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Horizontal Integration: Why It's Essential for Brazil Compliance

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The challenge of Brazil compliance extends far beyond government reporting as one of the world's largest pharmaceutical markets grapples with the impending launch of industry-wide serialization. Learn why success in the Brazil market will depend on horizontal integration: seamless, end-to-end data exchange between you and your downstream trading partners, including logistics providers, distributors, pharmacies, and hospitals.
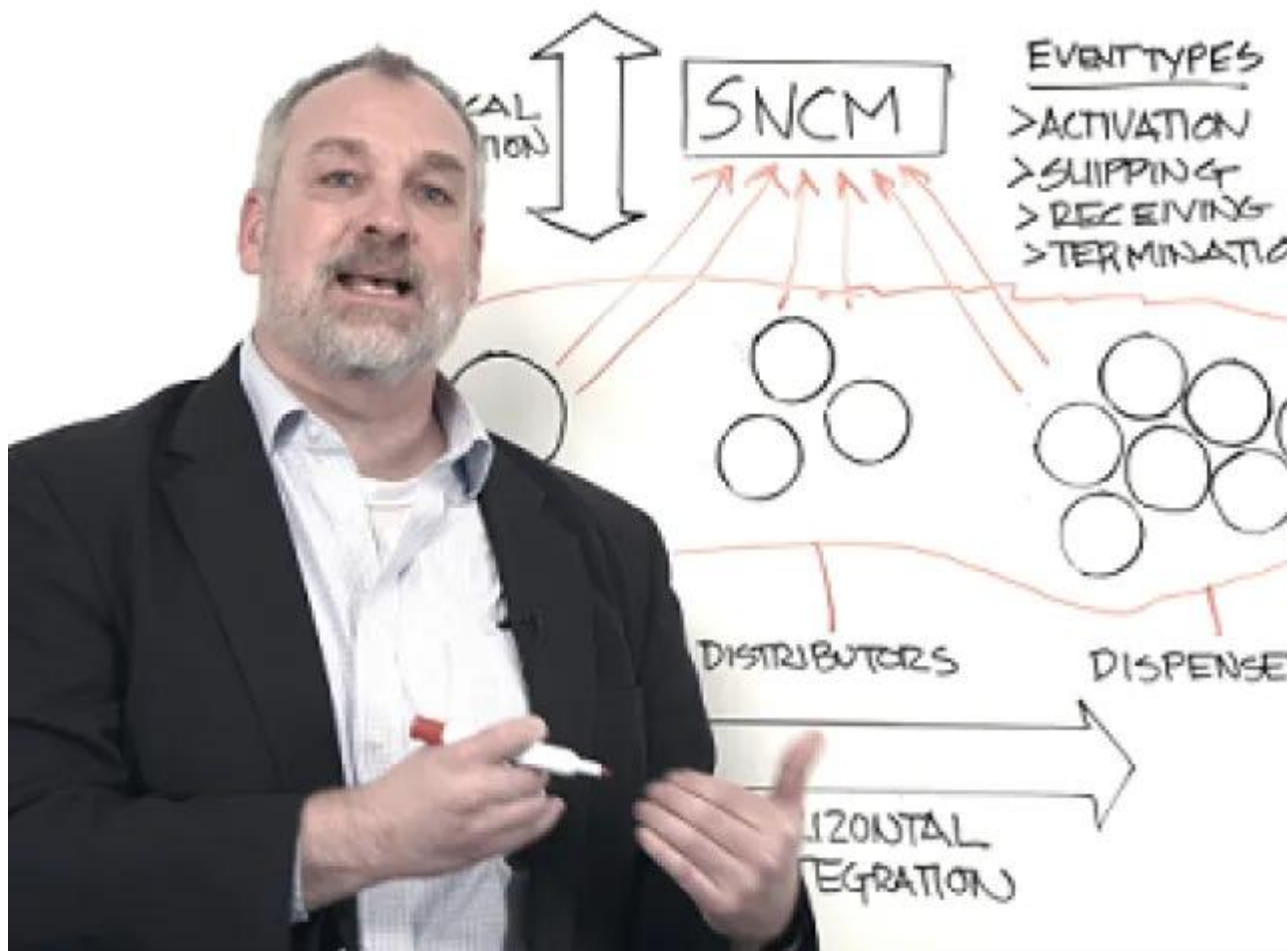
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Watch TraceLink General Manager Dan Walles explain why horizontal integration will be essential across Brazil's pharma supply chains.

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