



12th Annual

## European Manufacturing Strategies Summit & Expo

4-5 October 2016 | Hilton, Düsseldorf  
ems-summit.com



7th Annual

## American Manufacturing Strategies Summit

14-15 November 2016 | San Diego, California  
manufacturing-summit.com

An Interview with:

**César Lombarte Espada**

Head of Manufacturing Plant and Lean Manager

**B. Braun Medical**



### 1 What do you foresee as being the biggest game changers in your industry over the next 5-10 years?

In my opinion, over the coming years the fight against counterfeit will be the greatest public health challenge and the pharmaceutical industry has a principal role.

A lax regulation, or even a lack of regulation in some regions, has allowed this hidden economy, which endanger patients' health. A new common more stringent legislation is needed in order to avoid the industry of unsafe medicines.

Implementation of innovative technology to ensure protection and identify fake medicines will be the focus in the incoming years.

### 2 What advice would you give a younger you?

This is a difficult one, as there is no magic recipe for happiness or success. It is relevant to choose what you really enjoy doing, which makes you happy; something you are really good at and you do not get rid of no matter the difficulties.

Having clear personal goals (not only professional ones) is a must and focusing the energy in the really important things.

At the end, it is a matter of honesty, ethics, hard work, empathy and any other capacity or virtue that makes one be at peace with oneself, not regretting any action made.

It is important to have a clean conscience and being open-minded to understand the complexity of society.

### 3 What are your three biggest challenges on a daily basis?

- People caring: professionally and personally.
- Managing resources: teams, materials, equipment.
- Focus on relevant topics to achieve stakeholders' expectations.

**"the fight against counterfeit will be the greatest public health challenge"**

### 4 What has been the proudest moment of your career to date?

Being able to develop a team along the years, enabling the professional and personal evolution of the individuals. That took lots of efforts from all the team, but motivation was really high and we achieved great sustainable results, not losing at any time the "human touch". Still nowadays, some years later, there is a special feeling among the members of that team, although we are working in different areas at this moment.