

THE THIRD ASIA PACIFIC Pharmaceutical Compliance Congress and Best Practices Forum

GHC LIFE SCIENCES

Global Health Care, LLC

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A Hybrid Conference & Internet Event
See page 2

Onsite:

September 10 – 12, 2013
Kuala Lumpur, Malaysia

ParkRoyal Kuala Lumpur Hotel

www.AsianPharmaCongress.com

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KEYNOTE SPEAKERS:

Ian Bell, President, Allergan Asia Pacific, Singapore



Dominique Laymand, Esq., Vice President Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb; President, International

Society of Healthcare, Ethics and Compliance Professionals (ethics), Paris, France



Dr. Jean-François Manzoni, MBA, PhD, Shell Chaired Professor of Human Resources and Organisational Development; Director, INSEAD Global Leadership

Centre (IGLC), Professor of Management Practice, INSEAD, Singapore



Prof. Dr. Agus Purwadianto, MD, JD, PhD, Senior Staff on Legal and Human Rights Affairs, Coordinating Ministry for People's Welfare, Indonesia; Member, Commission for

Bioethics; Member, Medical Ethics Board, Indonesian Doctors Association, Jakarta, Indonesia



Arun Sharma, MBA, PhD, Professor and Executive Director, JAE Leadership Institute, School of Business Administration, University of Miami, Miami, FL, USA



Kelvin Tan, MB BCh, BSc (Hons), Vice President Medical Affairs, Allergan Asia Pacific, Singapore



Russell Williams, President, Rx&D Canada; Chair, IFPMA Code Compliance Network; Former Member, National Assembly of Quebec, Ottawa, Canada



Kuala Lumpur

CO-CHAIRS:



Gareth Lee, Esq., Associate General Counsel and Head of Compliance, Asia Pacific, Allergan Inc., Singapore



Abdul Luheshi, MBA, PhD, Vice President Health Care Compliance, Asia Pacific, Johnson & Johnson, Singapore



Maria "Maru" Quindimil, MBA, Executive Director, Regional Compliance Officer, Asia Pacific and India, Merck Sharp and Dohme (Asia Ltd.), Manila, Philippines



Tom M. Zerull, Regional Compliance Director, Asia, Australia, Africa, Middle East and Japan, AbbVie; Former Regional Director, Asia

Pacific, Office of Ethics and Compliance, Abbott, Singapore

FEATURING IFPMA CODE WORKSHOP AND ETHICAL PROMOTION ROUNDTABLE

PLENARY SESSIONS:

- The Role of Compliance and Ethics in the Pharmaceutical Enterprise
- Creating an Ethical Culture
- Overview of the Patient, HCP & Distributor Perspective
- Asia Pacific Code Roundtable
- A Local View on Anti-Corruption
- Asia Pacific Anti-Corruption Update Roundtable
- Compliance Issues Relating to Patient Interactions
- Transforming the Compliance Profession and Possible Professional Certification
- Focus on Best Practices in Medical Affairs Compliance
- Best Practices in Implementing the 7 Elements of an Effective Compliance Program
- The Future of Compliance

MINI SUMMITS:

- Negotiating, Auditing and Monitoring Third Party Relationships
- Compliance Issues in Social Media and Digital Marketing
- Korea Compliance Update
- Japan Compliance Update
- China, Malaysia and Indochina Compliance Updates
- Compliance Best Practices
- M&A, JVs and Spinoffs Compliance Issues
- Advanced Issues in Transparency and Disclosure
- Technology-driven Monitoring Best Practices
- Privacy vs. Transparency
- Clinical Trials Compliance Issues

AND THE POSTCONFERENCE SYMPOSIUM: COMPLIANCE AS A STRATEGIC FUNCTION



The Asia Pacific region is geographically immense and culturally, economically and politically diverse. Many countries in the region are experiencing explosive economic growth. As the Asia Pacific region rises so does its importance to the global pharmaceutical, device and life sciences sectors.

The life sciences industry in Asia Pacific has been growing at breakneck speed. The law and regulations surrounding the industry, as well as industry codes of practice, have been increasing exponentially. Certainty and consistency in the application of these new laws, regulation and codes, so important to efficient business practices, has been uneven. These developments challenge companies to adapt, change and evolve faster to be able to respond with new internal processes and behaviors. The UK Bribery Act joins the FCPA and various Asia Pacific anti-corruption laws now applicable to business in the region. There has also recently been intense regulatory enforcement focus on the industry by various Asian governments in order to create a more transparent environment and provide consistent guidelines to HCPs and companies on how to interact without having undue influence. These investigations and enforcement actions present increasing risks for many companies and HCPs which are still trying to find their footing in this complex and booming region.

The Congress will present a rare opportunity for legal, finance, business and compliance professionals to come together to learn from peers and respected experts, to explore leading edge practical approaches to help manage these massive challenges, and to discuss best practices.

ABOUT THE SPONSOR

Asia Pacific
HEALTHCARE INDUSTRY
Compliance Team

The Asia Pacific Healthcare Industry Compliance Team is an ad hoc, voluntary group of Asia Pacific pharmaceutical, medical device and other life sciences company compliance professionals and legal counsel who meet quarterly to discuss legal and compliance issues and best practices.

ABOUT THE COSPONSORS



The International Society of Healthcare Ethics and Compliance Professionals (ETHICS) is a forum for open dialogue and exchange among Compliance and Ethics professionals in the Healthcare industry. Association's activities are developed around the four following pillars, sustained by one transverse and permanent objective: support professionals in Compliance and Ethics in Healthcare industry to develop and better manage their role and duties — without any sort of commercial benefit for the Association or any of its members.



The Pharmaceutical Compliance Forum (PCF) is a coalition of senior compliance professionals and legal counsel from more than 50 of the largest research-based pharmaceutical manufacturers. The PCF was founded in early-1999 by compliance professionals from the pharmaceutical industry to promote effective corporate compliance programs. www.pharmacomplianceforum.org.

PARTICIPATION OPTIONS

TRADITIONAL ONSITE ATTENDANCE

Simply register, travel to the conference city and attend in person.
PROS: subject matter immersion; professional networking opportunities; faculty interaction.



Onsite

LIVE AND ARCHIVED INTERNET ATTENDANCE

Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for six months immediately following the event.



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The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.



. . . or home

WHO SHOULD ATTEND:

- Pharmaceutical Manufacturers
- Generic Pharmaceutical Manufacturers
- Site Management Organizations
- Clinical Research Organizations
- Management Companies
- Wholesale, Retail, Mail Order and Internet Pharmacies
- Health Care Regulators and Policy Makers
- Pharmaceutical and Health Care Professionals
- Executives and Board Members
- Regulatory and Compliance Professionals
- Medical Directors
- Physicians
- Pharmacists
- Food and Drug Law Attorneys
- Health Care Attorneys
- In-house Counsel
- Compliance Officers
- Privacy Officers
- Ethics Officers and Corporate Social Responsibility Personnel
- Pharmaceutical Consultants
- Investment Bankers
- Venture Capitalists
- Health Services Researchers and Academics
- Auditors
- Promotion Signatories/Approvers
- Risk Management Personnel

2013 ASIA PACIFIC PHARMA CONGRESS PLANNING COMMITTEE

Gareth Lee, Esq., Associate General Counsel & Head of Compliance, Asia Pacific, Allergan Inc., Singapore (Co-chair)

Abdul Luheshi, MBA, PhD, Vice President Health Care Compliance, Asia Pacific, Johnson & Johnson, Singapore (Co-chair)

Maria "Maru" Quindimil, MBA, Executive Director, Regional Compliance Officer, Asia Pacific and India, Merck Sharp and Dohme (Asia Ltd.), Manila, Philippines (Co-chair)

Tom M. Zerull, Regional Compliance Director, AAAME & Japan, AbbVie; Former Regional Director, Asia Pacific, Office of Ethics & Compliance, Abbott, Singapore (Co-chair)

Masood Ahmed, Vice President, Regional Compliance Officer- Asia Pacific, sanofi-aventis, Singapore

John Auerbach, MA, Partner, Fraud Investigation & Dispute Services, Ernst & Young, Shanghai, China

Wayne Baker, Senior Vice President and Chief Sales Officer, AHM, New Providence, NJ, USA

Scott Bass, Esq., Partner and Chair, Global Life Sciences Team, Sidley Austin LLP, Washington, DC, USA

Jeff Berry, Regional Director, Ethics and Compliance, Asia Pacific & Japan, Abbott, Singapore

Maija Burtmanis, Esq., Associate General Counsel, Alcon Asia, Singapore

William E. Buzzeo, MS, Vice President and General Manager, Global Compliance Solutions, Cegedim Relationship Management, Richmond, VA, USA

Eugene Chen, Esq., Partner, Beijing Office, Hogan Lovells International LLP, Shanghai, China

Bernice Cheng, Esq., Executive Counsel, Transactions Compliance, Asia Pacific, GE Corporate, Shanghai, China

Peter Chua, Compliance Director, Asia Pacific, Covidien, Singapore

Hwa-Soo Chung, Esq., Chair, Health Law Group, Kim & Chang Law Firm, Seoul, South Korea

Sue Egan, Director and Principal Consultant, Sue Egan Associates; Editor, Life Science Compliance, Buckinghamshire, UK

Marc Eigner, MS, MBA, Partner, Polaris, New York, NY, USA

Karen Eryou, Director and Head, Quality and Compliance, UCB Pharma - Greater China and SE Asia, Shanghai, China

Manuel Flores, Compliance Director Asia Pacific, Bayer (South East Asia) Pte Ltd., Singapore

Erinn Hutchinson, Partner, Global Pharmaceuticals and Life Sciences, PwC, Shanghai, China

Daniel A. Kracov, Esq., Partner and Head, FDA and Healthcare Practice, Arnold & Porter, Washington, DC, USA

Howard Janhong Lin, Regional Asia Operations Ethics and Compliance Officer, Lilly, Hong Kong

Liz MacGillivray, Compliance Director, Corporate Integrity and Compliance, Novartis International AG, Basel, Switzerland

Tamara Music, Manager, Influenza Vaccines & Code Compliance, IFPMA, Geneva, Switzerland

Michael O'Connor, MS, Executive Director, IS Business Consulting, Boehringer Ingelheim, New York, NY, USA

John Patrick Oroho, Esq., Executive Vice President and Chief Strategy Office, Porzio Life Sciences, LLC, Morristown, NJ, USA

Dusan Rehak, Esq., Regional Compliance Director - Asia, Pfizer, Kuala Lumpur, Malaysia

Gonca Sönmez, Esq., Compliance Counsel, Novo Nordisk Region International Operations, Zürich, Switzerland

Sabina Sudan, Vice President, Compliance Officer - Emerging Markets, Asia Pacific (EMAP) & Japan, GlaxoSmithKline Pte Ltd., Singapore

Trudy Tan, Regional Compliance Director, AstraZeneca, Shanghai, China

Rhys Tee, Associate Director, Asia Pacific, Allergan Singapore Pte Ltd, Singapore

Peerapan Tungsuwan, LLM, Partner and Chair, Asia Pacific Life Sciences Group, Baker & McKenzie, Bangkok, Thailand

Douglas Worthington, Esq., Head of Compliance & Ethics, Asia Pacific, Bristol-Myers Squibb, New York, NY, USA

Kevin Yamaga-Karns, Esq., Senior Director, Legal and Compliance, Eli Lilly Japan, Hyogo, Japan



MEMBERSHIP APPLICATION FORM

Please complete and return a scanned copy/the original form to one of the addresses listed at the bottom of this application form. You can also apply online at: www.ethicspros.com.

1. Name: _____

2. Telephone: _____

3. Email: _____

4. Company: _____

5. Position: _____

6. Please specify whether you wish to join ETHICS as:

☐ A Benefactor Member (fee for 2013 is 1500€)

☐ An Active Member (fee for 2013 is 200€)

7. Please describe briefly your function and reporting line: _____

8. What is your level of Seniority in your current position? _____

9. What is your level of Seniority within the Compliance/Ethics functions? _____

RETURN completed application form to one of the following addresses:

a. Directly to our Association's email: application@ethicspros.com

b. To our Secretary General: Arthur.muratyan@gmail.com

c. Via Post to: **ETHICS c/o Clifford Chance**
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Take advantage of this unique opportunity to expand your reach!

The Congress is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader.

For more information call 206-673-4815 or email exhibits@hccconferences.com.

TUESDAY, SEPTEMBER 10, 2013

7:00 am Registration Commences

COMPLIANCE ROUNDTABLE: ETHICAL PROMOTION OF HEALTHCARE PRODUCTS AND THE NEED FOR A MULTI-STAKEHOLDER COLLABORATION

Sponsored by IFPMA and PhAMA

(Complimentary; No registration fee required)

9:30 am Welcome Coffee

10:00 am Facilitated Discussion and Q&A

Noon Adjournment and Lunch on Your Own

DAY I: OPENING PLENARY SESSION

1:00 pm Welcome and Introductions: Asia Pacific Pharma Congress Vision and Overview: Implementing Compliance Best Practices Across an Immense Geographic Region with Many Cultural Differences



Overview

Gareth Lee, Esq., Associate General Counsel & Head of Compliance, Asia Pacific, Allergan Inc., Singapore (Co-chair)



Comments

Abdul Luheshi, MBA, Vice President Health Care Compliance, Asia Pacific, Johnson & Johnson, Singapore (Co-chair)



Maria "Maru" Quindimil, MBA, Executive Director, Regional Compliance Officer, Asia Pacific and India, Merck Sharp and Dohme (Asia Ltd.), Manila, Philippines (Co-chair)



Tom M. Zerull, Regional Compliance Director, Asia, Australia, Africa, Middle East & Japan, AbbVie; Former Regional Director, Asia Pacific, Office of Ethics & Compliance, Abbott, Singapore (Co-chair)

1:30 pm Keynote Address: Integrity as a Winning Differentiator in Today's Complex and Competitive Business Landscape



Ian Bell, President, Allergan Asia Pacific, Singapore

2:00 pm External Perspectives: Overview of the Patient Perspective

Singapore-based Patient Association (Invited)

2:30 pm External Perspectives: Overview of the Health Care Professional (HCP) Perspective



Prof. Dr. Agus Purwadianto, MD, JD, PhD, Senior Staff on Legal & Human Rights Affairs, Coordinating Ministry for People's Welfare, Indonesia; Expert Staff for Medico-Legal, Minister of Health, Government of Indonesia; Member, Commission for Bioethics Member, Medical Ethics Board, Indonesian Doctors Association, Jakarta, Indonesia

3:00 pm External Perspectives: Overview of the Distributor Perspective



Andrew Frye, MBA, Vice President, DKSH Healthcare; Former Commercial Director, Pharma, Abbott Laboratories, Bangkok, Thailand

3:30 pm External Perspectives Roundtable and Q&A



Sabina Sudan, LLM, Vice President, Compliance Officer - Emerging Markets, Asia Pacific (EMAP) & Japan, GlaxoSmithKline Pte Ltd., Singapore (Moderator)

4:00 pm Break

4:30 pm



Overview of the Role of Voluntary Codes in Facilitating Compliance and Ethical Behavior

Russell Williams, President of Rx&D Canada; Chair, IFPMA Code Compliance Network; Former Member, National Assembly of Quebec, Ottawa, Canada

4:45 pm



Asia Pacific Code Roundtable

Alan Chin, Ethics & Compliance Officer, Malaysia & Singapore, Eli Lilly; Co-Chair, Marketing Practices Committee, Singapore Association of Pharmaceutical Industries (SAPI), Singapore



Allen Christian Doumit, General Manager, Bayer Healthcare, Indonesia; Chairman, Subcommittee Marketing Practices, International Pharmaceutical Manufacturers Group, Jakarta, Indonesia



Yota Kikuchi, Manager, Promotion Code & Public Affairs, sanofi-aventis; Vice Chairman, Code Practices Committee, Japan Pharmaceutical Manufacturers Association (JPMA); Member, IFPMA Code Compliance Network, Tokyo, Japan



Deborah Monk, Director, Innovation and Industry Policy, Medicines Australia; Manager, Medicines Australia's Code of Conduct, Deakin, Australian Capital Territory, Australia

Francisco P. Tranquilino, MD, FPCP, Technical Consultant, Ethics Committee, Pharmaceutical and Healthcare Association of the Philippines (PHAP); Special Assistant to the Dean and College Secretary, University of the Philippines College of Medicine; Member, APEC Expert Working Group on Business Ethics in the Biopharmaceutical Sector, Manila, Philippines

China (Invited)

Hong Kong (Invited)

Korea (Invited)

Malaysia (Invited)

Taiwan (Invited)

Thailand (Invited)

Commentators



Heather Simmonds, Director and Chair, Code of Practice Panel Prescription Medicines Code of Practice Authority; Vice-Chair, IFPMA Code Compliance Network, London, UK



Russell Williams, President of Rx&D Canada; Chair, IFPMA Code Compliance Network; Former Member, National Assembly of Quebec, Ottawa, Canada



Jose F. Zamarriego Izquierdo, Director Unidad de Supervision Deontologica, FARMAINDUSTRIA; Member, IFPMA Code Network, Madrid, Spain



Moderator

Tamara Music, Manager, Influenza Vaccines & Code Compliance, IFPMA, Geneva, Switzerland

6:30 pm

ADJOURNMENT AND NETWORKING RECEPTION

7:00 am Registration Commences

DAY II: MORNING PLENARY SESSION

8:30 am Welcome and Overview



Maria "Maru" Quindimil, MBA, Executive Director, Regional Compliance Officer, Asia Pacific and India, Merck Sharp and Dohme (Asia Ltd.), Manila, Philippines (Co-chair)

8:45 am Creating an Ethical Culture



Dr. Jean-François Manzoni, MBA, PhD, Shell Chaired Professor of Human Resources and Organisational Development; Director, INSEAD Global Leadership Centre (IGLC); Professor of Management Practice, INSEAD, Singapore

9:15 am A Local View on Anti-Corruption

Malaysian Anti-corruption Commission (Invited)

9:45 am Asia Pacific Anti-Corruption Update Roundtable



Eugene Chen, Esq., Partner, Beijing Office, Hogan Lovells International LLP, Shanghai, China



Hwa-Soo Chung, Esq., Chair, Health Law Group, Kim & Chang Law Firm, Seoul, South Korea



Jan Oliver Huber, Doktor der Rechte, General Secretary, Pharmig - Verband der Pharmazeutischen Industrie Österreichs; Member, IFPMA Code Compliance Network, Vienna, Austria



Abdul Luheshi, MBA, Vice President Health Care Compliance, Asia Pacific, Johnson & Johnson, Singapore



Kirk Ogrosky, Esq., Partner, Arnold & Porter; Former Head of Healthcare Fraud Enforcement, Criminal Division, US Department of Justice, Washington, DC, USA



Ted Acosta, Esq., Principal, Ernst & Young LLP; Former Senior Counsel, Office of Inspector General, US Department of Health and Human Services, New York, NY, USA and Paris, France (Moderator)

10:45 am Break

11:15 am Digging Deeper: Focus on Best Practices in Medical Affairs Compliance



Maija Burtmanis, Esq., Associate General Counsel, Alcon Asia, Singapore



Kelvin Tan, MB BCh, BSc (Hons), Vice President Medical Affairs, Allergan Asia Pacific, Singapore



Erinn Hutchinson, Partner, Advisory Services, PricewaterhouseCoopers Consultants (Shenzhen) Limited, Pudong, Shanghai, China (Moderator)

12:00 pm NETWORKING LUNCHEON

DAY II: AFTERNOON MINI SUMMITS I

MINI SUMMIT I: NEGOTIATING, AUDITING AND MONITORING THIRD PARTY RELATIONSHIPS

1:00 pm Presentations, Panel Discussion and Q&A

Wilson Ang, Esq., Partner, Norton Rose Fulbright (Asia) LLP, Singapore

John Auerbach, MA, Partner, Fraud Investigation & Dispute Services, Ernst & Young, Shanghai, China

Andrew Frye, MBA, Vice President, DKSH Healthcare; Former Commercial Director, Pharma, Abbott Laboratories, Bangkok, Thailand

Deborah Monk, Director, Innovation and Industry Policy, Medicines Australia; Manager, Medicines Australia's Code of Conduct, Deakin, Australian Capital Territory, Australia

Maria "Maru" Quindimil, MBA, Executive Director, Regional Compliance Officer, Asia Pacific and India, Merck Sharp and Dohme (Asia Ltd.), Manila, Philippines (Moderator)

2:30 pm Transition Break

MINI SUMMIT II: COMPLIANCE ISSUES IN SOCIAL MEDIA AND DIGITAL MARKETING

1:00 pm Presentations, Panel Discussion and Q&A

Jeffrey Hessekiel, Esq., Partner, Arnold & Porter; Former Chief Compliance & Quality Officer, Gilead Sciences, Inc., San Francisco, CA, USA

Rhys Tee, Associate Director, Compliance (APAC), Allergan, Singapore

Erinn Hutchinson, Partner, Advisory Services, PricewaterhouseCoopers Consultants (Shenzhen) Limited, Pudong New Area, Shanghai (Moderator)

2:30 pm Transition Break

MINI SUMMIT III: JAPAN COMPLIANCE UPDATE

1:00 pm Presentations, Panel Discussion and Q&A

Mari Kikuchi, Compliance Director, AbbVie, Tokyo, Japan

Yota Kikuchi, Manager, Promotion Code & Public Affairs, sanofi-aventis; Vice Chairman, Code Practices Committee, Japan Pharmaceutical Manufacturers Association (JPMA); Member, IFPMA Code Compliance Network, Tokyo, Japan

Toru Terashima, Director, Regulatory Affairs, Head of External Affairs, Dainippon Sumitomo Pharma Co., Ltd.; Chairman, Code Committee; Chairman, Compliance Practices Committee, Japan Pharmaceutical Manufacturers Association (JPMA), Tokyo, Japan

Masaru Kitamura, JD, LL.M., Founder, KitamuraLaw, Tokyo, Japan (Moderator)

2:30 pm Transition Break

MINI SUMMIT IV: COMPLIANCE BEST PRACTICES I

- 1:00 pm** **Putting the Onus of “Conflicts of Interest” Back on Public Officials who Seek “Compensation” from Industry**
Maija Burtmanis, Esq., Associate General Counsel, Alcon Asia, Singapore
Gareth Lee, Esq., Associate General Counsel & Head of Compliance, Asia Pacific, Allergan Inc., Singapore
-
- 1:30 pm** **India Compliance Update**
Rajiv Joshi, Director, Assurance, Ernst & Young LLP, Mumbai, India
-
- 2:00 pm** **A Cross-jurisdictional Approach to Handling Government Dawn Raids**
Eugene Chen, Esq., Partner, Beijing Office, Hogan Lovells International LLP, Shanghai, China
Kherk Ying Chew, Esq., Managing Partner, Wong & Partners, Kuala Lumpur, Malaysia
Hwa-Soo Chung, Esq., Chair, Health Law Group, Kim & Chang Law Firm, Seoul, South Korea
-
- 2:30 pm** **Transition Break**

DAY II: AFTERNOON MINI SUMMITS II

MINI SUMMIT V: MERGERS, ACQUISITIONS, JVs AND SPINOFFS: BEST PRACTICES IN COMPLIANCE DUE DILIGENCE AND POST-DEAL COMPLIANCE STRATEGIES

- 3:00 pm** **Presentations, Panel Discussion and Q&A**
Andrew Martin, Principal, Baker & McKenzie, Wong & Leow, Singapore
Bernice Cheng, Esq. (Invited), Executive Counsel, Transactions Compliance, Asia Pacific, GE Corporate; Former General Counsel, GE Aviation, Asia Pacific, Shanghai, China
Tom M. Zerull, Regional Compliance Director, Asia, Australia, Africa, Middle East & Japan, AbbVie; Former Regional Director, Asia Pacific, Office of Ethics & Compliance, Abbott, Singapore
Ted Acosta, Esq., Principal, Ernst & Young LLP; Former Senior Counsel, Office of Inspector General, US Department of Health and Human Services, New York, NY, USA and Paris, France (Moderator)
-
- 4:30 pm** **Transition Break**

MINI SUMMIT VI: ADVANCED ISSUES IN TRANSPARENCY AND DISCLOSURE

- 3:00 pm** **Presentations, Panel Discussion and Q&A**
-
- Australia Update**
Deborah Monk, Director, Innovation and Industry Policy, Medicines Australia; Manager, Medicines Australia's Code of Conduct, Deakin, Australian Capital Territory, Australia
-
- Japan Voluntary Transparency Guidelines Update**
Yota Kikuchi, Manager, Promotion Code & Public Affairs, sanofi-aventis; Vice Chairman, Code Practices Committee, Japan Pharmaceutical Manufacturers Association (JPMA); Member, IFPMA Code Compliance Network, Tokyo, Japan
-
- US Sunshine Law Update**
William E. Buzzee, MS, Vice President and General Manager, Global Compliance Solutions, Cegedim Relationship Management, Richmond, VA, USA (Moderator)
-
- 4:30 pm** **Transition Break**

MINI SUMMIT VII: TECHNOLOGY-DRIVEN MONITORING BEST PRACTICES

- 3:00 pm** **Presentations, Panel Discussion and Q&A**
Trudy Tan, Regional Compliance Director, AstraZeneca, Shanghai, China
Shine Yao, MIM (Invited), Compliance Director, Merck Sharp & Dohme, Shanghai, China
John Auerbach, MA, Partner, Fraud Investigation & Dispute Services, Ernst & Young, Shanghai, China (Moderator)
-
- 4:30 pm** **Transition Break**

MINI SUMMIT VIII: KOREA COMPLIANCE UPDATE

- Dual Punishment System**
KRPIA Code (Pharma)
KMDIA Code (Devices)
-
- 3:00 pm** **Presentations, Panel Discussion and Q&A**
Jungwook Kim, Esq., Director and Corporate Legal Counsel, GSK Korea, Seoul, South Korea
Sun-Jung Kim, Esq. (Invited), General Counsel, Lilly Korea Ltd, Seoul, South Korea
Hae-Yeon Yoon, Esq. (Invited), Legal Director, Pfizer Korea, Seoul, South Korea
Hwa-Soo Chung, Esq., Chair, Health Law Group, Kim & Chang Law Firm, Seoul, South Korea (Moderator)
-
- 4:30 pm** **Transition Break**

DAY II: AFTERNOON MINI SUMMITS II

MINI SUMMIT IX: PRIVACY VS. TRANSPARENCY

- 4:45 pm** **Presentations, Panel Discussion and Q&A**
John Pane, CIPP, CIPP/IT, Regional Lead, Privacy Compliance and Data Protection - Asia Pacific, Johnson & Johnson; Former Chief Privacy Officer, Australia Post, Singapore
Rajesh Sreenivasan, Esq., Partner, Rajah & Tann, Singapore
-
- 6:15 pm** **Adjournment**

MINI SUMMIT X: CLINICAL TRIALS COMPLIANCE ISSUES

- 4:45 pm** **Presentations, Panel Discussion and Q&A**
Kader Garnier, Healthcare Compliance Officer for R&D, Johnson & Johnson, New Brunswick, NJ, USA
Amar Kureishi, MD (Invited), Chief Medical Officer and Head of Strategic, Drug Development in Asia-Pacific, Quintiles; Former Global Head of Medical Affairs, Bayer, Singapore
Yuet-Ming Tham, Esq., Partner, Sidley Austin LLP, Hong Kong
Robert Skinner, PhD, Deputy Compliance Officer, Emerging Markets, Asia Pacific & Japan, GlaxoSmithKline, Chalfont St Giles, Buckinghamshire, UK
Maija Burtmanis, Esq., Associate General Counsel, Alcon Asia, Singapore (Moderator)
-
- 6:15 pm** **Adjournment**



THURSDAY, SEPTEMBER 12, 2013

DAY III: CLOSING PLENARY SESSION

MINI SUMMIT XI: CHINA, MALAYSIA AND INDOCHINA COMPLIANCE UPDATES

- 4:45 pm** **Presentations, Panel Discussion and Q&A**
Praween Chantanakomes, Esq., Lawyer, Baker & McKenzie, Bangkok, Thailand
Yee Chung Seck, Esq., Partner, Baker & McKenzie (Vietnam) Ltd., Ho Chi Minh City, Vietnam
Kareena Teh, Partner, Baker & McKenzie, Hong Kong
Kherk Ying Chew, Esq., Managing Partner, Wong & Partners, Kuala Lumpur, Malaysia
Peerapan Tungsuwan, LL.M., Partner and Chair, Asia Pacific Life Sciences Group, Baker & McKenzie, Bangkok, Thailand (Moderator)

6:15 pm **Adjournment**

MINI SUMMIT XII: COMPLIANCE BEST PRACTICES II

- 4:45 pm** **Communication of Compliance Messages within the Organization**
Gonca Sönmez, Esq., Compliance Counsel, Novo Nordisk Region International Operations, Zürich, Switzerland
- 5:10 pm** **Challenging the Perceptions and the Expectations of the Role of Ethics & Compliance Officer**
Howard Janhong Lin, Regional Asia Operations Ethics and Compliance Officer, Lilly, Hong Kong
- 5:35 pm** **Laws, Global Codes, Local Codes, Institutional Rules... Can we ever go Back to Values-Based Standards?**
Jeff Berry, Regional Director, Ethics and Compliance, Asia Pacific & Japan, Abbott, Singapore
- 6:00 pm** **Asia Pacific Compliance Update**
F. Ty Edmondson, Esq., Vice President and Associate General Counsel, Corporate Legal Affairs, Sunovion Pharmaceuticals Inc., Marlborough, MA, USA
Elizabeth H. Kim, Esq., Associate, Porzio, Bromberg & Newman, Morristown, NJ, USA
- 6:30 pm** **ADJOURNMENT**

8:30 am **Introductions and Overview**



Abdul Luheshi, MBA, Vice President Health Care Compliance, Asia Pacific, Johnson & Johnson, Singapore (Co-chair)

8:45 am **Transforming the Compliance Profession and Possible Professional Certification**



Dominique Laymand, Esq., Vice President Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb; President, International Society of Healthcare, Ethics and Compliance Professionals (ethics), Paris, France

9:15 am **Compliance Issues Relating to Patient Interactions (Patient Support Programs, Patient Assistance Programs, Patient Adherence Programs and Disease Awareness Initiatives)**



Yuet-Ming Tham, Esq., Partner, Sidley Austin LLP, Hong Kong



Apichit Santingamkul, LL.B, LL.M, MD, Senior Associate, Baker & McKenzie, Bangkok, Thailand



Manuel Flores, Compliance Director Asia Pacific, Bayer (South East Asia) Pte Ltd., Singapore (Moderator)

10:00 am **Break**

10:15 am **Roundtable on Best Practices in Implementing the 7 Elements of an Effective Compliance Program: Real Life, Practical Approaches**



Karen Eryou, Director and Head, Quality and Compliance, UCB Pharma - Greater China and SE Asia, Shanghai, China



Jeffrey Hessekiel, Esq., Partner, Arnold & Porter; Former Chief Compliance & Quality Officer, Gilead Sciences, Inc., San Francisco, CA, USA



Robert Skinner, PhD, Deputy Compliance Officer, Emerging Markets, Asia Pacific & Japan, GlaxoSmithKline; Member, IFPMA Code Compliance Network, Chalfont St Giles, Buckinghamshire, UK



Tom M. Zerull, Regional Compliance Director, Asia, Australia, Africa, Middle East & Japan, AbbVie; Former Regional Director, Asia Pacific, Office of Ethics & Compliance, Abbott, Singapore (Co-moderator)



Peter Claude, Partner, PricewaterhouseCoopers, San Francisco, CA, USA (Co-moderator)

11:30 am **The Future of Compliance**



Arun Sharma, MBA, PhD, Professor and Executive Director, JAE Leadership Institute, School of Business Administration, University of Miami, Miami, FL, USA

Noon **ADJOURNMENT**

See next page for Postconference Symposium.

POSTCONFERENCE SYMPOSIUM: COMPLIANCE AS A STRATEGIC FUNCTION (Optional; Separate Registration)

1:00 pm Compliance as a Strategic Function

As the Compliance function has become more critical for pharmaceutical firms, it has become more specialized and compliance leaders have developed deep expertise in the intricacies of compliance. The core capabilities of compliance leaders can be divided into three distinctive but complimentary competencies. The first competency is in the area of compliance which incorporates skills such as risk management, policy development, regulatory knowledge, investigation and monitoring/auditing. Compliance leaders have strong competencies in this area. The second competency is in the area of leadership with skills associated with leading and motivating compliance teams. Compliance leaders are beginning to develop deep expertise in this area. The third area and focus of the workshop are the strategic skills required to give flight to the business and elevate the role of the compliance function within pharmaceutical firms. Compliance leaders have traditionally had very low expertise in this area.

The two-hour workshop will help the participants understand:

- Pharmaceutical market trends in Asia Pacific and the role of multinational, regional and domestic firms.
- How compliance leaders can provide a strategic advantage to firms through innovations in compliance strategies that enhance business (within the tenets of an ethical policy)?



- How multinational firms compete when their compliance policies do not match the policies of local competitors? How can compliance leaders better understand their customers and develop innovative non-duplicable compliance strategies such as brand leveraging to help their firms grow rapidly in developing markets?

- How can compliance leaders recognize the emerging changes in the environment and be the first-to-market with innovative compliance strategies?

Arun Sharma, MBA, PhD, Professor and Executive Director, JAE Leadership Institute, School of Business Administration, University of Miami, Miami, FL, USA

Dr. Arun Sharma is Executive Director of the JAE Leadership Institute and Professor in the Marketing Department at the School of Business Administration, University of Miami. Arun has extensive knowledge of the Pharmaceutical Industry and the Compliance function through his experience in consulting and conducting seminars. He has worked for over two decades in this industry and he has conducted compliance studies for multiple pharmaceutical firms. He has worked with industry leaders such as AstraZeneca, Novartis, Sandoz, Grunenthal, and Johnson and Johnson.

3:00 pm Adjournment



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THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

PAYMENTS

All payments must be made in US Dollars. Payments are only accepted through credit card or bank transfer. A person will not be deemed to be formally registered until payment in full has been received. To receive the early bird discount, payment must be received by the early bird date. All payments must be made within 10 days of registration in order to reserve your seat at the conference. Delegates with outstanding payment balances will be asked for payment on site, proof of payment or a guarantee by credit card and seating will be subject to availability.

PRO FORMA INVOICES

Complete one of the online forms and generate a Pro Forma Invoice, or fill out the downloadable form to email, fax, or mail in your request for a Pro Forma Invoice. For questions about the registration process, contact the Registration Office at (800) 503-6498 and (206) 452-5635, or send an email to registration@hccconferences.com.

REGARDING INTERNET REGISTRATIONS

1. Individuals or groups may register for Internet access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.
3. Internet registrants will enjoy six (6) months access from date of issuance of user name and password.
4. Only one user (per user name and password) may view or access archived conference. It is not permissible to share user name and password with third parties. Should Internet registrants choose to access post conference content via Flash Drive, this individual use limitation applies. It is not permissible to share alternative media with third parties.
5. User name and password use will be monitored to assure compliance.
6. Each Internet registration is subject to a "bandwidth" or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
7. For webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 1-800-503-6498 or 1-206-452-5635 for further information.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS

1. For onsite group registrations, full registration and credit card information is required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for "no-shows" or for cancellations. You may send a substitute or switch to the webcast option. Please call the Conference Office at 1-800-503-6498 or 1-206-452-5635 for further information.

METHOD OF PAYMENT FOR TUITION

Make payment to Health Care Conference Administrators LLC by bank transfer, MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

REGISTRATION OPTIONS

Registration may be made online or via mail, fax or scan.

You may register through either of the following:

- Online at www.AsianPharmaCongress.com.
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 1-206-319-5303, or scan and email the completed form to registration@hccconferences.com.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

For registrants awaiting bank transfer, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Congress, credit card payment will be processed.

TAX DEDUCTIBILITY

Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

HOTEL, TRAVEL AND VISA INFORMATION

The ParkRoyal Kuala Lumpur is the official hotel for the Third Asia Pacific Pharmaceutical Compliance Congress.

A special group rate of RM 414.00 per night (plus tax) has been arranged for Congress Attendees. This rate includes Daily International Buffet for one person (additional people are RM 35.00 per day) and High Speed Internet in the guest room, Local Newspaper and use of the gymnasium, sauna and Fitness Centre.

To make your hotel reservations please call the hotel at +60 3 2147 0088 and ask for the Third Asia Pacific Pharmaceutical Congress Rate. Hotel reservations can also be made online. Please go to <http://asianpharmacongress.com/travel.html> for instructions on how to make your reservation and obtain the group rate.

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of **Thursday, August 15, 2013**. After this, reservations will be accepted on a space-available basis at the prevailing rate.

ParkRoyal Kuala Lumpur Hotel

Jalan Sultan Ismail • 50250 Kuala Lumpur, Malaysia • Tel: +60 3 2147 0088

The ParkRoyal Kuala Lumpur is 45 minutes, by car, from the Kuala Lumpur International Airport (KUL).

Malaysia Visa Requirements

U.S., EU, and Canadian citizens can enter Malaysia without a visa. Attendees from other countries, go to <http://cibtvisas.co.uk/> for more information. Please note that your passport needs to be valid for at least six months after your intended date of arrival in Malaysia.

CONTINUING EDUCATION UNITS (CEUs)

The Congress does not offer pre-approved Continuing Education Credits (CEUs) directly. However, onsite attendees can request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request an Online Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations of either webcast or onsite registrations. You may send a substitute or transfer your onsite registration to a webcast registration. For more information, please call the Conference Office at 1-800-503-6498 or 1-206-452-5635.

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REGISTRATION BINDING AGREEMENT

Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute.

GENERAL TERMS AND CONDITIONS

Program subject to cancellation or change. If the program is cancelled the only liability of the Congress will be to refund the registration fee paid. The Congress shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

FOR FURTHER INFORMATION

Call 1-800-503-6498 (Continental US, Alaska and Hawaii only) or 1-206-452-5635, send e-mail to registration@hccconferences.com, or visit our website at www.AsianPharmaCongress.com.

ASIA PACIFIC PHARMA CONGRESS

HOW TO REGISTER: Fully complete the form below (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

ONLINE: Secure online registration at www.AsianPharmaCongress.com.

FAX: 206-319-5303 (include credit card information with registration)

MAIL: Conference Office, 22529 39th Ave SE, Bothell, WA 98021, USA

FOR REGISTRATION QUESTIONS:

PHONE: 1-800-503-6498 (Continental US, Alaska and Hawaii only) or

1-206-452-5635, Monday-Friday, 7 AM - 5 PM PST

E-MAIL: registration@hccconferences.com

COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

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E-MAIL
<input type="checkbox"/> Special Needs (Dietary or Physical)

ONSITE CONFERENCE ATTENDANCE

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty, plus a conference materials Data-DVD.

IFPMA CODE WORKSHOP

The IFPMA Code Workshop on Monday, September 9, 2013 is an independent event for which the Congress collects registration fees and transfers them to IFPMA.

☐ IFPMA Code Workshop \$ 195

CONFERENCE -STANDARD RATE

☐ Through Friday, July 12, 2013* \$1,995
☐ Through Friday, August 9, 2013** \$2,295
☐ After Friday, August 9, 2013 \$2,595

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☐ Through Friday, July 12, 2013* \$1,795
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POSTCONFERENCE

☐ Compliance as a Strategic Function \$ 595

GROUP REGISTRATION DISCOUNT: Five or more registrations submitted at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:

☐ 5 or more \$1,695 ☐ 10 or more \$1,595

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Onsite Attendees — Following the Congress, the video and presentations of plenary sessions are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Congress registration:

☐ Flash Drive (\$129 + \$30 shipping) \$ 159 ☐ 6 months' access on Web \$ 129

Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply (see page 10).

SELECT YOUR MINI-SUMMITS – Wednesday, September 11 (One from each group):

GROUP I – 1:00 pm: ☐ MSI ☐ MSII ☐ MSIII ☐ MSIV
GROUP II – 3:00 pm: ☐ MSV ☐ MSVI ☐ MSVII ☐ MSVIII
GROUP III – 4:45 pm: ☐ MSIX ☐ MSX ☐ MSXI ☐ MSXII

SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND WEBCAST ATTENDEES:

You can purchase an annual subscription to Life Science Compliance, www.LifeScience-Compliance.info, for only \$1,145 (a 10% discount off of the regular subscription rate). Subscriptions cover 6 issues in 2013, of which one is a double issue. Subscriptions are on a calendar year basis. This special rate is based on a single user. The annual institutional subscription price is based on digital access to the journal. There is an additional charge for hard copy. For more than 1 user, site licenses and consortia please contact the publisher.
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You may also register online at www.AsianPharmaCongress.com.

☐ Bank Transfer enclosed (payable to Health Care Conference Administrators LLC)

☐ Payment by credit card: ☐ American Express ☐ Visa ☐ Mastercard

If a credit card number is being given to hold registration only until such time as a bank transfer is received it must be so noted. If payment is not received by seven days prior to the Congress, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

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WEBCAST CONFERENCE ATTENDANCE

Webcast conference registration includes the live Internet feed from the Congress, plus six months of continued archived Internet access, available 24/7. The Monday, September 9, 2013 IFPMA Code Workshop and the Tuesday, September 10, 2013 morning IFPMA Compliance Roundtable are not included in the live Internet feed or Internet archive. As an alternative to post-conference archived Internet access, webcast conference registrants may choose to access conference content via Flash Drive, which includes video of plenary session and synched PowerPoint presentations.

CONFERENCE (Including post conference):

INDIVIDUAL REGISTRATION

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☐ After Friday, August 9, 2013 \$1,395

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☐ Through Friday, July 12, 2013* \$ 795
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☐ After Friday, August 9, 2013 \$1,195

GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below. All webcast group registrants are enrolled in the full Asia Pacific Pharma Congress. Group registration offers the possibility of implementing a pharma online training program. Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employees' conference participation.

Conference Access: ☐ 5 or more \$595 each ☐ 20 or more \$395 each
☐ 10 or more \$495 each ☐ 40 or more \$295 each

See INTELLECTUAL PROPERTY POLICY, page 10.

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Online attendees — Following the Congress, the video and presentations of plenary sessions are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Congress registration:

☐ Flash Drive (\$129 + \$30 shipping) \$ 159

(All webcast attendees automatically receive 6 months access on web.)

Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply (see page 10).

* This price reflects a discount for registration and payment received through Friday, 7/12/13.

** This price reflects a discount for registration and payment received through Friday, 8/9/13.

*** To qualify for the APHICT/PCF member rate an individual must be a employee of a member company of the APHICT or Pharmaceutical Compliance Forum (PCF).

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Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit card dispute. For webcast and onsite registrants there will be no refunds for "no-shows" or cancellations.

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