Abstract

Abstract Title: **From medical cannabis to pharmaceutical based products – Israel advantage.**

speaker: Dr. Tamir Gedo

Cannabis is designated as a Schedule 1 substance which impedes the implementation of human clinical trials approved by health regulators in the US and most western countries. The chemistry of a drug under development must be known and reproducible in terms of creating a standardized dose. In the US, the DEA requires that the investigation of marijuana for medical use in a manner acceptable as support for marketing approval under a new drug application, clinical studies under an investigative new drug of consistent batches of a marijuana product for specific disease's indications should be conducted.

Israel's highly accommodating regulatory environment combined with its world renown medical research ecosystem provides a perfect opportunity for conducting FDA and EMA compliant clinical trials on humans. Launching clinical studies in Israel is the quickest and least costly path to developing and commercializing phyto-cannabinoid drugs. Israel offers a wealth of knowledge and human resources, including scientists, entrepreneurs, academic institutions and industry partners, to drive phyto-cannabinoid clinical research. These include leading FDA and EMA approved hospitals and medical centres, world renown medical professionals, a multitude of preclinical and clinical trial support organizations, production of the full range of cannabinoid based pharmaceutical ingredients from plants grown under strict GAP criteria.

Speaker Bio

Breath O Life

Dr. Tamir Gedo, CEO Breath of Life Pharma ISRAEL

Dr. Tamir Gedo serves as the CEO of BOL Pharma, one of Israel's pioneers driving the worldwide medical cannabis industry. In this capacity, he draws upon a 25 years career as a marketing and business strategy expert serving in academic, government, and industry functions. A veteran of the pharma and nutraceutical industries, Dr.
Gedo has extensive experience sourcing, producing and marketing specialty products.

As a senior manager in both local and international companies, Dr. Gedo contributed to a wide range of branding, strategic planning, and market penetration activities in a variety of industries. As a consultant, Dr. Gedo provided services to companies in the medical, food, nutritional supplements, and pharma industries.

In parallel to his business and consulting practice, Dr. Tamir has served as the head of the marketing department and other faculty positions of several colleges in Israel. He was a guest lecturer in the Department of Business Administration of Shanghai University. Over the years, he has taught undergraduate and graduate level courses in global marketing, business strategy, innovation, and entrepreneurship.

Dr. Gedo received his PhD in Behavioral Economics from Manchester Business School (UK) and an MBA from Ben Gurion University (Israel). He completed a B.Sc. in Molecular Biology at Bar Ilan University (Israel).



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