

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



Event Sponsor

DKSH



Nicholas Hall's
CHC EVENTS

#NHAP25

Speakers:



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

Founder - XPotential Co-founder - 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.



Maria Valentina Sposito Lemoine

ASEA Zone Head, GM

Opella

Global Executive with demonstrated success in general management, strategy development, marketing, innovation, customer development across developed and developing markets. Proven expertise in building, leading

and motivating multi-functional global, regional as well as high performance local leadership teams. A successful track record of developing, launching and growing profitable businesses and new functions to engage Consumers, Shoppers and Customers to build brands.



Anama Dimapilis-O'Reilly

Public Affairs and Communications Head, ASEA

Opella

Anama O'Reilly leads Public Affairs and Communications for Opella across Southeast Asia, HK, TW, and South Korea, shaping external engagement,

policy advocacy, and corporate reputation for one of the world's first B Corp-certified consumer healthcare companies. With nearly two decades of experience spanning healthcare, FMCG, and sustainability, she drives strategies that simplify science, strengthen regulatory trust, and deepen access to self-care across diverse markets.



Jennifer Cooper

Chief Scientific Officer

LPS Health Science

Ms. Cooper has spent over 25 years in consumer healthcare, including supplement, food and over-the-counter drug companies.

She has held senior science roles at companies in the US and Europe. She has consulted on products and business development projects

in North America, Europe, Mexico and Asia. Ms. Cooper's consulting work includes several Fortune 500 and multinational healthcare corporations, and she has developed over 300 new and innovative products in nearly a dozen countries with more than a billion dollars in sales.



Dr. Noppadon (Nhum) Adjimatera

ASEAN and North Asia Regulatory Affairs and Safety Director (Japan, Korea, HK & Taiwan)

Reckitt

Expert in Global scientific regulatory compliance & strategy across all categories (pharmaceuticals, OTC, cosmetics, packaged foods, health supplement, medical devices, biocides and chemical), with intensive experience in Asia-Pacific region, with professional recognition as the prestigious FAPA Ishidate awardee (Pharmaceutical Industry) in 2020.



Delicia Tan

CEO, Edelman Hong Kong and Taiwan CEO, Edelman Singapore

Delicia Tan leads operations across Hong Kong, Taiwan and Singapore, overseeing high-performing teams that deliver communications, brand building and advisory work. With more than 25 years of experience in the Asia Pacific region, Delicia is a trusted advisor to multinational companies and public sector organisations, recognised for her cultural fluency and ability to deliver meaningful business results.

She currently advises major clients including Starbucks, PepsiCo, and the Government of Mongolia. Over the years, she has led some of the firm's largest regional and global client partnerships, including the Singapore Tourism Board, where she supported the reimagining of Singapore's tourism proposition during and after the COVID-19 pandemic; Samsung and GE. Her focus has been on managing reputation, helping brands evolve, and building trust with their stakeholders. She also spent time based in Beijing, where she led client work and regional initiatives, adding depth to her understanding of business and cultural dynamics in North Asia



Nitin Goel

APAC Lead, Consumer and Business Insights and Analytics

Haleon

APAC Head Consumer & Business Insights and Analytics at Haleon. More than 21 year experience in Insights and Analytics in Consumer Goods and Consumer Healthcare Industry. Passion Areas include Innovation, Insights and Developing a Consumer Centric Organization.

Speakers:



Graeme Read
Managing Director, Asia Pacific
Klick Health

Graeme is Managing Director Asia Pacific for KCLICK, the world's largest independent healthcare marketing agency with a unique operating model built for client success.

Graeme's career spans the life sciences and health & wellness industries in sales & marketing, advertising & communications and digital health. He has held senior regional and global positions, client and agency-side, in NZ, Australia, Singapore, China, India and the UK. Graeme has a passion for life-changing ideas that improve the health of humanity and he is driven by a commitment to help health & wellness brands and businesses play a meaningful role in people's lives.



Dhillon Singh
VP of Strategy, Asia Pacific
Klick Health

For 15+ years, Dhillon has navigated the evolving landscape of marketing, technology and customer experience. With varied experiences in creativity, experience strategy and digital transformation, he combines these skills to develop holistic brand strategies that encompass business planning, creative excellence and audience engagement.

With deep expertise in patient care and consumer health, he has also delivered change in telecoms, insurance and the financial services verticals with qualified success at the Clio Health, Effies and Spikes Asia.

As the VP of Strategy at Klick APAC, his focus is on shaping patient experiences for the digital age, leveraging customer insights, technology and a shift in business strategy to redefine how Klick delivers outcomes to healthcare consumers.



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

Minxia is an experienced General Manager and an internationally recognized professional known for her entrepreneurial spirit and a unique blend of local and global commercial operations expertise. She has held leadership roles in key global markets, including China, Japan, France, and the ASEAN region, with prominent companies such as L'Oréal, GSK, and Bayer.

With a proven track record in leading digital and innovation transformations, Minxia possesses a deep understanding of megabrand management, product innovation, and operational strategy. Her leadership has consistently driven above-market growth in the cosmetics, consumer healthcare, and pharmaceutical industries, resulting in numerous award-winning initiatives. Currently, she leads Bayer's Consumer Health Business in Japan and oversees e-commerce operations across Asia.



John Goebel
Vice President, Global Strategic Development, Microbiome B.U. & C.E.O. Asia Pacific & South Asia Region
Sacco System

John is a senior executive with over 25 years of international experience. Currently with Sacco System a 150-year-old Italian Family-owned company, he has led growth and market expansion initiatives across 25+ countries in OTC, Consumer Health, Probiotics, Complimentary Medicines, Nutraceuticals and Food Supplement, with a strong focus on Asia-Pacific.

His career spans senior roles at several companies, including DKSH and Sanofi, where he consistently delivered profitable outcomes through strategic brand development, digital e-commerce, International distribution expansion, and operational excellence. John has lived and worked in Australia, Vietnam, Thailand, and Malaysia, bringing deep insight into diverse markets. He is also a current Board Member of the International Probiotics Association and former Vice-Chairman of the Vietnam Pharma Industry Board.



Deepapriya Velumani
Head Global Research Center
Himalaya Wellness Company

Deepa brings with her over two decades of experience in Research and Development across diverse areas. Her expertise encompasses consumer insights, product research, new product development, sensory science, and process engineering. Deepa has dedicated her career to working on renowned Global brands, with a relentless focus on enhancing the lives of consumers through impactful contributions to FMCG, OTC, and dietary supplements.

Deepa Currently works at Himalaya Global Research center as R&D Head. Prior to that, she had significant R&D leadership roles in esteemed companies including GSK, Mead Johnson, P&G and Kellogg's successfully managing the life cycle of brands and has launched more than 40 products globally. Deepa also holds active memberships in prestigious organizations such as ILSI, the American Nutrition and Dietetics Association, and the Singapore Society of Microbiology and Biotechnology. She has been instrumental in fostering Inclusion & diversity throughout her career and has led women Leadership Initiative in GSK. She is an active member of Asian Women Leadership Summit and has played a vital role in mentoring women in STEM.



Praful Akali
Founder & MD
Medulla Communications

Praful is a globally recognized healthcare creative and strategist. He founded Medulla in 2008, guiding it

to become the #1 Healthcare Advertising Agency at Cannes in 2016 and winning multiple global awards for campaigns such as 'Last Words' and 'Last Laugh'. With a management degree from IIM Lucknow and client-side experience at Pfizer's Consumer Healthcare portfolio, Praful blends creativity with effectiveness. Under his leadership, Medulla was ranked the #4 Most Effective Independent Agency by Effies and #4 Most Effective Specialist Agency by WARC in 2019.



Taffy Ledesma
Managing Partner, APAC
Medulla Communications

Taffy Ledesma has been a healthcare leader in the region for over a decade. His career has given him a wide breadth of experience in several sectors within healthcare. He held leadership roles for OTC and Consumer Healthcare in the SEA region for Johnson & Johnson and then transitioned to General Management roles for DDB Indonesia and Hello Health Group. Today he is the Managing Partner at Medulla APAC and an adviser to a global marketing AI software based out of Singapore.

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

Day 1

- 8:30: Registration and Welcome Coffee
- 9:00: Trends Presentation
Nicholas Hall
Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies
- 10:00: Self-Care: As Simple As It Should Be
Maria Valentina Sposito Lemoine
ASEA Zone Head GM
Opella
- 10:30: **Morning Break:** Coffee and Refreshment
- 11:15: **Presentation of APAC Marketing Awards**
- 11:45: Regulatory Landscape & Dynamics of Consumer Healthcare products in Asia
Dr. Nappadon (Nhum) Adjimatera
ASEAN & Japan/Korea, Regulatory Affairs and Safety Director
Vice President – (**APSMI**)
- 12:15: Case-Study Presentation
Nitin Goel
APAC Lead, Consumer and Business Insights & Analytics,
Haleon
- 12:45: Networking Lunch Break
- 2:00: Presentation of APAC Digital Marketing Awards
- 2:30: Regional Consistency or Local Relevance:
Do Brands in Asia have to Choose?
Building Adaptive Brand Systems for Evolving Asia
Graeme Read **Dhillon Singh**
Managing Director VP of Strategy
Klick Health Asia-Pacific **Klick Health Asia-Pacific**
- 3:00: Building Digital Trust in Consumer Health:
Privacy, Transparency, and the Role of Big Tech – TBC
- 3:30: Afternoon Break: Coffee and Refreshment
- 4:00: China & Japan: Navigating the Digital Crossroads -
Consumer Engagement Strategies in Asia's Leading Markets
Minxia Shen
Country Division Head Japan & Head of e-Commerce Asia
Bayer Consumer Health
- 4:30: Trust and Health in APAC: A deep dive into insights from
the Edelman Trust Barometer 2025
Delicia Tan, CEO, **Edelman** Hong Kong and Taiwan
CEO, **Edelman** Singapore
- 5:00: Marketing Awards and Networking Drinks

Day 2

- 9:00: Opella's "Sustainable Care Pledge": Key Pillars & Targets
for a Healthier Future
Anama Dimapilis-O'Reilly
Public Affairs and Communications Head, ASEA, **Opella**
- 9:30: Beyond the Basics: Advancing Women's Health Through
Science & Innovation
Jennifer Cooper - Chief Scientific Officer
Leadpoint Solutions
- 10:00: Exploring Microbiome Category Opportunities and
Future Directions
John Goebel
Vice President, Global Strategic Development,
Microbiome B.U. & C.E.O. Asia Pacific &
South Asia Region
- 10:30: **Morning Coffee Break**
- 11:00: The Power of Consumer Insights in Solving
Real-World Problems
Deepapriya Velumani
Head Global Research Center
Himalaya Wellness Company
- 11:30: The Voice of CHC in APAC: Turning Real-World
Challenges into Solutions
Praful Akali, Founder & MD
Medulla Communications
Taffy Ledesma, Managing Partner, APAC,
Medulla Communications
- 12:10: Closing and Summary; **Nicholas Hall**
- 12:50: **Networking Lunch**
- 2:00: **Afternoon Workshop**
Theme: Catching the Pulse: Trends & Partnerships That
Drive Innovations in APAC
Sessions Include:
 - Trend Deep Dive: Regional Shifts in CHC Behaviors
 - Interactive Map: Consumer Trends by Market (SEA, ANZ, India, China)
 - Workshop: Co-Innovation Models – From Pharma to Tech Partners**Nicholas Hall**
- 3:00: **Group Discussions/ Q&A**
- 3:45: Theme: Creating Growth Minded and Agile Teams in CHC
Sessions Include:
 - Key success factors from best in class companies
 - Building a Growth Minded Culture
 - Mobilising the Organisation**Steve Sowerby**
Founder - **XPotential**
Co-founder - **The Consumer Healthcare Training Academy**
- 4:45: Group Discussions/ Q&A
- 5:30: Summary and Closing

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

Price

☐ Conference (19 - 20 November)

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 _____

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