

# THE CONSUMER AT THE CORE: RETHINKING GROWTH IN HEALTHCARE

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5-6 November 2026 – Sofitel Sentosa, Singapore.

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#NHAP26

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NICHOLAS HALL'S 13TH  
ASIA-PACIFIC CHC  
CONFERENCE &  
MARKETING AWARDS

# THE CONSUMER AT THE CORE: RETHINKING GROWTH IN HEALTHCARE

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# Agenda

## Day 1

**8:30: Registration and Welcome Coffee**

**9:00: Welcome Address**  
Steve Sowerby, Founder,  
XPotential & Co-Founder,  
CHC Training Academy

**9:10: Keynote and Trends Presentation**  
Followed by Q&A Nicholas Hall,  
Executive Chairman &  
Creative Solutions Director,  
Nicholas Hall Group

**10:00: Digital Marketing  
Awards Presentation**

**10:30: Coffee Break**

**11:15: Integrated Marketing  
Awards Presentation**

**11:45: M&A Rewired: STOP Buying  
Growth. START Building It**  
Leandro Gaspar, I&A Director  
– GCI & Analytics, Reckitt

**12:15: The Role of Vitamins, Minerals  
& Supplements in  
Everyday Wellness**  
Anthony Hillier, Wellness  
(VMS) Category Head  
APAC, Haleon

**12:45: Lunch Break**

**14:15: Partnerships and  
Purpose: Transforming  
Health in ASEA**  
Maria Valentina Sposito  
Lemoine, ASEA Zone Head GM,  
Opella

**14:45: How iNova is Redefining Global  
Healthcare Growth with the  
Consumer at the Core**  
Dan Spira, Group CEO, iNova

**15:15: Coffee Break**

**15:45: Executive Panel: Where Will Growth Come  
From?**  
Dan Spira, Group CEO, iNova  
Leandro Gaspar, I&A Director – GCI &  
Analytics, Reckitt  
Sameer Mehta, Managing Director & Head of  
Southeast Asia, DSGCP Mgt Pte Ltd  
*Moderator:*  
Nicholas Hall, Executive Chairman & Creative  
Solutions Director, Nicholas Hall Group

**16:30: Presentation of Marketing  
Awards Winners**

**17:00: Day 1 Close**

**17:30 – Networking Drinks and Canapés  
19:30:**

## Day 2

**9:00: The Culture Execution Gap – Why  
Knowing the Culture You Want Is  
Not Enough**  
Steve Sowerby, Founder, XPotential &  
Co-Founder, CHC Training Academy  
Martina Gripp, Senior Associate,  
XPotential & The CHC Training Academy

**9:45: Steal this Playbook: Securing 2027  
Growth with NextGen Cohorts,  
AI-Powered Media, and Content  
that Converts**  
Shayne Madamba,  
Managing Director, IXM HakuHodo

**10:15: Coffee Break**

**11:00: Retail Outlook in Vietnam**  
Chris Blank (Hoàng Trí)  
Chairman & CEO,  
Nhà Thuốc Nhân Dân – Phượng Hoàng  
(Phoenix – The People's Pharmacy)

**11:30 The Emergence of India's Self-Care  
Economy**  
Sangeeta Barde, Healthcare  
& Consumer Health Strategist

**12:00: Lunch Break**

**13:00: The Longevity Revolution:  
How Aging Science Is Transforming  
Consumer Healthcare**  
Jennifer Cooper,  
Chief Science Officer,  
Lead Point Solutions

**13:30: Kilido – An Innovative Medicine  
Delivery for Babies**  
Milan Herczku, CEO, Gemil Nutrition

**14:00: Fireside Chat**  
Join industry leaders Keith Choy of Haleon  
and Nicholas Hall for an engaging  
conversation on Asia's evolving  
demographic opportunities, the  
transformative role of artificial intelligence in  
healthcare, and the changing dynamics of  
trust and influence, including how healthcare  
experts are perceived relative to social  
media influencers. Gain valuable insights  
into the trends shaping the future of health  
and wellness across the region.

**14:40: Day 2 Close & Coffee**

# SPEAKERS



**Nicholas Hall**

Executive Chairman &  
Creative Solutions Director  
**Nicholas Hall Group**



**Sameer Mehta**

Managing Director & Head of  
Southeast Asia  
**DSGCP Mgt Pte Ltd**



**Steve Sowerby**

Executive Chairman &  
Creative Solutions  
Director  
**XPotential**



**Shayne Madamba**

Managing Director  
**IXM Hakuhodo**



**Leandro Gaspar**

I&A Director,  
GCI & Analytics  
**Reckitt**



**Chris Blank  
(Hoàng Trí)**

Chairman & CEO  
**Nhà Thuốc Nhân Dân**  
- **Phượng Hoàng**  
(Phoenix – The People's  
Pharmacy)



**Anthony Hillier**

Wellness (VMS)  
Category Head APAC  
**Haleon**



**Sangeeta Barde**

Healthcare &  
Consumer Health Strategist



**Maria Valentina  
Sposito Lemoine**

ASEA Zone Head GM  
**Opella**



**Jennifer Cooper**

Chief Science Officer  
**Lead Point Solutions**



**Dan Spira**  
Group CEO  
**iNova**



**Milan Herczku**

CEO  
**Gemil Nutrition**

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