

World Drug Delivery Summit

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Mohammad Refaat Khattab

Cairo University, Egypt

Drug delivery from commercial prospective and applied practices

Summary: Focus point on the relation between drug delivery and commercial process in parallel to real practice in form of stake holders' share of voice through groups, scripts; and direct questions from industry representatives, we need 4 Flipchart

Target Audience: scientists and industry leaders from different drug delivery sectors (preferred oncology and neuropsychiatry)

Learning Objectives (Benefits): Set a gap analysis to drive the process of drug delivery to go on a balanced way between commercial process and applied practice; in addition to delivering a unique way of communication between scientists, pharmaceutical business and medical community

Biography

Mohammad Refaat Khattab has completed his PhD from Cairo University; he has a unique blend of experience between science and business as he was COO of one of the biggest generic pharmaceutical companies in Egypt - MENA; also he worked with Bristol - Myers Squibb for more than 8 years in addition to his extraordinary and novel consultation projects in pharmaceutical industry in MENA region; this experience delivered to him the value chain in drug delivery and its impact on the commercial process and applied practice

mrkhattab2@yahoo.com

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