

Innovative training solution aims to improve efficiency



A revolutionary training initiative has been launched by UK-based Halo Training, which is designed to improve operating efficiencies and increase profitability. On Demand Training (ODT) is aimed specifically at manufacturers and suppliers of equipment for the pharmaceutical industry. It is an intuitive and self-contained learning package designed to teach personnel how to operate even the most cutting-edge packaging and inspection machines safely and easily.

It uses an exciting combination of needs analysis and multimedia technology to allow machine operators, supervisors and other production staff to manage their own training schedule by dictating the level and speed of learning. Provided on CD, intranet or internet, each ODT solution incorporates animation, video and audio material to demonstrate clearly operating functions and procedures, cleaning and maintenance, and trou-

bleshooting, and to address health and safety issues.

According to John Craig, Halo Training's founder and director, ODT is a major enhancement to standard operating procedures (SOP) and can greatly reduce the time and expense of generating SOPs for newly installed equipment. Providing instant operational information about equipment, ODT ensures personnel have access to training at all times – including night shifts when providing support and maintaining top performance is particularly challenging.

'In my experience, a machine is delivered and installed, a few hours of poorly communicated instruction given, and then the operator is expected to get on with it. This has a negative impact on morale, efficiency and profitability,' Craig said. 'ODT allows users to manage their own training at a pace and level they feel comfortable with. Each ODT module contains extensive video and animation footage –



we haven't just developed another PowerPoint slide show; ODT is a presentation medium that truly enhances the learning experience.'

Each training module is devised individually and in close collaboration with the manufacturer for each piece of equipment. Craig believes that ODT will help to boost sales by differentiating a supplier's product and benefiting their customers by ensuring maximum productivity from the installed investment.

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Brussels to review biotech

A European Commission paper on promoting life sciences and biotechnology in the European Union has indicated that Brussels will review administrative procedures regarding market approvals for biotech medicines.

This follows recommendations from an EU Competitiveness in Biotechnology Advisory Group: 'problems remain with the licensing of medicines derived from biotechnology. Some registration procedures used by the EMEA are both complex and expensive and may act as a major disincentive to the introduction of new products by SMEs (small and medium-sized businesses)'.

Sun Pharma buys site in Hungary

Sun Pharma, India's fifth largest drug manufacturer, has bought raw materials and dosage form manufacturing operations in Hungary from the California-based research company Valeant Pharmaceuticals.

'The purchase of this site offers us an early opportunity to enter the European generic space,' said Dilip Shanghvi, Sun Pharma's chairman and md. 'This will complement our European entry strategy with our UK MHRA-approved plant in India, and will allow for a quick product roll out.'

www.sunpharma.com

Lonza and BioOne in biopharma venture

Switzerland's Lonza and Singapore's BioOne Capital have formed a joint venture in Singapore for the production of biopharmaceuticals. A plant is to be built that will include four mammalian bioreactor trains, each with a flexible capacity from 1,000 to 20,000 litres.

The plant will be built in two phases: construction of the shell will start at the end of 2005; and the final build-out will be finished within 24 months of the completion of the shell.

BioOne Capital is a biomedical sciences investment management company that focuses on Asia. This project represents a further investment in biopharmaceutical manufacturing for the company.

www.bio1capital.com
www.lonza.com

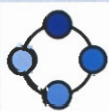
New show targets UK's northern clusters

A new exhibition and seminar programme focusing on the technological, educational and networking needs of the UK's dynamic northern chemical, pharmaceutical and biotech clusters is to

address the region's 'hot' issues.

Among the speakers are Professor Roger Benson, who will discuss how the UK manufacturing sector can remain competitive in the face of

take place in Hall 2 of the Yorkshire Events Centre in Harrogate on 16-17 November.



The Chemical Engineering Show
YEC Harrogate 16-17 November
Chemicals • Pharmaceuticals • Biotechnology

North⁰⁵

Far Eastern challenge; Philip Clark, from Lakeland Laboratories, who will look at the emerging REACH

Organised by Specialised & Regional Events, The Chemical Engineering Show North 05 aims to attract exhibitors and visitors from the Yorkshire and Humberside, north west and north east regions, which between them are home to more than 750 chemical, pharma and biotech manufacturing sites with a total annual output worth almost £20bn.

The exhibition will showcase the latest technologies and services in the chemical, pharma and biotech sectors, while the seminars will

directive and its implications for chemical SMEs; Julian Morris, of the Centre for Process Analytics and Control Technology, University of Newcastle, who will speak about achieving competitiveness through process performance monitoring; and Mark Lewis, ceo of PICME, on the subject of integrating lean manufacturing and six sigma

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