



Biosimilars LatAm

- Colombia 2025

April 8th
CCB Cedritos
Bogota, Colombia

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Speaker Panel



Marcelo Holanda
Biocon, Brazil
Head of Latam

Chairman



Tonatiuh Cortes Esquivel
Siegfried Rhein, Mexico
Technology Transfer and
Optimization Manager



Sol Ruiz
AEMPS, Spain
Head of Biologics, Advanced Therapies, and
Biotechnology



Indhira Johana Bernuy Zagaceta
DIGEMID, Peru
Executive Director of Pharmaceutical
Products Directorate



Peter Gurske
Seafront Biotech, Germany
Managing Director



Edwin Cruz
Sartorius, Germany
Manager of Process Consulting



Francisco Rossi
INVIMA - Colombia
General Director



Aditya Raghuvanshi
Hangzhou Cobetter Filtration Equipment,
China/India
Global Biopharma Technical Manager



Rocio Parra
LifeFactors, Colombia
Global Strategy Director



Claudia Patricia Vaca González
Think Tank "Medicines, Information and
Power" UNAL, Colombia
Founder and Head



Federman Nunez
CNQF, Colombia
President



Adriana Robayo
IETS, Colombia
Executive Director



Pedro Flórez
Senate, Colombia
Senator



Carolina Wiesner Ceballos
National Cancer Institute, Colombia
General Director

Speaker Panel



Miguel Angel Bustos
CCB, Colombia
Pharmaceutical Cluster Initiative
Leader



Attendee Profile & Venue

Attendee Profile

VPs, GMs, Heads, Directors, Managers, Specialists,
HCPs, Patients, Academy, Investors, Institutions,
Associations, Service Providers, Government Agencies,
Industry Executives from LatAm

From these Areas:

R&D, Pre-clinical Development, Design, Manufacturing,
Clinical Development, Quality Control, Quality Assurance,
Production, Commercial, Facility, Engineering, Marketing,
Medical Affairs, Regulation & Compliance

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Sede y Centro Empresarial Cedritos

Av. Cra 19 #140-29, Bogotá



Meet

Gather at the Forum along with Experienced Executives from the field

Network

Build Legitimate Professional Connections During the Program's Networking Activities

Grow Together


Find Professional Opportunities and Updates in the Market that will Help your Company Produce More and Better Therapies for Society

April 8 , 2025

Sede y Centro Empresarial Cedritos
Bogotá, Colombia





08:30 Check-In & Coffee 

09:05 Welcome Speech

09:20 Advanced Local Regulation: Unlocking the Potential of Biosimilars

Examine recent updates to Colombia's regulatory framework, focusing on accelerating approval timelines and aligning with international standards to enhance market access for biosimilars.



Francisco Rossi
INVIMA - Colombia
General Director

09:40 Strategies for the Consolidation of the Biosimilars Industry: Lessons Learned from biosimilars in Europe to support biosimilar's development in the region

Evaluate key strategic initiatives to strengthen the Colombian biosimilars sector, ensuring long-term sustainability, competitiveness, and regional leadership.



Francisco Rossi
INVIMA - Colombia
General Director



Carolina Wiesner Ceballos
National Cancer Institute, Colombia
General Director



Sol Ruiz
AEMPS, Spain
Head of Biologics, Advanced Therapies and Biotechnology

10:25 1-to-1 Meetings

10:45 Case Study



Edwin Cruz
Sartorius, Germany
Manager of Process Consulting


11:05 Data Box: Results of Integration of AI and Machine Learning in Bioprocesses

Present the latest advancements in AI and machine learning applications in biosimilar manufacturing, highlighting improvements in process efficiency,

11:15 Case Study



Claudia Patricia Vaca González
Think Tank "Medicines, Information and Power" UNAL, Colombia
Founder and Head

11:35 Coffee & Networking 

12:05 Tangential flow filtration solutions to meet the complex and novel biologic processes



Aditya Raghuvanshi
Hangzhou Cobetter Filtration Equipment, China/India
Global Biopharma Technical Manager

12:25 Opinion Box: Capitalization Strategies for Expansion of the Biosimilar Sector

Explore sophisticated financial models and investment strategies essential for scaling biosimilar manufacturing infrastructure and fostering industry growth in Colombia.

12:35 Redefining the Role of Industry in LATAM's Health Autonomy

Analyze the industry's role in securing Colombia's self-sufficiency in essential medicines, focusing on government incentives, policy integration, and strategic partnerships.



Adriana Robayo
IETS, Colombia
Executive Director



Indhira Johana Bernuy Zagaceta
DIGEMID, Peru
Executive Director of Pharmaceutical Products Directorate

13:20 Case Study



Miguel Angel Bustos
CCB, Colombia
Pharmaceutical Cluster Initiative Leader

Day 1

April 8

13:30 Break

15:00 Case Study



Federman Nunez
CNQF, Colombia
President



Pedro Flórez
Senate, Colombia
Senator

15:20 Data Box: Data Access of PDPs for Innovation and Production of Biosimilars

Assess the role of Public-Private Development Partnerships (PDPs) in fostering innovation, improving data accessibility, and enhancing local biosimilar production capabilities.



Peter Gurske
Seafront Biotech, Germany
Managing Director

15:30 Strengthening Capacities: Education and Technology Transfer

Examine advanced training programs and institutional collaborations that drive technology transfer and capacity building in the Latin American biosimilars sector.



Rocio Parra
LifeFactors, Colombia
Global Strategy Director



Tonatiuh Cortes Esquivel
Siegfried Rhein, Mexico
Technology Transfer and Optimization
Manager

16:15 1-to-1 Meetings

Chairman

JackLeckerman



Marcelo Holanda
Biocon, Brazil
Head of Latam

16:45 Strategic Advances in the Colombian Biosimilars Market

Assess recent regulatory and strategic developments positioning Colombia as a key player in the biosimilars market, identifying investment opportunities and critical industry partnerships.



Marcelo Holanda
Biocon, Brazil
Head of Latam

17:15 Day Remarks

17:30 1-to-1 Meetings

18:00 Farewell

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Biographies



Marcelo Holanda
Biocon, Brazil

Experienced Hospital Manager with a demonstrated history of working in the pharmaceuticals industry. Skilled in Negotiation, Marketing Management, Business Planning, Medical Devices, and Oncology. Strong business development professional with a CAEG focused on Marketing and Finance from Fundação Getulio Vargas.



Sol Ruiz
Siegfried AEMPS, Spain

Experienced Hospital Manager with a demonstrated history of working in the pharmaceuticals industry. Skilled in Negotiation, Marketing Management, Business Planning, Medical Devices, and Oncology. Strong business development professional with a CAEG focused on Marketing and Finance from Fundação Getulio Vargas. Sol Ruiz is Head of Biologics, Biotechnology and Advanced Therapies at the Spanish Medicines Agency. She has a PhD in Biology (Immunology). She is a member of the CAT (Committee for Advanced Therapies) and a co-opted member of the CHMP (Committee for Human Medicinal Products) at the EMA (European Medicines Agency) since 2007. She has been the chair of the BWP (Biologics Working Party) at the EMA from 2014 until February 2023.



Tonatiuh Cortes Esquivel
Siegfried Rhein, Mexico

Pharmaceutical Chemist with an MsC degree in Biochemistry focuses in bioprocess by the National Autonomous University of Mexico. With 10 years of industry experience in biopharmaceutical and pharmaceutical manufacturing. The main focus of their professional career has been: process development and improvement, technology transfer, and process validation.



Indhira Johana Bernuy Zagaceta
DIGEMID, Peru

Pharmaceutical Chemist from National University of Trujillo, with a Master degree in Public Management. She has more than 15 years of professional experience in public sector. Her career includes key roles as specialist and executive in the different components of the public supply chain and health regulation for the registration, control and health surveillance of the same. In addition, she is a professional certified by OSCE and she currently serves as Executive Director of Pharmaceutical Products at Digemid.



Peter Gurske
Seafont Biotech, Germany

Peter Gurske is the Managing Director of Seafont Biotech, Germany, specializing in connecting Latin American biotech and pharma companies with German suppliers. He facilitates access to raw materials, analytical technology, and equipment, offering cost-effective and collaborative solutions.

Recognized as a Latin America specialist, he also helps medical product manufacturers expand into Germany and Europe. Additionally, he organizes business missions, matchmaking events, and technology seminars in the life sciences sector.



Edwin Cruz
Sartorius, Germany

Edwin is a process engineer with extensive experience in the biopharmaceutical industry. He currently leads a global team at Sartorius, specializing in process design and GMP facility layout.

With over a decade of expertise in process engineering, project management, and conceptual design, he has worked with companies such as Bioenergy S.A.S., The Dennis Group, and Northeast Biodiesel, LLC, as well as contributing to research at TU Bergakademie Freiberg.

His strategic approach and leadership have positioned him as a key figure in optimizing biopharmaceutical processes worldwide.



Aditya Raghuvanshi
Hangzhou Cobetter Filtration
Equipment, China/India

I am a Global Biopharma Technical Manager at Cobetter Filtration Group with over 15 years of expertise in biopharma and pharma industries. I specialize in filtration and single-use solutions, bridging manufacturers and end-users to deliver innovative, cost-effective outcomes. With a strong background in biotechnology and competencies in filter sizing, downstream biomolecule processing, and validation tests, I have supported global clients across complex formulations. My mission is to provide high-quality solutions in purification and separation, ensuring excellence in the pharmaceutical sector.



Rocio Parra
LifeFactors, Colombia

Rocío Parra is a seasoned professional in the health and biotechnology sector, specializing in plasma and blood-derived product management. She currently serves as Director of Global Plasma Strategy at LifeFactors, leading the strategy to enhance the availability of blood-derived products.

Her career includes key roles at LifeFactors, Werfen Colombia SAS, the Ministry of Health and Social Protection, and Invima, with expertise in public policy, inspection and surveillance, and specialized product management. She also has teaching experience in transfusion medicine and blood banking.



Francisco Rossi
INVIMA - Colombia

Francisco Rossi is a Colombian physician and epidemiologist, currently the General Director of INVIMA. With over 25 years of experience, he has played a key role in pharmaceutical policies and intellectual property.

He has worked with WHO, the World Bank, and the Inter-American Development Bank, and previously held positions at the National Institute of Health and the Ministry of Health. In 2024, he was officially appointed as INVIMA's director, after serving twice as interim head.



Adriana Robayo
Institute for Health Technology
Assessment – IETS (Colombian HTA
Agency), Colombia

Medical Surgeon from the National University of Colombia, Clinical Specialist in Internal Medicine and Nephrology from Javeriana University, Specialist in Social Economy from Los Andes University, Specialist in Public Health Management, Occupational Health Management, and Epidemiology from Rosario University-CES University. She is currently pursuing a Master's degree in Clinical and Health Effectiveness at the University of Buenos Aires.

She has more than 20 years of clinical, academic, research, administrative, and management experience as a member of different boards of directors 1 in the country, including president of the Colombian Association of Nephrology and Arterial Hypertension 2016-2018 and General Secretary of the Colombian Association of Scientific Societies 2018.



Pedro Flórez
Senate, Colombia

Colombian pharmaceutical chemist and politician, currently a senator of the Republic for the Colombia Humana party. He graduated from the University of Atlántico and holds studies in Marketing as well as a Master's degree in Development and Management of Social Enterprises from Simón Bolívar University.

Before entering politics, he worked in the pharmaceutical industry, gaining experience in the sector. In 2022, he was elected senator of Colombia and is currently a member of the Sixth Commission of the Senate, responsible for issues such as communications, media, and public services.



Carolina Wiesner
National Cancer Institute, Colombia

Surgeon from the Universidad del Bosque, Colombian School of Medicine, she has a specialization in Philosophy of Sciences from the Universidad el Bosque, a master's degree in public health from the University of Tokyo and is a candidate for a doctorate in social studies from the Universidad Externado de Colombia. With 20 years at the National Institute of Cancerology, as a

researcher on issues related to cancer control, especially on the issue of cervical cancer and with the generation of knowledge focused on defining the guidelines of the health policy around this disease. counting on nearly 200 publications of scientific articles in this field. She was a teacher and professor at the Externado de Colombia University in the Faculty of Social Sciences. She has received funding from Colciencias and the International Agency for Research on Cancer IARC for the development of her research projects. Additionally, she is Editor-in-Chief of the Colombian Journal of Cancerology and peer reviewer for various international journals such as the Pan-American Journal of Public Health and the Cancer Epidemiology Journal. At the National Institute of Cancerology, she has held the positions of coordinator of Public Health, Deputy General Director of Research and currently she is the General Director of this Institute.



Federman Nunez
CNQF, Colombia

Federman Núñez is a pharmaceutical chemist with extensive experience in marketing, sales, market access, economic evaluations, teaching, and strategic development in the pharmaceutical sector. He is currently the President of CNQF Colombia and a professor at Universidad El Bosque, where he leads strategic processes such as professional internships and thesis projects in the institutional-industrial and clinical research areas.

He has held leadership positions as Executive Director at the Colombian Association of Hospital Pharmaceutical Chemists and AVANZAR, focusing on academic development, government relations, and the pharmaceutical industry. He also served as Business Development Manager at IMS Health and Market Access Manager at Roche, driving growth strategies in the healthcare sector.



Miguel Angel Bustos
CCB, Colombia

Colombian with professional studies in Economics, Master in International Cooperation and Development Policies, later studies in Cluster Development and Management. Professional experience

since 2008 in Colombia, Peru, Spain and Australia in Project Management, Competitive Strategy Consultant and Manager of business strategies through Cluster and Innovation initiatives. He currently works as Leader of the Bogotá Pharmaceutical Cluster Initiative - region led by the Bogotá Chamber of Commerce. Additionally, he has been a professor at the University Professor in Faculties of Business Administration and Economy.



Claudia Vaca

Think Tank “Medicines, Information and Power” UNAL, Colombia

- Professor of pharmacoepidemiology and clinic pharmacy.
- High level technical advisor and policy maker on public health, with emphasis on access to medicines and biotherapeutics.
- Technical assistance on health economic assessment, selection and appropriate use of medicines and biotherapeutics.
- Design and development of Pharmacovigilance Studies and Drug Utilization Studies.
- Member of the WHO Expert Committee on Medicinal Product Safety which includes medicines, blood and other biological products, herbal and phytotherapeutic medicines (2010-2018).
- International lecturer in the subjects of experience and strategic thinking.

The Future of Biosimilars in Latin America Is in Your Hands!

