

NICHOLAS HALL'S APAC E-CONFERENCE: FACING THE FUTURE - TOGETHER

23 November 2021



Agenda ●●● NICHOLAS HALL'S APAC e-CONFERENCE: Facing the Future - Together

14:00: APAC trends Presentation

Nicholas Hall

Executive Chairman & Creative Solutions Director

Nicholas Hall Group of Companies

14:30: TBC

Karina Ong

Head of Strategic Portfolio Management, APAC, GSK

15:00: Menarini's Digital & eCommerce – Future Pillar of Growth

- Knowing where your consumers are in digital & ecommerce
- Maximise returns for digital media investments
- Future proofing consumer healthcare with eCommerce

Valerie Lau

VP - Consumer Healthcare APAC/ Regional, VP - Singapore-Malaysia–CBEC Cluster, Menarini

15:30: Consumer Centricity in Health care - why it is more important than ever-before!

- Self Care in a changing world (more empowered and aware patients, role of tech etc, category trends, regulations)
- Why Consumer/Patient centricity remains important?
- How it can help us face the future together?

Aditya Gupta

Senior Director, Personal Health Care – Asia Pacific, India, Middle East and Africa, P&G

16:30: Presentation of APAC Awards shortlisted entries and voting

16:50: Panel Discussion

Healthcare is one of the industries most impacted by the pandemic; changes in consumer behaviours in health care have been accelerated irreversibly by Covid and so we must change.

What are the do or die implications for us leaders, in the industry?

- In our People
- In our Consumer Communication
- Commercial Channels
- Digital Trends
- Digital Health Interventions

Panelists:

Graeme Read, Chief Strategy Officer, Hello Health

Pritendra Chawla, Independent (ex-GSK, Merck and P&G)

Michael Hofer, Regional Director - eCommerce & Digital, Zuellig Pharma

Moderated by Steve Sowerby, XPotential, Founder

17:50: Announcement of Marketing Award Winner

18:00: Summary and Close

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Regular rate: SGD\$450 each

Group rate: 3 paying attendees with fourth place free of charge

Unlimited number of participants PER COMPANY - SGD\$4000

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Elizabeth.Bernos@NicholasHall.com



Speakers ●●● NICHOLAS HALL'S APAC e-CONFERENCE: Facing the Future - Together



NICHOLAS HALL
Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies



Nicholas is the founder of Nicholas Hall Group of Companies, an elite consulting, business intelligence and executive recruitment company primarily serving the consumer healthcare industry since 1978. After a career in marketing and general management with Procter & Gamble, Vicks and GD Searle, Nicholas has managed the company's consultancy practice, which has among its clients many blue chip OTC companies, as well as some of the leading local laboratories in Asia, Middle East and Latin America.



KARINA ONG
Head of Strategic Portfolio Management, APAC
GSK



Karina Ong is the Head of Strategic Portfolio Management (APAC) for GSK, leading key priorities and change transformation across the region. With more than 20 years' experience in consumer marketing & sales, Karina has held key leadership roles in organizations including Kraft Heinz, Unilever and J&J. Karina's experience has spanned across P&L management as well as brand marketing in a local, regional and global capacity.



ADITYA GUPTA
Senior Director
Personal Health Care – Asia-Pacific,
India, Middle East and Africa, P&G



Aditya Gupta is Senior Director for Brand, Analytics & Insights - Personal Health Care, Asia Pacific, India, Middle East & Africa at Procter & Gamble, where he has been instrumental in creating growth opportunities across multiple health care categories. Aditya leads a cross functional passionate and talented team of Marketers and Consumer Research Analysts across these regions. Outside of work he is passionate about personal fitness and travel.



MICHAEL HOFER
Regional Director - eCommerce & Digital
Zuellig Pharma



As Regional Director eCommerce & Digital at Zuellig Pharma, Michael Hofer leads the development and growth of eZRx, Southeast Asia's largest B2B eCommerce platform for the healthcare industry. Beyond that, he and his team make healthcare brands more accessible to end consumers and patients through marketplaces (B2B2C), eRetailers and enablers (B2B) as well as D2C channels. Prior to that he was with DKSH where he ran their North Asia eCommerce and their Healthcare Service Innovation business across the APAC region.



GRAEME READ
Chief Strategy Officer
Hello Health Group



Graeme Read is Chief Strategy Officer at Hello Health Group and also leads the Regional Commercial Team comprising 4 Vice Presidents of Partnership, connecting regional and local clients with innovative solutions to meet their digital marketing challenges. He has built a rewarding career in the life science, health & wellness industries in sales & marketing, advertising & communications and digital health, having held senior regional and global positions, client and agency-side, in NZ, Australia, Singapore, China, India and the UK. Graeme brings a wealth of experience across Pharmaceuticals, Consumer Health, Nutrition, Nutraceuticals, Devices, Diagnostics, Healthcare Services, MedTech, Vaccines and Natural Remedies, as well behavioral change programs in Social Marketing & Public Health.



PRITENDRA CHAWLA
Independent
ex-GlaxoSmithKline, Merck and Procter & Gamble

Pritendra Chawla (Pittoo) is a global business leader with over 2 decades of experience in CPG categories such as Nutrition, Consumer Health & Oral Care. He spent his early years at GSK, where he led marketing for Panadol and Scott's globally, the Wellness Category regionally, and for Horlicks, Boost & Sensodyne locally, before joining Merck KGaA and then Procter & Gamble, where he continued to lead cross-functional teams and delivered industry-beating growth rates across multiple categories and markets. More recently, Pittoo has been working with a diverse set of organizations, including a few Healthcare startups and a not-for-profit Ed-Tech company.



VALERIE LAU
Cluster Vice President
Menarini Asia-Pacific



Valerie Lau joined Menarini Asia-Pacific in 2016, bringing with her over 20 years' experience in sales and marketing across different industries, including 8 in general management. Entrusted with dual roles within Menarini, she heads the Consumer Healthcare portfolio in Asia Pacific and oversees the company's business in cross-border e-commerce, Malaysia and Singapore, covering the cluster P&L management of the entire Menarini portfolio. Previously, Valerie held key leadership roles in multinational companies including Coca-Cola, Estee Lauder and Sanofi-Aventis. She was also the Asia-Pacific regional head of Ascensia Diabetes Care (ex-Bayer).



STEVE SOWERBY
Founder of XPotential and Co-Founder
of the CHC Training Academy



Steve Sowerby is the founder of XPotential and co-founder of The Consumer Healthcare Training Academy. Steve has a strong background in Consumer Healthcare and is a highly experienced Marketer and General Manager with over thirty years of global corporate and agency experience across fast-moving consumer goods, pharmaceuticals, health care, skin care, retailing, media and non-profit organisations. He has been invited to train companies around the world across multiple industries.