

THE CONSUMER AT THE CORE: RETHINKING GROWTH IN HEALTHCARE

5-6 November 2026 – Sofitel Sentosa, Singapore.



Strategic Partner

Event sponsors

#NHAP26



Catalent®

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?**
Leandro Gaspar, I&A Director – GCI &
Analytics, Reckitt
Emerson Aguinaldo, Managing Director &
VP, Asia, iNova Pharmaceuticals
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: Fireside Chat (video presentation)
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.

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: Executive Panel: CHC Awards 2026 –
Learning from APAC's Finest Work**
Moderated by Praful Akali, Founder
& MD, Medulla Communications

**14:00: Steal this Playbook: Securing 2027
Growth with NextGen Cohorts,
AI-Powered Media, and Content
that Converts**
Shayne Madamba,
Managing Director, IXM HakuHodo

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



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



Leandro Gaspar
I&A Director,
GCI & Analytics
Reckitt



Sangeeta Barde
Healthcare &
Consumer Health Strategist



Anthony Hillier
Wellness (VMS)
Category Head APAC
Haleon



Jennifer Cooper
Chief Science Officer
Lead Point Solutions



**Maria Valentina
Sposito Lemoine**
ASEA Zone Head GM
Opella



Praful Akali
Founder & MD
Medulla Communications



Dan Spira
Group CEO
iNova



Shayne Madamba
Managing Director
IXM HakuHodo



Emerson Aguinaldo
Managing Director
& VP, Asia
iNova

I would like to book ____ place (s) for the following event:

	Early Bird Rate (before 5 August)	Standard Rate (after 6 August)
☐ Conference (5-6 November)	☐ S\$2,195	☐ S\$2,495

I would like to take the following sponsorship package:

☐ Networking Drinks Sponsor

☐ Presentation Sponsor

☐ Exhibitor Sponsor

Payment Details

☐ Please send me a secure link so I can pay using a credit card

☐ Please invoice my company quoting the Ref. / Order no. _____

Name

Job Title

Company

Email

More about our Strategic Partner.

Founded by Praful Akali in 2008, Medulla Communications has consistently been recognized as one of the top healthcare agencies globally. As Strategic Partner for the Nicholas Hall APAC Marketing Awards 2026, Medulla is bringing its expertise in healthcare marketing to the Awards programme, supporting the recognition of impactful consumer healthcare campaigns across the region. Praful Akali, Founder of Medulla Communications, will also join the programme as Moderator.

FOR MORE INFORMATION OR GROUP BOOKING RATES
PLEASE CONTACT ELIZABETH.BERNOS@NICHOLASHALL.COM

