

SAVE THE DATE!

IFPMA LatAm Ethics & Business Integrity Days

Mexico City, Hotel Barceló Reforma & Palace of Medical School, April 2-3, 2019

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.**



**Hands-on
Code Capacity Workshop
April 2, from 09:00 – 17:30
(incl. lunch & networking cocktail)**

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
Seconded, 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.

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.

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](#).