Following successful Code Capacity Workshops in locations such as Accra, Beijing, Johannesburg, Dubai and Manila, the global association of the research-based pharmaceutical industry (www.ifpma.org) has selected Mexico City to deliver a hands-on training on the recently launched revised Code of Practice and to engage in a broader discussion about the progress and the future of ethics & business integrity in Mexico and Latin America as a whole – with regional and international IFPMA experts.

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 the level of ethical conduct of activities in your organization
- Insights on how to set up and run a successful compliance program in your organization
- Interactions 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 Mexico, Latin America and worldwide. Participants will receive an update on the Code and the respective interpretation – trainers are keen 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

Erika Almeida
LatAm Quality & Risk Management Director, GSK

Marco Escotto
Executive Secretary of Council of Ethics & Transparency (CETIFARMA)

Carolina Gracida
Ethics & Business Integrity Manager, Mexico, Sanofi

Claudia Hernández
LATAM Area Director, Office of Ethics and Compliance, AbbVie

Dr. Juan Francisco Millán
Executive Secretary of Council of Ethics & Transparency (CETIFARMA)

Carolina Naboni
Regional Compliance Officer LATAM, Merck

Olga Sanz
Ethics & Compliance Manager for Iberia and Latin America, Ipsen

Cynthia Vatrano
Country Compliance Head Mexico, Novartis

Lucia Villamil Mariatti
Head of Legal & Compliance
Central America & the Caribbean, Roche
Featured international faculty

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

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

**Loreto Fernandez**  
Secondee, Ethics & Business Integrity, IFPMA, Switzerland and Legal & Healthcare Compliance Advisor, Farmaindustria, Spain

**Dominique Laymand**  
Executive Vice-President and Global Chief Ethics & Compliance, Ipsen, France

**Sofie Melis**  
Head of Ethics & Compliance, IFPMA, Switzerland

**Hannes Oswald-Brügel**  
Head Pharma Healthcare Compliance Office, Roche, Switzerland

**José Zamarriego**  
Director, Code Surveillance Unit, Farmaindustria, Spain
LatAm Stakeholder Forum: Trust in Healthcare Systems
April 3 from 09:30-13:30
Palace of Medical School

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 Mexico and other LatAm 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 LatAm market.

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.