

## WDSrx Meets LATAM Pharma Leaders at eyeforpharma



May 18, 2017 – Miami, FL — Latin American companies came together May 18-19 at the Hilton in downtown Miami for the Eyeforpharma America Latina conference to discuss current issues including pharmaceutical warehousing.

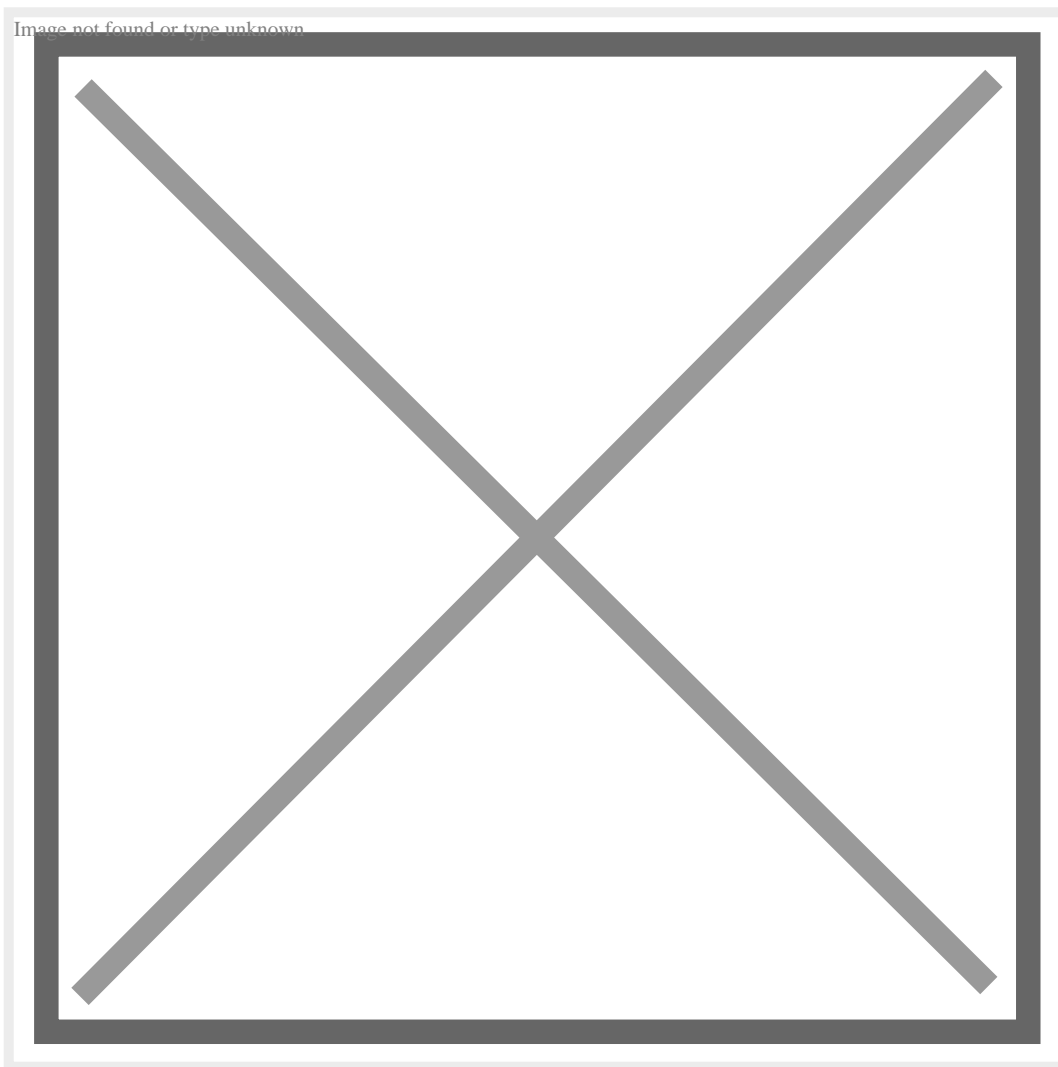
The conference allowed the WDSrx business development team to meet and network with current and future clients from Latin America in order to help expand business with countries outside the United States.

The purpose of the conference was to gain more knowledge on subjects such as the change of the commercial model in years past and where it is heading in the future. Additional topics covered pharmaceutical warehousing and pharmaceutical compliance. Top CEOs were given the chance to speak about how they view trends and developments in their countries as well as what they expect out of their sales and marketing teams. Their goal is to create new opportunities by using the wide range of experience shared within the industry.

The majority of the speakers spoke in Spanish. Most educational sessions included an English translator. Speakers raised a variety of key points regarding ways to improve effectiveness and sales. One speaker, Ignacio Quiles Lara, Director of Solid Tumors for LACan and Novartis, talked about the importance of technology and how innovative tech can boost customer experience.

WDSrx attends Eyeforpharma with the goal of connecting and reaching out to both local and global businesses to increase efficiency and productivity within their U.S. distribution networks.

For further information about WDSrx as a gateway to the U.S. for LATAM pharmaceutical companies, [read here](#).



*Sessions at eyeforpharma Miami included the change of the commercial model and sales and marketing.*