



## Pharma M2R Minds 2014

Keep Up To Speed: From Maintenance to Reliability | Optimising Processes | Reaching Overall Equipment Efficiency | Developing an Effective Asset Lifecycle Management | Using New Technologies

November 13 - 14, 2014 | Steigenberger Hotel Berlin | <http://pharma-maintenance2014.we-conect.com>

“Good indicator of what moves the industry in relation to maintenance.”

Klaus Seidler, Glatt GmbH / Germany

For the third time, **we.CONECT** presents the [European Pharma M2R 2014](#) – the international networking event for Pharmaceutical Maintenance that focuses on Pharma, Biotech, Life Science, Medical Devices, Packaging and other GMP-related industries. More than 100 experts and senior managers will meet in Berlin on **November 13-14, 2014** to discuss and share their experiences on challenges and solutions, technologies, trends and best practice innovations in the field of maintenance, plant asset management and equipment reliability.

## KEYNOTE SPEAKERS 2014

Short summaries of the keynote presentations at the Pharma M2R Minds 2014 in Berlin:



**Jim Kelly, Director of Asset Management, World Wide Engineering and Technical Operations at Johnson & Johnson Ireland** will hold a case study on “Maintenance Management in an Asset Management Environment – Redundant or Relevant?” and will examine the question if this management at J&J is necessary. In this context he will talk about the future of maintenance and asset management.



During his World Café, **Christian Thöne, VP Knowledge Management at Bayer Health Care Germany** will discuss which elements of total productive maintenance have already been piloted and implemented by the participants. He will talk about the real-life benefits from TPM implementations and answer if this is a technical project or a change management task.




In his case study “Using RCA to turn Reactive Events into Proactive Improvement Opportunities”, **Mike Cook, Maintenance Reliability Manager Plant Engineering & Maintenance at Merck Inc. USA** will focus on the development of a system that determines the proper level of response to the events in terms of urgency and resources to be used by. Moreover he will debate the Data Driven Reliability Process.



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**m2R** 2014 **minds**  
 NOVEMBER 13 – 14, 2014 STEIGENBERGER HOTEL BERLIN, GERMANY

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- 4 [Icebreaker Sessions](#) on the eve of the conference
- 6 [World Café](#) Sessions
- 30+ [Case Studies](#) & Keynotes
- 4 [Challenge Your Peers Roundtables](#)
- Exclusive Networking Dinner

**“A well-focused pharma maintenance conference presented by practitioners.”**

Thomas A. Koontz, AbbVie, Inc. / USA

**BRING THE TEAM!**

Save yourself the time of distributing your new knowledge to your colleagues within the company and participate in our highly interactive sessions together as a team.

- ✓ 2nd DELEGATE **25 % DISCOUNT** on the standard registration fee
- ✓ 3rd - 4th DELEGATE **35 % DISCOUNT** on the standard registration fee
- ✓ 5th + DELEGATE **50 % DISCOUNT** on the standard registration fee



You can find more Information about the Team Discount [here](#).

If you are interested in exchanging fresh approaches and new inspiration on how to empower your company’s efforts in maintenance, technical services and engineering you should not miss the **Pharma M2R Minds 2014**. Please visit our [Homepage](#) for more information about the event.

For any enquiry about the event or registration, please contact:

**Josefin Fuegener** | Marketing Development Manager  
 we.CONECT Global Leaders GmbH  
 Gertraudenstr. 10-12 | 10178 Berlin, Germany  
 Tel.: +49 (0)30 52 10 70 3 - 0 | Fax: +49 (0)30 52 10 70 3 - 30  
 Email: [Josefin.Fuegener@we-conect.com](mailto:Josefin.Fuegener@we-conect.com) | [www.we-conect.com](http://www.we-conect.com)