



**THE CONSUMER HEALTHCARE  
TRAINING ACADEMY**

*Investing in People, Building the Future*

SUPPORTED BY



Tận Tâm Phục Vụ  
Serving You Faithfully



# WINNING TOGETHER IN CONSUMER HEALTHCARE

## HO CHI MINH CITY, VIETNAM • 28 FEBRUARY 2019

A unique opportunity to experience and develop the new generation of Key Account Management competences together with Global and Local experts in Consumer Healthcare.

In collaboration with Pharmacy, the biggest and fastest growing Pharmacy Chain in Vietnam, The Consumer Healthcare Training Academy is proud to launch their first one day development event in a new era of collaborative partnership approaches between retailer and supplier for strengthening categories together

Built around a 'real life' business case to develop the vitamin, mineral and nutrition category through pharmacy. You will work together to have the real experience to grow category in the Vietnamese market



### **Objective of Winning Together In Consumer Healthcare**

- To develop essential skills to work in an environment of collaborative partnership across suppliers and retailers

### **Deliverables of Winning Together In Consumer Healthcare**

- Deep insights on all key stakeholders and category
- Win Win Win Category Building Opportunities
- Practical tools, tips and techniques to use back in your business

## **YOUR LEAD TEAM**

### **Nicholas Hall (Founder and CEO of the Nicholas Hall Group of Companies)**



Nicholas is founder and CEO of the 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 set up his own company, which has remained resolutely independent as it has expanded and flourished. Throughout that time Nicholas has managed the company's consultancy practice, which has among its clients many clue chip OTC companies, as well as some of the leading local laboratories in Europe, Asia, Middle East and Latin America. He has more than four decades of experience in the healthcare industry and has chaired and moderated over 300 conferences and seminars in 58 countries.

### **Steve Sowerby (Founder of XPotential and Co-Founder of The Consumer Healthcare Training Academy)**



The Founder of XPotential and Co-Founder of The CHC Training Academy, Steve is a highly experienced Marketer and General Manager with over 30 years of corporate and agency experience. Steve has an in-depth knowledge in Strategy, Positioning, Branding and Team Building as well as being an experienced trainer and facilitator. Originating in OTC Pharmacy and Prescription Drugs, Steve's knowledge and experience spans globally in areas of FMCG, Pharmaceuticals, Healthcare, Skincare, Retailing, Media and Non-Profit Organisations.

**The programme will take place in the Store Support Centre of Pharmacity, the largest and fastest growing pharmacy chain in the country**

**Address: 248a No Trang Long Binh Thanh District HCMC**

**Payment Details**

<b>Early Bird Rate</b>	<b>Full Rate</b>
Ends 17 <sup>th</sup> January 2019	From 18 <sup>th</sup> January 2019
650 USD	750 USD

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Mr/ Mrs/ Ms/ Dr Full Name \_\_\_\_\_

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Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Please tick if you do not wish your email to be published on our delegates list

If booking two or more places, please provide contact details below:

**Delegate Two** Mr/ Mrs/ Ms/ Dr

Full Name \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

Country \_\_\_\_\_

**Delegate Three** Mr/ Mrs/ Ms/ Dr

Full Name \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

Country \_\_\_\_\_

**Delegate Four** Mr/ Mrs/ Ms/ Dr

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I accept the terms and conditions below and understand that Nicholas Hall Group of Companies reserves the right to amend the agenda

Signature \_\_\_\_\_ Date DD/MM/YYYY

**25% of profits will be donated towards the “Bright Future Program” for further development of Vietnamese pharmacists.**

This conference is being held by Coigne International Ltd, but for bookings, information and other details please contact our managing agents: Nicholas Hall Asia-Pacific Pte Ltd, Singapore Land Tower, 37th Floor, 50 Raffles Place, Singapore, 048623

N.B: Nicholas Hall Group of Companies is not liable for any incident or injury, which may occur during the course of the meeting or any of the functions, including the drinks reception.

The appropriate fee covers attendance at the workshop, event documentation, lunch and coffee breaks during the meetings on 28 February 2019. It does NOT include hotel accommodation or items charged to your room account, or transport to and from the conference.

Bookings may be transferred to a colleague, at no extra charge. Notice of cancellations or transfers of bookings must be given in writing. For cancellations received by 31 January 2019, fees will be refunded in full, less an administration charge of £100. There will be no refund for cancellations received after 31 January 2019 or cancellations where no written notice of cancellation is received.

If you have any questions about this event, please contact Mary:  
T: +65 6829 7132 or E: maricar.montero@nicholashall.com