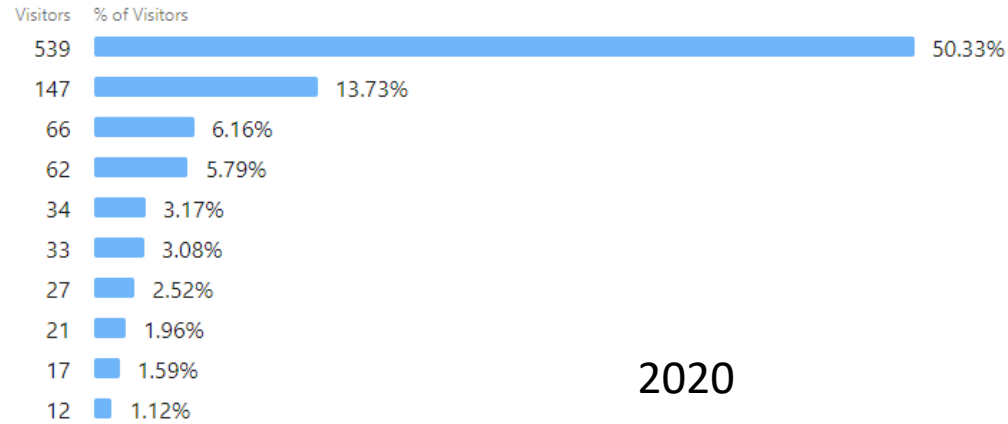


Who is following us (Industry)

Top industries

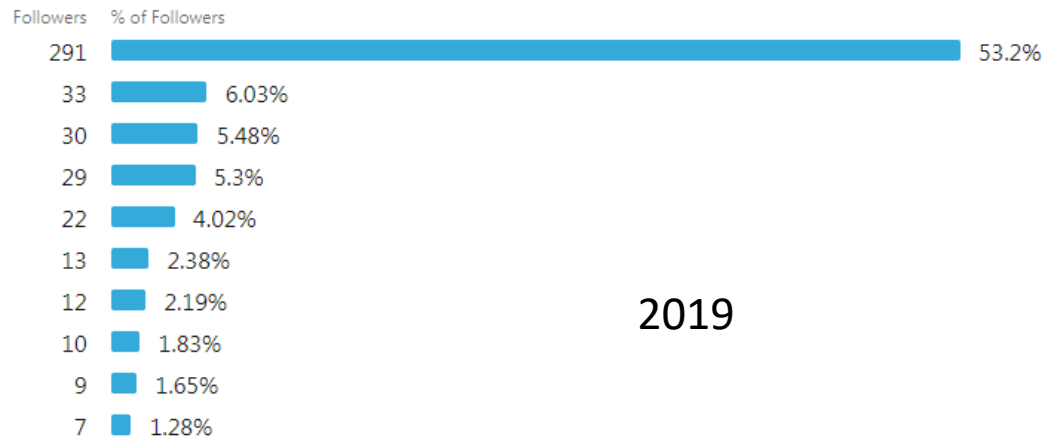
- Pharmaceuticals
- Biotechnology

- Machinery
- Research
- Hospital & Health Care
- Mechanical or Industrial Engineering
- Professional Training & Coaching
- Medical Devices
- Information Technology and Services
- Management Consulting



Top industries

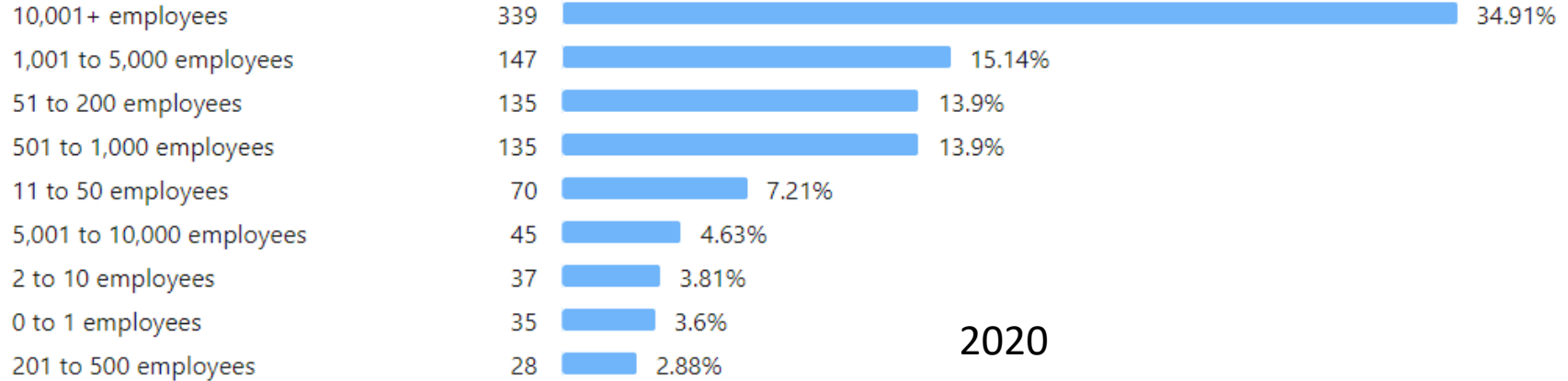
- Pharmaceuticals
- Biotechnology
- Research
- Machinery
- Mechanical or Industrial Engineering
- Medical Devices
- Chemicals
- Information Technology and Servic...
- Management Consulting
- Electrical/Electronic Manufacturing





Who is following us (Company size)

Top company sizes

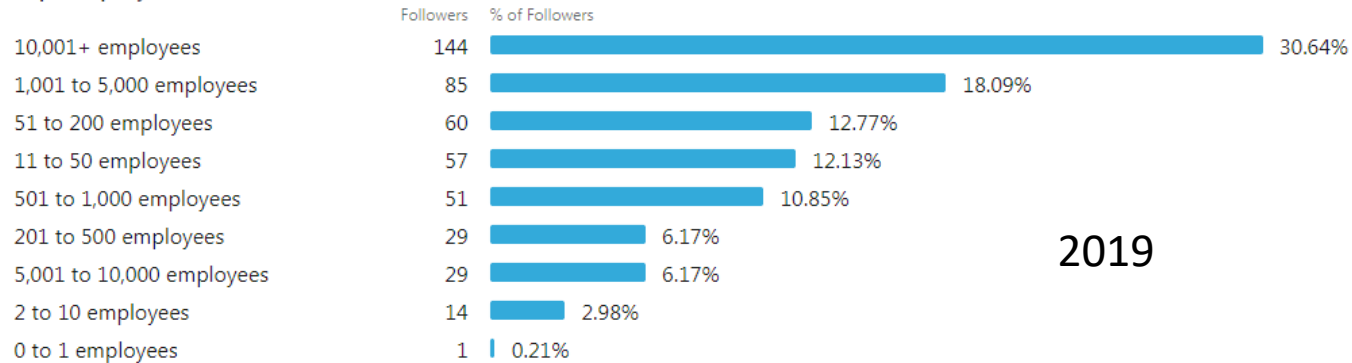


2020

Follower Demographics ⓘ

Data for: Company size ▾

Top company sizes

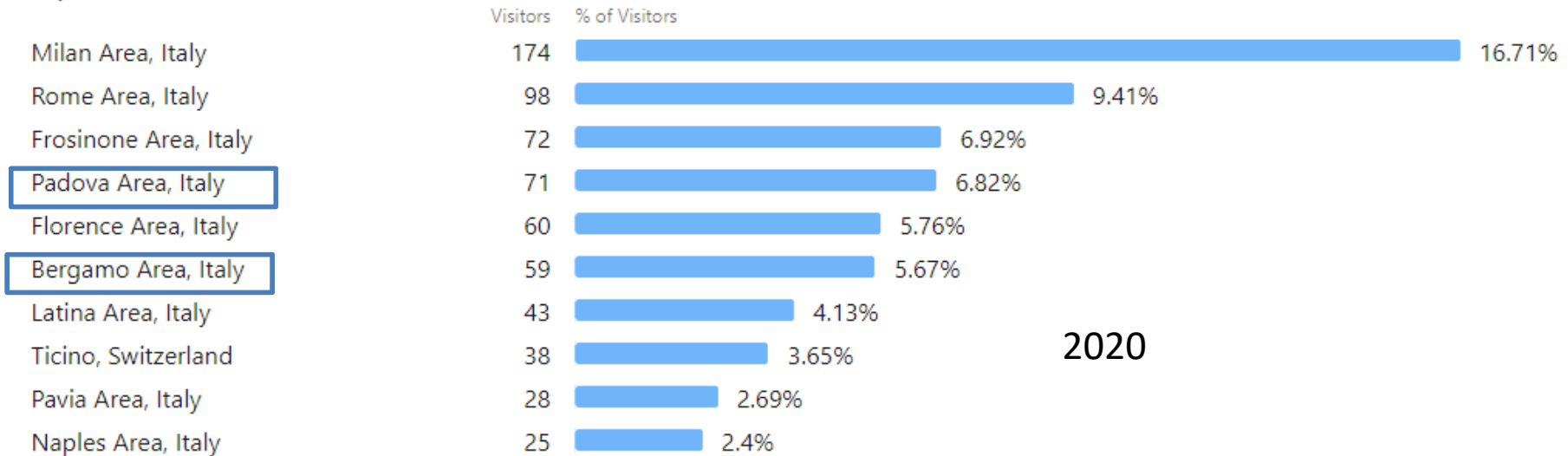


2019

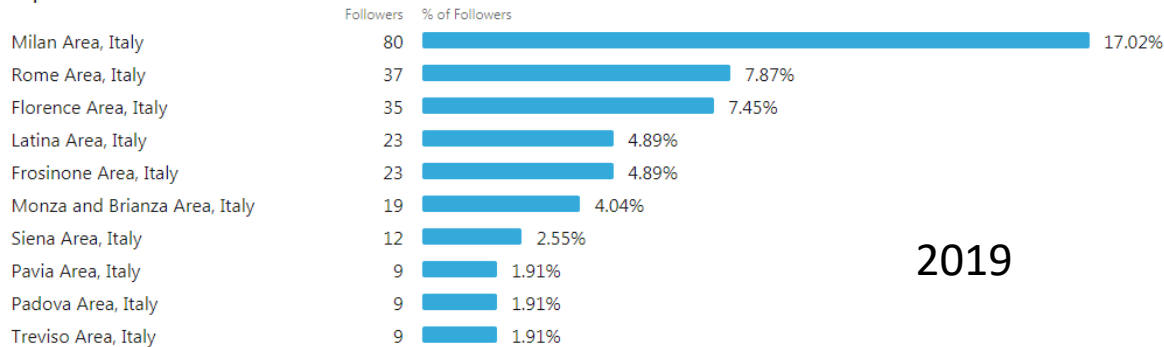


Who is following us (from where)

Top locations



Top locations





Updates

Updates

2019 = 38
 2020 = 82 (+115%)

Impressions:

550 (average)

Min 232

Max 2914

Impressions	Likes	Comments	Shares
2914	42	7	2
1959	27	2	5
1424	23	0	0
1039	19	0	2
970	11	1	10
864	24	0	2
840	13	1	2
823	14	0	6
793	9	1	2



PDA Italy Chapter
 1,029 followers
 1mo •

Thanks to all speakers, panelists and attendees of the final day of the Joint webinar ASCCA-ISPE Italy-PDA Italy on Biotech and Advanced Therapies at a Glance. A great set of presentations and open discussion.

[#pdaitalychapter](#) [#biotech](#) [#webinar](#) [#lifesciences](#) [#pda](#)

Quality Challenges in Biotech Manufacturing

Final discussion Panelists

- Andrea Simonetti, Xepics
- Angela Molaschi, Pharmatex Italia & Fisiopharma
- Concetta Paoletta, BSP Pharmaceuticals
- Filippo Trionfera, BSP Pharmaceuticals
- Francesca Micoli, GSK Vaccines Institute for Global Health
- Lucia Ceresa, Charles River
- Mauro Giusti, Eli Lilly
- Michele Simone, Bracco Imaging
- Simona Cianetti, GSK Vaccines

Moderator: Cristiana Campa, GSK Vaccines

42 • 7 comments



Young Professional Activities



Formazione

- ❖ Corso di formazione universitario sulle *Preparazione parenterali, teoria e pratica*
- ❖ Organizzato con l'Università di Milano (Prof.ssa Selmin), programma, interventi, logistica definita
- ❖ Approvato dall'Ateneo, Partenza Autunno 2021
- ❖ Programma definitivo con: teoria affrontata da professori universitari e applicazione industriale da professionisti del Pharma
- ❖ Inizio raccolta candidature Primavera 2021



Ricerca applicata

- ❖ Topic 2021: *Sistemi colloidali/dispersioni* per uso parenterale, aspetti formulativi e normativi
- ❖ Pubblicazione Scientifica prevista per Q3 2021
- ❖ Editing ongoing con gruppo specifico costituito da 9 esperti del settore universitario con 15+ anni di esperienza nel settore e partner aziendali per gli aspetti applicativi
- ❖ Siamo alla ricerca di esperti aziendali per la revisione del documento, se interessati scrivere a pda@pda-it.org



Membership initiatives



Problem statement

- PDA Italy has a stagnant number of members...more or less below 200, and with some mistakes in Chapter assignment
- Other organisations such as ISPE instead tend to have a growing number of members
- An evaluation has been asked to determine how to increase the number of members



Activities done + to be done

- **Identified areas with low PDA membership**
 - Some Pharma companies and Suppliers (equipment, components, services)
 - Majority of Universities

- **Identified possible reasons**
 - Lack of engagement in PDA activities of majority of current members
 - Lack of support from members Top Mngt, probably due to missing perception of huge PDA association benefits

- **Evaluating possible solutions**
 - Improve promotional material regarding PDA benefits
 - Assign steering team members to engage individually people from given areas
 - Contact Companies Top Mngt with President/Steering team to ask for support



Current membership



MemberPDADec2
020



2021 plans



General points and activities

- Renewal of Steering and Executive Committee
- New cycle of webinars starting in February 2021
- New ways of collaborating with Sponsors
- Support new memberships
- Cooperation with other associations
- Cooperation with University
- Increase visibility for PDA IT chapter & communication
- Website improvement and simplification



Planned webinars: first cycle

- 11th February **“The Medical Device Regulation – Guidance for Pre-filled Syringes and Combination Products”**
- 23rd February **“Sterilizing filtration: product and process specific validation, technical and regulatory aspects”**
- 18th March **“Sterilizing filtration: management of filter integrity tests failures”**
- 26th March **“QRM: Build, maintain and improve risks management, instruments and case studies”**
- 14th April **“Selection criteria for most suitable Container Closure Integrity method: matching the method to User Requirements Specifications and regulatory expectations”**
- 25th May **“Design and implementation of the contamination control strategy: PDA Italy Points of Considerations”**



Planned events

- **“Blow Fill Seal Workshop”**, 26th May, *organized with Brevetti Angela, with Virtual Tour*
- **“Cleaning and sterilization in pharmaceutical application”**, Date TBD, *hosted by Steelco, with site visit*
- **“LAL/MAT/LER advanced training”**, date TBD, *hosted by BSP*
- **“Biotech 3.0”**, date TBD, *organized with ISPE Italy and ASCCA*



Thank you!