

SAVE THE DATE!

IFPMA SE-Asia Ethics & Business Integrity Days

Bangkok, Hotel The Sukosol, November 6-7, 2019

Following successful Code Capacity Workshops in locations such as Mexico City, Accra, Beijing, Dubai, Johannesburg and Manila, the global association of the research-based pharmaceutical industry (www.ifpma.org) has selected Bangkok 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 Thailand and South-East Asia as a whole – **with regional and international IFPMA experts.**



Day 1

Hands-on
Code Capacity Workshop
November 6, 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 Thailand, South-East Asia 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

Please note that the workshop will be held in English, so participants must be fluent to be able to attend.

Registration

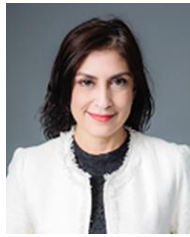
This workshop is free of charge – all time and effort is donated by IFPMA and its member companies and associations.

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



Varintorn Piyanan
Country Head of Ethics & Business Integrity Thailand & Myanmar, Sanofi-Aventis (Thailand) co., Ltd



Anattaya Chotivimut
Compliance Assurance Lead - Asia, Japan, Australia & New Zealand, AstraZeneca (Thailand) Ltd.



Anchalee Anuchitanukul
Head of Compliance for Pharma Division and Country Compliance Head - Novartis (Thailand) Ltd.



Sankar Balasubramanian
Ethics and Compliance Officer India, GSK



Vinayak Bindal
Sub-Regional Compliance Officer, South East Asia, Merck Pte. Ltd. Singapore



Saovapa T. Chutrakul
Legal Director & North Asia Cluster Lead, Pfizer (Thailand) Ltd.



Sineenard Deesamut
Compliance Manager, Boehringer Ingelheim (Thai) Ltd.



Nitika Garg
Director - Research, Organisation of Pharmaceutical Producers of India (OPPI)



Sarinthip Jarunsathianchai
Healthcare Compliance Officer Thailand, Laos, Cambodia & Myanmar, Johnson & Johnson (Thailand) Ltd.



Bussakorn Mahakkanukrauh
Medical Affairs Manager, GSK



Orapin Panacharas
Head of Ethics & Compliance Thailand, Takeda



Areeya Pornwiryangkura
Associated Director, Local Lead of Ethics & Compliance, Astellas Pharma (Thailand) co., Ltd



Sachin Salian
Health Care Compliance Officer Janssen India and South Asia, Johnson & Johnson



Sherita Septiani
Ethics and Compliance Officer Emerging Markets East, GSK



Naparlai Tangsanakun
Compliance Counsel, Bayer Thai co., Ltd.



Ratanaporn Thangthanakul
HR Development Manager/ Compliance Manager, Eisai (Thailand) Marketing co., Ltd.



Thannicha Vorawatjirapark
Ethics and Compliance Officer, Eli Lilly Asia Inc. Thailand Branch

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



Karen Eryou
Head, Ethics and
Compliance Programs, UCB
Pharma, Belgium
Chair Code Capacity
Working Group IFPMA



Sofie Melis
Head of Ethics &
Compliance, IFPMA,
Switzerland



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



Christian Roth
Co-President IPCAA
(International
Pharmaceutical Congress
Advisory Association)



Kiko Tranquilino
Consultant on Ethics
Matters, Pharmaceutical &
Healthcare Association of
the Philippines, Inc. (PHAP)



International Federation
of Pharmaceutical
Manufacturers & Associations



Day 2

Thailand Stakeholder Forum: Good Governance in Drug Systems

November 7 from 08:30-12:30

(followed by lunch)

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 Thailand has been making in raising its standards in the Ethics and Business Integrity space, which is contributing to IFPMA's goal to create a level playing field in the Thailand 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](#).