

NICHOLAS HALL'S ASIA-PACIFIC CHC
CONFERENCE AND MARKETING AWARDS



The Need for Change in CHC: Transforming Challenges into Opportunities

Fairmont Hotel • Raffles City Convention Center • Singapore

19 - 20 November 2025

A vibrant nighttime photograph of a Singaporean cityscape. In the background, several skyscrapers are illuminated, including the OCBC Bank tower on the left and the Singtel tower in the center. To the right, a modern building with a curved facade is lit with red and purple lights. In the foreground, a bridge with a green railing is visible, and the water of a river or canal reflects the city lights. Long-exposure light trails from vehicles are visible on the bridge and in the water.

SAVE THE DATE!

#NHAP25

For more information or group booking rates,
please contact elizabeth.bernos@NicholasHall.com

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Speakers to Include:



Jennifer Cooper
Chief Scientific Officer
LPS Health Science



Maria Valentina Sposito
ASEA Zone Head, GM
(SEA, South Korea, HK & Taiwan)
Opella



Minxia Shen
Head of Consumer Health Japan
and E-commerce Asia
Bayer Consumer Health



Dr. Noppadon (Nhum) Adjimatera
ASEAN and North Asia Regulatory
Affairs and Safety Director (Japan,
Korea, HK & Taiwan)
Reckitt



Nitin Goel
APAC Lead, Consumer and Business
Insights and Analytics
Haleon



Graeme Read
Managing Director, Asia Pacific
Klick Health

Day 2 • November 20 • Workshop 2:00 - 5:30PM



Nicholas Hall

Executive Chairman & Creative Solutions Director

Nicholas Hall Group of Companies

Nicholas is Executive Chairman & Creative Solutions Director 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 blue 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

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.

AGENDA

2:00: Catching the Pulse: Trends & Partnerships That Drive Innovations in APAC

Nicholas Hall

Executive Chairman & Creative Solutions Director

Nicholas Hall Group of Companies

Understand evolving consumer behavior across APAC markets, uncover common innovation themes, and explore collaboration models that help companies act swiftly and stay relevant.

Sessions Include:

- Trend Deep Dive: Regional Shifts in CHC Behaviors
- Interactive Map: Consumer Trends by Market
- Case Study Presentation

2:45: Group Discussions/ Q&A

3:30: Refreshment Break

4:00: Mastering Consumer Engagement: The Art and Impact of Storytelling in CHC

Steve Sowerby, Founder, XPotential

Co-founder

The Consumer Healthcare Training Academy

Dive into how compelling storytelling shapes brand trust and loyalty. This track explores proven strategies, content formats, and successful case studies from across APAC that turned narrative into commercial success.

Sessions Include:

- Crafting Authentic Brand Narratives
- Case Study Review: Viral Wins - What Made Them Stick?
- Future of Storytelling in a Short-Attention World

4:45: Group Discussions/ Q&A

5:30: Summary and Closing

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Singapore • 19 - 20 November 2025

I would like to book _____ place/s for the following event/s:

	Early Bird (Before 19 Aug)	Normal Rate (From 20 Aug)
<input type="checkbox"/> Conference (19 - 20 November)	SG\$2,250	SG\$2,500

I would like to take the following sessions (please tick):

- ☐ 19 November: 5:30 - 7:30pm - Networking Drinks
☐ 20 November: 2:00 - 5:30pm - Workshop:

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. _____

Mr/Mrs/Ms/Dr Full Name _____

Job Title _____

Company _____

Tel _____

Email _____

For sponsorship details please contact
mary.montero@NicholasHall.com