

# SAVE THE DATE!

## IFPMA Ethics & Business Integrity Days

Accra, Ghana, Mövenpick Hotel, September 18-19, 2018

Following successful Code Capacity Workshops in locations as Beijing, Johannesburg, Dubai and Manila, the global association of the research-based pharmaceutical industry ([www.ifpma.org](http://www.ifpma.org)) has selected Accra to deliver a hands-on training and to engage in a broader discussion about the progress and the future of ethics & business integrity in Ghana and Africa as a whole. **From Africa for Africa – with international IFPMA experts.**



**Hands-on  
Code Capacity Workshop  
Sept 18, from 09:00 – 17:30 (incl. lunch)**

### Workshop Objectives

The workshop has been designed to provide “business case” exposure to participants on day to day topics including:

- How to properly interact with Healthcare Professionals (doctors, nurses, pharmacists etc.) for promotional and medical information sharing
- Increasing level of ethical conduct of activities in your organization
- Insights on how to set up and run a successful compliance program in your organization
- Interaction with patient organizations
- Activities like commissioning and creation of promotional material and writing and approving copy and artwork.
- Determining promotional methods including professional representation, hospitality to doctors and the use of audio-visual and related communications technology in the organization of international educational events.

The workshop will be based on the new IFPMA Code of Practice (effective Jan 1, 2019) which forms the basis for national codes of practice within Ghana, the rest of Africa and worldwide. Participants will receive an update on the Code and the respective interpretation – trainers would like to engage and exchange with the audience on local implementation.

### Who Should Attend?

- Anybody within a biopharmaceutical company who is responsible for medical or commercial activities with HCPs and/or HCOs, who supports the business with the interpretation of current local or global standards or who is part of the review or approval process for these activities
- Representatives from national pharmaceutical trade associations
- Ethics & Compliance professionals
- Medical and Scientific advisors and directors
- Personnel responsible for the development and certification of promotional materials
- Sales and marketing representatives
- General managers
- In-house counsel and other related staff

### Registration

This workshop is free of charge – all time and effort is donated by IFPMA and its member companies and associations.

Workshop capacity is limited and registration confirmation will be on a first-come first-served basis. Once registered, a space will be assigned to you. Therefore, please make sure you can come or let the organizers know so your place can be given to someone on the waiting list. You can access the registration platform [here](#).

## Featured regional faculty



**Dr Jack Kileba**  
Medical Governance  
Officer East, West and  
Central Africa, Bayer.  
Chairman, Ethics and  
Compliance Committee,  
KAPI



**Kendi Miaro**  
Head of Ethics and Business  
Integrity, East Africa and  
Nigeria-Ghana, Sanofi.  
Ethics and Compliance  
Committee, KAPI



**William Mwiti**  
Director, Quality and Risk,  
Global Safety and Medical  
Governance, GSK.  
Member Ethics and  
Compliance Committee,  
KAPI, Nairobi, Kenya



**Minal Patel**  
Health Care Compliance  
Officer Southern Africa,  
Janssen



**Ronke Ampiah**  
Pricing, Market Access and  
Government Affairs  
Director, North West  
Africa, Local Compliance  
Champion, Merck



**Precious Lehong**  
Head of Compliance South  
East Africa, Merck, former  
Compliance Officer GSK  
Consumer Health Southern  
Africa



**Mohamed Amine  
Mebarek**  
Head of Compliance North  
West Africa, Merck, former  
Compliance Officer Sandoz  
Algeria



**Bruno Akpaibor**  
Local Compliance Officer –  
English West Africa (Nigeria  
& Ghana), Novartis Nigeria  
Limited.

## Featured international faculty



**Ibtissam Bougataya**  
Head of Compliance Middle  
East Africa, Merck UAE,  
former Compliance  
Director NWA Merck  
Morocco, former GSK Legal  
Director North Africa



**Holger Diener**  
Managing Director,  
Association of Voluntary  
Self-Regulation for the  
Pharmaceutical Industry,  
Berlin, Germany  
Vice-Chair of the Ethics and  
Business Integrity  
Committee of IFPMA



**Karen Eryou**  
Head, Ethics and  
Compliance Programs, UCB  
Pharma, Former Co-chair,  
Asia Pacific Pharma  
Compliance Congress,  
Brussels, Belgium



**Christian Roth**  
Co-President IPCAA  
(International  
Pharmaceutical Congress  
Advisory Association),  
Head Scientific  
Engagement Governance,  
Novartis Pharma,  
Switzerland



**Africa Stakeholder Forum:  
Trust in Healthcare Systems**  
**Sept 19 from 09:30-13:30**  
**(incl. networking lunch buffet)**

### **Objectives**

The forum is designed to engage stakeholders to join forces to move ahead. The focus is on how trust in health authorities and healthcare professionals is paramount in implementing a fully efficient healthcare system.

Roundtable participants will address the progress Ghana and other African countries have been making in raising their standards in the Ethics and Business Integrity space, which is contributing to IFPMA's goal to create a level playing field in the African market. Parallel to this, specific issues that can potentially undermine trust will be addressed, namely Falsified and Substandard Medicines. Ideas for further progress will be exchanged between IFPMA's member companies and associations as well as country associations and other stakeholders.

The session will be set up as a roundtable discussion with invited key stakeholders as discussants. Other participants are welcome as observers and can engage in the Q&A session. Part of the forum will be a celebration of AREPI's recent joining of the IFPMA, which is an important element of its Africa engagement strategy.

### **Who Should Attend?**

- Government officials
- Medical societies
- Academia
- Representatives from biopharmaceutical companies and national pharmaceutical trade associations
- Compliance professionals
- General managers
- In-house counsel and other related staff

### **Registration**

In order to plan accordingly, we ask you to register for this event. You can access the registration platform [here](#).