Unleash Scale
Cannabis in Healthcare & Consumer Products

Innovation & Scale Partners

BRUCE LINTON
Founder and Former Chairman & CEO
Canopy Growth Corporation

MARK REINDERS
CEO
HempFlax Group Bv.

DR. DANIELA. EIGENMANN
Pharmacist
Bahnhof Apotheke Langnau

DR NICOLAS VAN ELSUÉ
Centre Médical
Rollingergrund (Luxembourg)

INGEBO RG GASSER-KRISS
21st century Innovation Agent;
Member of the Board @ SV Group; Mentor @ Founder Institute;
former VP Innovation Mondelez

Tel (+44)20 8068 6664 mail: info@cannabis-innovation.com
Welcome

On the 4th & 5th of December 2019, executives representing leading brands and start-up organisations will be uncovering solutions that enable cannabis based product innovation and scale.

Split over the two days, debate will be centred on Consumers and Patients.

The CannaBiz Innovation Hub will bring together senior executives from leading Cannabis Consumer, Medical and Devices Product categories, legacy Consumer Packaged Goods and Pharmaceutical Organisations. (the product innovators)

Featuring a global speaker faculty, this event will focus on the European market and will address the innovation bottlenecks across the entire cannabis value chain.

Key Reasons to Join Us

The only conference in the industry evaluating main consumer trends - impacting the opportunities for disruption in the cannabis industry.

The Patient day of this conference is designed to examine and identify solutions to the cannabis scale challenges in healthcare. No rehashing of the same conversations but a massive focus on the short term solutions.

Innovation Central - an exclusive agenda with solutions to enable scale in innovative consumer and medicinal products that have cannabis as an ingredient.

Speaker Faculty - 4 December 2019 Retail Consumer Product Innovation

KARINA LAHNAKOSKI
Partner Risk Advisory Deloitte Canada

MARK REINDERS
CEO HempFlax Group Bv.

PENNY WHITE
President & CEO The Yield Growth Corp

JUNE NICHOLSON
EVP Partnerships & Government Affairs Hill Street Beverage Company

INGEBORG GASSER-KRIS
Member of the Board SV Group former VP Innovation Mondeléz

ROGER KOCH
Founder, CEO & Owner Koch & Gsell AG

Karina is a Partner in Deloitte’s Risk Advisory Practice and oversees CCI Deloitte’s regulatory and compliance operations to provide end-to-end business solutions at every stage of the cannabis business cycle including Licensing, Operational Compliance, Auditing, NHP, GMP implementation, Cultivation, Security and Business planning for the cannabis industry. Karina comes from a bio-pharmaceutical and medical device background where she held leadership positions with Dalton Pharmaceutical Services, Contract Pharmaceuticals Ltd and Amortis Life Sciences. Karina has worked on commercialisation and regulatory path for over 150 cannabis, pharma and device products in her time.

With pride I work as CEO at the HempFlax group of companies in order to give industrial hemp the position in the market it deserves! HempFlax was founded in 1993 by Ben Dronkers with the aim of restoring the age-old crop to its former glory. In the process, HempFlax has grown from 140 hectares of industrial hemp fibre in 1994 to 2500 hectares in 2017, and we expect to cultivate no less than 3500 hectares in 2020.

Penny has been recognised on PROFIT Magazine’s W100 list of top Canadian female entrepreneurs and was also one of five national finalists for the 2012 Royal Bank of Canada Award for Excellence in Entrepreneurship. She was also selected to audition for CBC’s Dragon’s Den based on her presentation skills. Under her leadership as CEO, her company Bacchus Law Corporation was included in the PROFIT 500 Fastest Growing companies in 2015 and 2016. The Yield Growth Corp. and it’s wholly owned subsidiary, Jove Wellness Inc.

Joven,

Roger is a visionary entrepreneur, having developed his first start-up in translation business from scratch to a multi-national company with more than 100 staff. After selling his first company in 2018, Roger dedicated himself to fulfilling his long-cherished ambition to produce his own cigarettes matching mass market products in terms of quality and experience. His company Koch & Gsell AG manufactures and sells under the brand “Heimat” the world’s first tobacco-and-hemp cigarette. They have a patent on a new manufacturing process that allows the company also to produce pure hemp pre-rolls in an industrial way.

Tel (+44)20 8068 6664

mail: info@cannabis-innovation.com
Having retained as a solicitor following a 12-year career in the Royal Air Force, I try to bring the same practical and outcome-focused approach to legal advice that I used in the cockpit.

As an associate in the London Intellectual Property team, I work on a wide variety of contentious, regulatory and commercial IP matters, with a particular focus on life sciences, pharmaceuticals and IT/telecommunications. I have gained experience on a range of transactional and contentious work across a range of sectors. In particular, I’ve been involved in a wide variety of IP licensing and transactional matters, international pharmaceutical supply agreements and brand management work (including trade mark, copyright and domain name protection). I’ve also assisted in providing regulatory advice – often coordinating the provision of advice from Bird & Bird’s international offices – across several sectors, including pharmaceuticals, advertising, packaging and WEEE.

A qualified pharmacist by profession, Gabriel has worked in the regulatory affairs field for around 12 years. Starting with the Maltese regulatory authority, continuing in GLP environments at a major pharmaceutical company as an RP and Regulatory Associate currently working in global pharmaceutical companies in the UK. Experienced in drafting and maintaining regulatory authorisations required to support a company’s business activities at CMO and to maintain compliance with relevant regulatory legislation.

Having spent the last 35 years working in industries at a point of their emergence Roger is a visionary entrepreneur, having developed his first start-up in translation business from scratch to a multi-national company with more than 110 staff. After selling his first company in 2018, Roger dedicated himself to fulfilling his long cherished ambition to produce his own cigarettes outmatching mass market producers. Since 2019 the company also to produce pure hemp pre-rolls in an industrial way.

Chair of the Cannabis Trades Association, an organisation dedicated to eliminating a bad practice in the market and to ensure that member businesses continue to trade legally and ethically in the Hemp and CBD marketplace. Since the MRHA stepped into the CBD debate last year, the CTA has dealt with the myriad Government Agencies involved. Together with representatives, the CTA has been successful in convincing the MRHA to allow the UK cannabis products industry to continue to grow.

A former public prosecutor and now a leading member of the International Bar Association and a fellow of the American Bar Association. Benjamin has worked extensively in international corporations as an in-house counsel and has been a partner in a large international law firm where he specializes in corporate law, commercial litigation and international business transactions. He has been a visiting professor in the University of London and he is a regular contributor to the media as an expert on international business and legal issues.

Strategist, entrepreneur, innovator who has dedicated life to lead transformation in Nutrition and Health across multiple industries. Paulo took over increasing responsibilities in innovation platforms, advisory and global companies up to the role of Global Head of Strategic Innovation in Nestle Skin Health. Over 20 years of career in innovation, he played a key role connecting strategies, R&D, innovation platforms, health programs across food/pharma categories and launching in Asia, Africa and South America healthy nutritious products for infant and kids.

More than 20 years of experience as a director of UK and Australian Stock Exchange, Miss Sturgess commenced her listed company career as a member of the Executive Committee of Aquarius Platinum Limited, the most successful Australian/UK dual listed company and a miner of platinum in South Africa and Zimbabwe. During her career Miss Sturgess has raised significant amounts of capital and in 2016 she spearheaded the £8m financing for the acquisition of a building materials business in the Channel Islands. After a short break, her interest in the cannabis sector commenced with a trip to Israel to review the medicinal cannabis research in that country. She subsequently founded UK based, NEX Exchanged quoted Ananda Developments plc to list in the sector and is its largest shareholder. Melissa is also the founder of premium, luxury CBD brand Montana (marijuanaonethesofa.com) and was the recipient of the Executive of the Year at the Mika Canabi Awards in November 2019.

Sprios has been providing prescient and pioneering insights on the evolution, branding and innovation within the global alcoholic drinks industry for the past decade. One of the first analysts to highlight the parallels, opportunities and pitfalls for the nascent cannabis market and its intersection with other FMCG industries. A key author in Drinks Business Magazine, a sought after contributor in Just Drinks and Drinks International as well as the creator of the New Cannabis Market Report, for Bloomberg, the Independent, the Financial Times, TimE, the WSI, CNBC and countless other media outlets.

Here at O’Shaughnessy we are the only UK company producing and selling a range of all natural botanical, fruit supplements as syrups that are infused with vitamin B Complex and a patented water-soluble Hemp CBD solution. We continues to innovate and develop new products that offer a stimulant and sugar free alternative to soft drinks for people today. Using natural fruit flavors and a blend of botanicals, B vitamin complex and CBD hemp extract you can enjoy genuine health benefits in a fresh, delicious and great value drink.

Nick became involved in the cannabis space several months prior to legalization in Canada. As CMO, he helped establish HEXO as a top ranked brand, through integrated creative campaigns and pioneering the use of social platforms for consumer engagement in a highly regulated environment. He architected the creation of ‘Original Shash’, one of the first value brands in the Canadian market.

As a transactional IP lawyer, I regularly advise clients in relation to the ownership and transfer of intellectual property rights, both in the context of stand alone transactions or as part of complex corporate matters including international M&A, corporate re-organisations, spin-outs, investment transactions, and joint ventures. I also advise on stand-alone, high value IP transactions in relation to the commercialisation and exploitation of intellectual property rights, including the assignment or licensing of IP, with particular focus on software, patents, and trade marks.

A strategic lawyer with 20 years’ experience advising on a wide range of transactional matters, in particular in the pharmaceutical and biotechnology sectors. As a member of the firm’s Global M&A team, I have advised on a number of significant cross-border M&A and carve-out transactions, as well as on the drafting of agreements for joint ventures, consultancy arrangements and complex technology sales agreements.

Maria is guiding clients through a complex legal framework for CBD commercial products in developed markets, while also monitoring legislative efforts and policy making in the emerging markets. Maria’s background is mainly with non-profits in Spain and the Balkans, where she has worked on different projects for the United Nations University, US State Department, European Bank for Reconstruction and Development (EBRD), and Sigrid Rausing Trust. She holds an LLB and an MA in International Security.

Marija is guiding clients through a complex legal framework for CBD commercial products in developed markets, while also monitoring legislative efforts and policy making in the emerging markets. Marija’s background is mainly with non-profits in Spain and the Balkans, where she has worked on different projects for the United Nations University, US State Department, European Bank for Reconstruction and Development (EBRD), and Sigrid Rausing Trust. She holds an LLB and an MA in International Security.

I also advise on stand-alone, high value IP transactions in relation to the commercialisation and exploitation of intellectual property rights, including the assignment or licensing of IP, with particular focus on software, patents, and trade marks.

A strategic lawyer with 20 years’ experience advising on a wide range of transactional matters, in particular in the pharmaceutical and biotechnology sectors. As a member of the firm’s Global M&A team, I have advised on a number of significant cross-border M&A and carve-out transactions, as well as on the drafting of agreements for joint ventures, consultancy arrangements and complex technology sales agreements.

Maria is guiding clients through a complex legal framework for CBD commercial products in developed markets, while also monitoring legislative efforts and policy making in the emerging markets. Marija’s background is mainly with non-profits in Spain and the Balkans, where she has worked on different projects for the United Nations University, US State Department, European Bank for Reconstruction and Development (EBRD), and Sigrid Rausing Trust. She holds an LLB and an MA in International Security.

I also advise on stand-alone, high value IP transactions in relation to the commercialisation and exploitation of intellectual property rights, including the assignment or licensing of IP, with particular focus on software, patents, and trade marks.

A strategic lawyer with 20 years’ experience advising on a wide range of transactional matters, in particular in the pharmaceutical and biotechnology sectors. As a member of the firm’s Global M&A team, I have advised on a number of significant cross-border M&A and carve-out transactions, as well as on the drafting of agreements for joint ventures, consultancy arrangements and complex technology sales agreements.

Maria is guiding clients through a complex legal framework for CBD commercial products in developed markets, while also monitoring legislative efforts and policy making in the emerging markets. Marija’s background is mainly with non-profits in Spain and the Balkans, where she has worked on different projects for the United Nations University, US State Department, European Bank for Reconstruction and Development (EBRD), and Sigrid Rausing Trust. She holds an LLB and an MA in International Security.

I also advise on stand-alone, high value IP transactions in relation to the commercialisation and exploitation of intellectual property rights, including the assignment or licensing of IP, with particular focus on software, patents, and trade marks.

A strategic lawyer with 20 years’ experience advising on a wide range of transactional matters, in particular in the pharmaceutical and biotechnology sectors. As a member of the firm’s Global M&A team, I have advised on a number of significant cross-border M&A and carve-out transactions, as well as on the drafting of agreements for joint ventures, consultancy arrangements and complex technology sales agreements.

Maria is guiding clients through a complex legal framework for CBD commercial products in developed markets, while also monitoring legislative efforts and policy making in the emerging markets. Marija’s background is mainly with non-profits in Spain and the Balkans, where she has worked on different projects for the United Nations University, US State Department, European Bank for Reconstruction and Development (EBRD), and Sigrid Rausing Trust. She holds an LLB and an MA in International Security.

I also advise on stand-alone, high value IP transactions in relation to the commercialisation and exploitation of intellectual property rights, including the assignment or licensing of IP, with particular focus on software, patents, and trade marks.

A strategic lawyer with 20 years’ experience advising on a wide range of transactional matters, in particular in the pharmaceutical and biotechnology sectors. As a member of the firm’s Global M&A team, I have advised on a number of significant cross-border M&A and carve-out transactions, as well as on the drafting of agreements for joint ventures, consultancy arrangements and complex technology sales agreements.

Maria is guiding clients through a complex legal framework for CBD commercial products in developed markets, while also monitoring legislative efforts and policy making in the emerging markets. Marija’s background is mainly with non-profits in Spain and the Balkans, where she has worked on different projects for the United Nations University, US State Department, European Bank for Reconstruction and Development (EBRD), and Sigrid Rausing Trust. She holds an LLB and an MA in International Security.

I also advise on stand-alone, high value IP transactions in relation to the commercialisation and exploitation of intellectual property rights, including the assignment or licensing of IP, with particular focus on software, patents, and trade marks.
Dr Horniman has thirty years’ experience in the veterinary industry, and, for more than 20 of those years, he set up and ran a group of private veterinary practices, which he has since sold. In addition to this, he worked with corporate practices as a veterinary surgeon and consultant and has worked with online veterinary pharmacies and prescription software companies. Nick started out his veterinary career by completing his Bachelor of Sciences in Veterinary Science at the University of Bristol. Nick is also the monthly veterinary surgeon on BBC Radio Gloucestershire.

Rob is an international engagement and regulatory specialist with extensive business expertise in Pharmaceutical Development, Tobacco Harm Reduction, Global Nicotine Regulation and the Emerging Medical & Consumer Cannabinoid market.

Dr Schmilowski’s expertise is the intersection between the fields of cardiology, functional medicine and epigenetics, and she partnered with other scientists across the largest medical centres around the world to perform extensive research and publish her book called Essential Angioplasty. Through her work, she is endeavouring to help advance both the scientific community and the public at large in understanding health optimisation, a topic she covered extensively in her groundbreaking 7-week programme called the Grace School.

Dr Chloe Sakal is a psychiatrist currently working for the independent scientific body Drug Science as Clinical Director of the UK’s largest Medical Cannabis pilot. She also has experience working with both MDMA and Psilocybin in clinical trials.

Has held senior position as healthcare executive for over 20 years and has been the Chief Nurse for central region in Israel as well as Hospital Manager and Care-homes Regional in the UK. With a strong portfolio of leading large teams, reshaping and re-landscaping health services in the community for private ventures, working in partnership with regulators, governmental offices and investors.

(NBRI) Clinical Research Network works in partnership with the National Health Service (NHS) to deliver high quality research. We support all phases of clinical research studies and trials across all disease areas. We turn the pledges in the government’s Strategy for UK Life Sciences into reality, by creating a better environment for conducting large scale commercial contract clinical research, so that life sciences companies can place clinical studies in the UK with confidence.

---

**Conference Agenda**

**Wednesday 4th December 2019**

**Retail - The Consumer & The Brand**

**Enhancing Human Potential whilst Enabling Cannabis as a Mainstream Ingredient**

---

**08:00 - 08:45**  
Registration & Welcome Networking

---

**08:45 - 09:00**  
Chairman’s Welcome Remarks & Start of the Event  
Tim Byrne, Director, The Disruptive Business Partnership

---

**09:00 - 09:40**  
Novel Foods Act, Regulatory Review on THC-free Cannabis-based Products  
This session will highlight the legislative changes likely to impact the sale of CBD/ Hemp based foods, supplements and cosmetics across Europe. The focus will be on opportunities and likely shifts impacting the boundaries for scale and innovation.  
Mark Reinders, CEO, HempFlax Group Bv.  
Ben King, Associate, Bird & Bird

---

**09:40 - 10:10**  
The Big CPG Disruption - Where’s the Gap for Legal Cannabis?  
An exclusive session dedicated to identifying gaps in the legacy industries that can be successfully commercialised through innovative consumer products with cannabis-based ingredients. This session will delve into monumental shifts impacting the existing CPG global players whilst debating the evolving trends in the cannabis industry.  
Spiros Malandrakis, Head of Research- Alcoholic Drinks, Euromonitor International  
Shane MacGuill, Head of Tobacco Research, Euromonitor International

---

**10:10 - 10:35**  
Future Proofing Your Business  
Cannabis in Canada – an Update After a Year of Legalisation  
Karina will share Deloitte’s Insights on the Canadian Cannabis Market, including challenges and opportunities in the sector as it relates to market drivers of valuation, regulatory and quality developments, and industry trends relating to consumer package goods.  
Karina Lahnakoski, Partner Risk Advisory, Deloitte Canada

---

**10:35 - 11:00**  
Structured Networking Break
Conference Agenda
Wednesday 4th December 2019

The Consumer & The Brand
Enhancing Human Potential whilst Enabling Cannabis as a Mainstream Ingredient

11:00 - 11:25 Nutrition Spotlight - The Future of Food and the Opportunity for Cannabis Ingredients
Consumers' relationship with food is undergoing a seismic shift. Plant Based Diets, Gut Health Awareness and Food as Medicine are gaining traction, inspired by a more holistic view of the human body and its interactions with what we ingest. Innovations in wearable devices and diagnostic technologies additionally fuel these developments. Could this be a big opportunity for CBD? This session will outline major trends in eating and drinking, and propose a reframe of the potential challenges around adoption of cannabis ingredients in the food industry.
Ingeborg Gasser-Kriss, former Vice President Global Innovation, Mondelez International

11:25 - 11:50 How to Sustain Growth beyond the Hype, Cannabis Business Strategy 2.0
What are the key building blocks that enable sustainable growth long term? What are the scale and transformation challenges and how to overcome them? Large scale retail partnerships now hold the key to brand supremacy. What are the requirements? This session will also evaluate lessons learned from across the industry from corporate governance to investor management and customer care.
June Nicholson, EVP Partnerships & Government Affairs, Hill Street Beverage Company

11:50 - 12:35 Panel Discussion
Innovation & Collaboration - How to Innovate and Collaborate Successfully in a Highly Regulated and Emerging Industry
With good partnerships essential for the success of innovative products, this session will guide you through the best practices vital to any partnership agreement. Identifying the right partner - strengths, weaknesses, opportunities and risks
Partnership strategy - short term vs long term
Product development and innovation - think big start small and be scale ready
Penny White, President & CEO, The Yield Growth Corp
Melissa Sturges, CEO, Ananda Developments Plc/ Montana
Roger Koch, Founder, CEO & Owner, Koch & Gsell AG
Dr Christopher Callaghan, Chief Science Officer, Jersey Hemp
June Nicholson, EVP Partnerships & Government Affairs, Hill Street Beverage Company

12:35 - 13:35 Networking Lunch

13:35 - 14:15 Panel Discussion
How to Successfully Commercialise Innovation on a Global Scale - Insights into CPG Product Development with “Problematic” Ingredients
This is an unmissable session highlighting unique perspectives from large corporations. The next growth phase in the cannabis industry will certainly be driven by integration of cannabis based ingredients in exiting consumer products, products that consumers know and trust. A panel of executives whom have considerable experience of enabling innovation and evaluating risk will share their perspective on the key considerations large CPG organisations make when evaluating sensitive ingredients.
Ingeborg Gasser-Kriss, former VP Global Innovation at Mondelez International
Alex Raverstock, UK Product & Pack Testing Lead, Ipsos
Paolo Arancio, Global Head of Strategic Innovation Partnership & (former) Nestle Skin Health
Nicholas Davies, Former CMO, HEXO Corp

This conference is a unique platform for networking, designed based on indepth research conducted in person to ensure the debate centres on the key aspects that will create the next wave of opportunities for cannabis based products - consumer and patient focussed.
Conference Agenda
Wednesday 4th December 2019

The Consumer & The Brand
Enhancing Human Potential whilst Enabling Cannabis as a Mainstream Ingredient

Interactive Deep Dive Sessions

14:15 - 15:15  
**Gold Standard Quality Control and Quality Assurance - Identifying the QA/ QC Framework Necessary for Delivering Quality Products on a Global Scale**
Karina Lahnakoski, Partner Risk Advisory, Deloitte Canada

**Bioavailability & Drug Delivery Innovation**
Distinguishing between hype and reality. What are the latest developments?
Courtney Betty, President and CEO, Timeless Herbal Care

**Extraction - How to Effectively Identify the Latest Extraction Technologies Enabling Future Product Developments**
latest innovations in the extraction sector of the cannabis industry and their potential impact on future product innovation
Dr Christopher Callaghan, Chief Science Officer, Jersey Hemp

**The Problems (and solutions) with Packaging and Consumer Research Based Innovation**
Alex Baverstock, UK Product & Pack Testing Lead, Ipsos

**Code of Practice - Create a code of practice for food and drinks brands that encapsulates ESG values for responsible naming, packaging and promotion of novel foods**
Rupert Leigh, Director, Jackpot Peanut Butter

15:15 - 15:45  
**Structured Networking Break**

Interactive Deep Dive Sessions

15:45 - 16:45  
**Digital Innovation Spotlight**
Digital innovation solutions to increase efficiency and precision
Michael Milburn, Co-founder, DRUIDapp Inc.

**The Food and Beverage Industry Segment**
From the ingredient to the consumer - how to navigate complexities
Tony Fowler, Founder and Director, O'Shaughnessy Drink Company

**Packaging Innovation & Social Brand Impact in a Highly Regulated Industry**
Louis L Christodoulou, Director & Co-Founder, HERBL

**Enabling Compliance with Commercial CBD – Navigating Regulatory Framework across EU and Asia**
Marija Obradovic, Senior Legal Analyst, CBD-Intel

**Lawyer Hour**
Representing USA, Europe and UK delegates will have the opportunity to gain visibility on the regulatory landscape impacting opportunities with cannabis ingredients

16:45 - 17:10  
**Cosmetics Case Study**
**Marketing & Branding Strategy in a Noisy Regulated Market**
Given the increased number of products and brands clustering the Health & Wellness category having an excellent marketing strategy with gold standard execution will create the ambassadors that your brand needs and help you stand out in a noisy market place. This session will delve into:
- How to create and deliver a communication strategy in a highly regulated market
- Premium vs Mass Market - key differences in brand and communication strategy
- Evaluating successful lifestyle brands to realise the potential challenges in defining and executing a similar strategy
Penny White, President & CEO, The Yield Growth Corp
The Consumer & The Brand
Enhancing Human Potential whilst Enabling Cannabis as a Mainstream Ingredient

Interactive Deep Dive Sessions

17:10 - 18:10

IP Issues & the Freedom to Operate - Value and Protection Strategies
Increase the value of your brand and protect your R&D efforts by overcoming common pitfalls
James Pearson, Associate, Bird & Bird

The Cosmetics Market Opportunity
Understanding the complexities of creating a cosmetic product as well as the overall key market drivers

Distribution Strategy
How to identify the most valuable partnership opportunities and how to set up a scale ready infrastructure

DIY Session - Road-Mapping the journey for CBD products into the Food and Drink Sector
Steve Osborn, Director & Technology Scout, AuroraCeres

Quality Assurance in the Food & Beverage Industry - Consideration of food quality systems compliance to generate marketable biorefined cannabis ingredients for the F&B industry
Dr Nikos Mavroudis, Associate Professor in Food Quality and Regulation Programme Director BSc Food Science with Business, Department of Food and Nutritional Sciences, University of Reading

Identifying Potential Pitfalls in CBD Product Testing
Ensuring the right potency and certification is paramount - where are the main challenges in product testing?
Mike Harlington, Chairman, Cannabis Trades Association

18:10 - 19:30
Europe themed Drinks Reception
In an innovative and fun format attendees will be able to network and connect efficiently with those who are most relevant to their growth strategy.
Day Two - Thursday 5th December 2019

The Patient: Improving Quality of Life whilst Advancing Cannabinoid Science

08 00- 08:45  Registration & Welcome Networking

08:45 - 09:00  Chairman’s Welcome Remarks & Day One Recap  
Rob Burton, Director, The Disruptive Business Partnership

09:00 - 09:25  Using Cannabis-Based Medicine in 2020 - The Patient Perspective  
The cannabis medicinal evolution holds the power to positively impact millions of patients. What is like to be a medical cannabis patient in UK in 2020? What are the obstacles, the genuine challenges in getting the right product and what could be done by the medical profession as well as by the cannabis industry?  
Hannah Deacon, Mother to Alfie Dingley (first UK patient to receive medical cannabis)

09:25 - 10:05  Keynote Thought Leadership Interview  
Bruce Linton, Former co-CEO, Canopy Growth Corporation

10:05 - 11:00  The UK & EU Regulatory Framework for Cannabis Based Pharmaceuticals Innovation - Learning from Canada & USA to Overcome Scale Challenges  
This session will highlight the key challenges in growing and providing access to cannabis-based medicine in UK & Europe. Will delve into the regulatory fundamentals that make certain European countries more open than others and the impact licence to grow has on accessing cannabis-based medicine.  
Rob Wilson, CEO, Conservative Drug Policy Reform Group  
Dr Anne Katrin Schlag, Head of Research, DrugScience & Fellow at King’s Centre for Risk Management, King’s College London  
Nic Easley, Founder & CEO, 3C Consulting, LLC™

11:00 - 11:30  Structured Networking Break  
The unique format of this networking break will cluster people around the same interest areas and enable you to identify the attendees who share common objectives.

11:30 - 12:30  Why Won’t Doctors Prescribe Cannabis? What are the Potential Solutions?  
Open Debate from Political, Pharmaceutical and Medical Perspectives  
Despite last year’s change in the law legalising the supply of medical cannabis, NHS patients in need are still being refused prescriptions. With over 80,000 UK doctors legally certified to prescribe medical cannabis, why are the NHS prescriptions so few and far between? Where are the gaps in government policy? Is the cannabis industry doing enough to facilitate access to information and education?  
An unmissable session for those developing products targeting patients.  
Professor Mike Barnes, Consultant Neurologist  
Dr Nicolas Van Elsue, Centre Médical Rollingergrund (Luxembourg)  
Dr Liz Iveson, Consultant Stroke Physician, York Teaching Hospital NHS Foundation Trust  
Tonia Antoniazzi, Member of Parliament for Gower (Labour Party)  
Dr. Daniela. Eigenmann, Pharmacist, Bahnhof Apotheke Langnau AG (Switzerland)  
Dr. Chloe Sakal, Psychiatrist and Drug Science Clinical Director, Drug Science

12:30 - 13:30  Networking Lunch

13:10 - 13:35  Sourcing Active Pharmaceutical Cannabis Ingredients - Best Practice  
An insight study of cannabis and its variety of chemical compounds delivering a pure and finest CBD extracts and isolates through organic processes adapted from harvesting to the extraction methods.  
Felipe Velasquez, CEO & Co-Founder, FCM Global and supporting speaker Juan Pablo Soler
Patient Centric - Improving Access whilst Advancing Cannabinoid Science

13:35 - 14:00 Providing Medical Cannabis to the German market - Insights and challenges
• What is the legal framework for import into the German market?
• What hurdles have to be taken?
• What are relevant roles in the supply and what responsibilities are resulting?
  Xenia von Maltzan, Principal Consultant, ProPharma Group Germany

14:00 - 15:15 Enabling a Successful Clinical Study - Case Study Examples
Clinical studies are essential to increase the medical profession acceptance of cannabis based medicine. However developing and running a clinical study can be extremely difficult and this session will highlight methodologies.

Sativa Investments teams up with King's College London to research cannabinoids for medicinal use. Sativa will supply the university with specific strains of cannabis plants that contain various combinations of the spectrum of at least 113 known cannabinoids
  Dr Nick Horniman, Director of Regulatory Affairs, Sativa Investments
  Carmen Lo

Feasibility, setup and delivery of cannabis clinical trials. What support is available?
The National Institute for Health Research - a government organisation, globally unrivaled that supports all aspects of research for companies across the world.
Funding opportunities and rapid access to early phase experimental medicine expertise.
Free of charge robust feasibility services and efficient and effective set-up and delivery of clinical trials at scale in the NHS
  Theo Christie, Business Development Manager | CRN National Coordinating Centre (CRNCC) | NIHR Clinical Research Network (CRN)

The Clinician’s Experience in Clinical Trials and Case Studies Review
Being a clinician as part of the team running clinical trials and research means that we are in a very unique position. We are the ones looking after the patients and coordinating their care, being the advocate, their confidant and professional.
This comes with great deal of responsibilities and at times difficulties.
During this lecture, we will share our decade of experience and expertise during the process and highlight points for discussion.
  Yifat Eve Talmor, Head of Business Development, NiaMedic

15:15 - 15:30 Introduction to Nature Identical Material and the Potential Impact for Pharma and Clinical Studies
Silke Hilmer, Director Global Marketing, Aroma Molecules Division, Symrise

15:30 - 16:00 Networking Break & Refreshments

Prescriber Questions - Tactical Session
Doctors have the opportunity to engage with other healthcare professionals and medical cannabis providers in an open discussion around methodology, dosage, follow through and contraindications

16:00 - 16:25 Establishing the Operating Infrastructure for Cannabis-based Medicine
The route to market and operational infrastructure is absolutely essential to anyone seeking to launch or create medicinal cannabis. This session will highlight the existing pharmaceuticals go to market models.
  Gabriel Micallef, Regulatory Submission Manager, Janssen Inc
CannaBiz Innovation Hub  
December 4-5 | London, UK

![Image](502x25 to 1205x1183)

**The Patient - Improving Quality of Life whilst Advancing Cannabinoid Science**

**16:25 - 16:50 Closing TED Style Keynote**

**Serving the Holistic Human Being - Why the Current Health & Wellness System Needs a Fundamental Change**

The main drivers impacting the world population have opened up an unparalleled opportunity for CPGs, Doctors and Businesses to create innovative products that serve the entire human and seek to elevate their overall lifestyle. Cannabis has the potential to deliver on this, but will the industry maximise the opportunity? What could be the challenges and how to overcome them?

Dr Eva von Schmilowski MD MSc PhD Cardiologist, University College Hospital

**16:50 - 17:00 Chairman’s Closing Remarks**

**17:05 End of the Event**

---

**Previous Hhub Event Feedback**

“Your events are so clearly different from the masses - in fact, everyone who reads this: attend hhubs's great events in the UK!”

**Nicola Breyer, Head of Commercial Growth & Transformation, PayPal**

“What a fabulous 2 days with a phenomenal calibre and experience of speakers... was a privilege to share my practices, perspectives and passion to such a great & experienced audience. The openness in which challenges, lessons and successes were shared between leaders and companies truly embraced the ethos of open innovation & true community. What a joy.

**Kimberley Abbott, Founder & CEO, Vested, United Nations Independent Consultant**

“Super well organised, great set of speakers and a lot of food for thought! Great work! You rocked this!!”

**Fernanda Torre, Visiting Teacher, Stockholm School of Economics**
## How to Register?

**Book Online**

(+44)20 8068 6664

info@cannabis-innovation.com

---

## Bring the Team!

- 10% discount - 2 delegates
- 15% discount - 3 delegates
- 20% discount - 4+ delegates

*please get in touch for more details, discount can be claimed on bookings made for delegates in the same company or partner

---

### Type of Ticket | What is Included | Standard Prices
--- | --- | ---
**Networking Product Innovator Delegate*** | • Access to all sessions, panels and briefings  
• Your lunch and refreshments over the two days  
• Invitation for the Drinks Reception Networking  
• Access to the Meetings Concierge  
• Post event access to all conference material & event notes book | £499*

*This ticket is available for representatives of Consumer Brands (F&B, Tobacco, Pharmaceuticals, Consumer & Pet Wellness, Nutraceuticals) & Investors and is exclusive of UK VAT

**Networking Vendor Delegate*** | • Access to all sessions, panels and briefings  
• Your lunch and refreshments over the two days  
• Invitation for the Drinks Reception Networking  
• Post event access to all conference material & event notes book | £1,145*

*This ticket is available for representatives of technology & equipment suppliers, raw product/API suppliers, legal and marketing services suppliers as well as consultants and is exclusive of UK VAT

---

### Venue

**Park Plaza Riverbank**

London, UK


---

**Tel** (+44)20 8068 6664  
**mail** info@cannabis-innovation.com