

NICHOLAS HALL'S 6TH ASIA-PACIFIC CONSUMER HEALTHCARE CONFERENCE & CHC TRAINING ACADEMY WORKSHOP



A New Paradigm for Consumer Health - Starting the Point-of-Care Journey!

FAIRMONT HOTEL • SINGAPORE
15 - 17 OCTOBER 2019



CHC THE CONSUMER HEALTHCARE
TRAINING ACADEMY
Investing in People, Building the Future

* 15 October CHC Training Academy Workshop

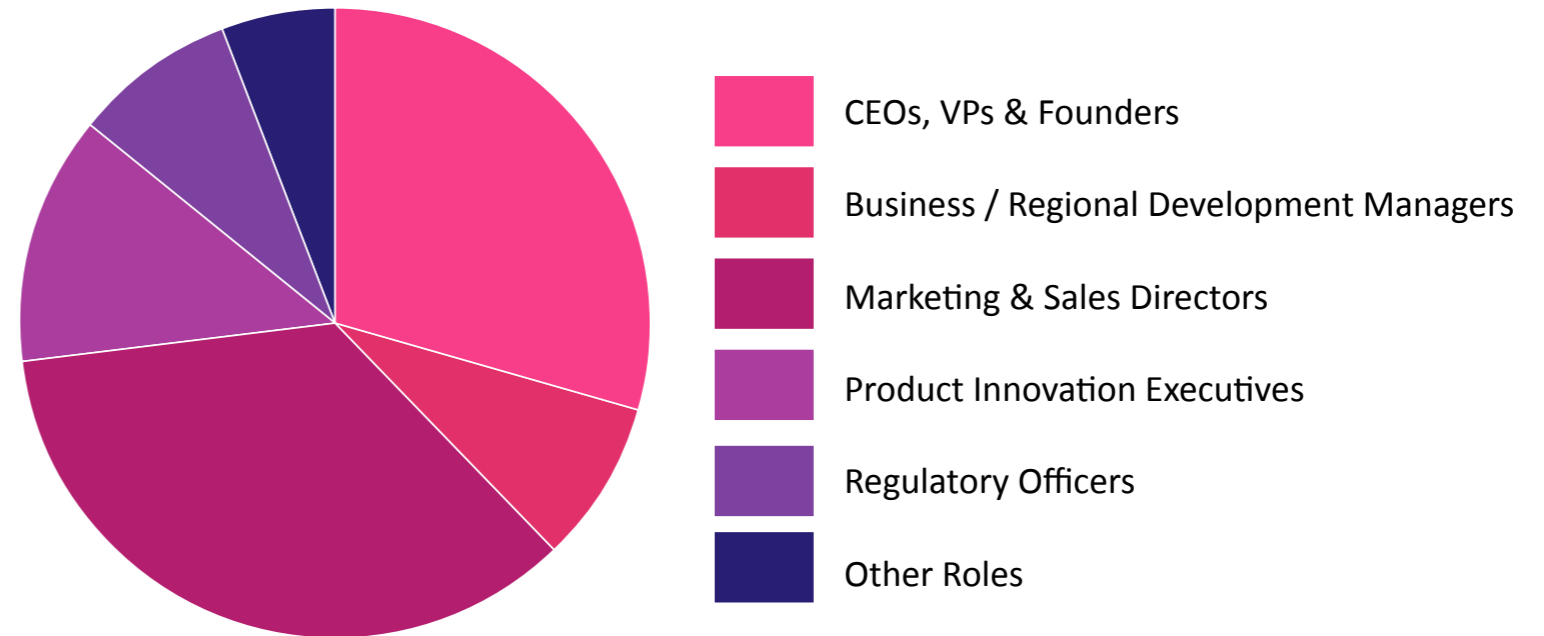
Booking enquiries:
E: Elizabeth.Bernos@NicholasHall.com

#NHAP19





DELEGATES WHO ATTENDED OUR 2018 CONFERENCE & ACTION WORKSHOP IN SINGAPORE



COMPANIES INCLUDED:



PREMIUM SPONSOR SGD \$25,000



- Lead one panel discussion during the main conference (topic of your choice)
- Seat drop (your marketing flyer will be distributed to attendees on day one)
- Table Top display at the main conference – approx. 9x9m space (showcase your products and solutions; an effective way to engage with a targeted audience)

all marketing material is to be provided by the sponsor

Networking benefits:

- 1 speaker pass (panel moderator)
- 2 delegate passes
- 2 staff exhibitor passes

Branding & Marketing benefits:

- Logo will be displayed during registration as a premium sponsor
- Logo will be displayed on the stage banner throughout the conference
- Logo promotion on all email marketing campaigns and online brochure

COCKTAIL SPONSOR SGD \$15,000



- Exclusive branding during the cocktail (after the first day of the conference)
 - 5-minute introduction during the cocktail reception
- all marketing material is to be provided by the sponsor*

Networking benefits:

- 2 delegate passes
- 3 VIP invites for cocktail reception only

Branding & Marketing benefits:

- Logo will be displayed during the registration as the exclusive cocktail sponsor
- Exclusive pop-up banner to be displayed during the cocktail (to be provided by the sponsor)
- Logo will be displayed on the stage banner throughout the conference
- Logo promotion on all email marketing campaigns and online brochure

EXHIBITOR SGD \$6,000



- Table Top display for 2 days main conference – approx. 9x9m space (showcase your products and solutions; an effective way to engage with a targeted audience)

all marketing material is to be provided by the sponsor

Networking benefits:

- 2 staff exhibitor passes

Branding & Marketing benefits:

- Logo will be displayed during the registration as an exhibitor
- Logo will be displayed on the stage banner throughout the main conference
- Logo promotion on all email marketing campaigns and online brochure

Want more options? (other options available)

- Bag sponsor
- Wifi sponsor
- Corporate gift sponsor

Sponsorship packages vary with options and can be customised to your request. For more information,

kindly contact Mary Montero

E: maricar.montero@nicholashall.com

T: +65 6829 7132

CHC Training Academy Workshop: October 15, 2019

TODAY'S OPPORTUNITY NOT TOMORROW'S PROBLEM:

TRANSFORMING THE DIGITAL OPPORTUNITY TO REACH ASIA'S OLDER POPULATIONS, ITS BIGGEST GROWTH MARKET

Who should attend :

- Anyone wanting to understand how to transform how they use digital media to reach important potential customers.
- Brand and marketing executives who want to achieve real growth by looking at where opportunity is really growing
- Marketers who want to know how better to expand their business with the fastest growing and wealthiest population segment in Asia
- Smart business people looking to use digital platforms to grow opportunities targeting the changing, dynamic older consumer and their carers

What you will learn :

- How to build a digital campaign structure against a specific audience
- How to apply simple tools for understanding and reaching a key audience with digital platforms
- How the “old and ageing” are really the “New Life Builders” who are looking to continue to do more in life and how they can and should be adding life to your business
- How to rethink about ageing populations not as tomorrow's problems but as today's biggest opportunity and reach them with effective digital solutions



Shayne Garcia-Madamba

Chief Digital Officer, Havas

Shayne has over 18 years in the media and advertising industry and is experienced in both traditional and digital channels, from planning, buying, content and strategy, spanning across business development and digital transformation consultancy. She has worked on diverse industries locally and globally throughout her career. Her expertise includes consumer insighting, integrated communications planning, programmatic media, strategic optimization and digital campaign pivots for ROI, developing client benchmarks, and performance marketing. True to her media craft, Shayne is also a multi-awarded digital practitioner – two of which include Campaign Asia Digital Agency of the Year Award 2017 and '40 under 40' individuals in APAC also by Campaign Asia in 2016.



David McCaughan

Story Teller, Bibliosexual

David has spent the last three decades working across the Asia-Pacific leading strategy planning and in senior management roles with McCann before starting his own consultancy, Bibliosexual in 2015 and becoming a partner in a Ai agency in August 2016. He joined McCann in 1986 in his native Sydney where he built the Strategic Planning function and subsequently since 1995 has been based in various cities in Asia. In Hong Kong, he led regional strategy and communication campaign development for clients including Coca-Cola, General Motors, L'Oréal, Hawley&Hazel, MasterCard, Nestlé, Cathay Pacific, Sunstar, Hitachi, Johnson & Johnson and many others.

He has an extensive history of working on the implications of media changes, how society is influenced by and influences them.



The Nicholas Hall Asia-Pacific Consumer Healthcare Marketing Awards 2019

We are proud to announce that our Consumer Healthcare Marketing Awards is back! This event will take place during the main Conference. The shortlisted candidates will be presented to our delegates on 16 October and the results will be announced the following day. Get involved – Enter your Marketing Campaign and Products for a chance to clinch the only APAC Consumer Healthcare Marketing Awards! The Consumer Healthcare Awards categories are:

ASIA-PACIFIC CREATIVE AWARD

Sponsored by Nicholas Hall's *OTC.Newsflash*

Voted for by delegates, this Award will be given for the most outstanding example of creativity in consumer healthcare advertising that has appeared on TV, internet or out-of-home media between 1 September 2018 and 1 October 2019.

2018 results:

1st Place: **Johnson & Johnson**: Combantrin
2nd Place: **GSK**: Panadol
3rd Place: **Johnson & Johnson**: Doktorin Gold



ASIA-PACIFIC NEW PRODUCT OF THE YEAR AWARD

Sponsored by Nicholas Hall's OTC NEW PRODUCTS TRACKER

Voted for by delegates, this award will be given for the most outstanding example of creativity in OTC advertising that has appeared on TV, internet or out-of-home media between 1 February 2018 and 31 January 2019.

2018 results:

1st place: **Sanofi**: Mucosolvan
2nd place: **RB**: Nurofen
3rd place: **GSK**: Sensodyne Rapid Relief



WORLDWIDE DIGITAL AWARD

Sponsored by Nicholas Hall's OTC DASHBOARD

This Award will be given for the most innovative new digital marketing campaign for any consumer healthcare brand. This could be a campaign or a launch from anywhere in the world, which has appeared for the first time globally between 1 September 2018 and 1 October 2019.

2018 results:

1st place: **J&J**: Motrin
2nd place: **Combiphar**: Eyemo
3rd place: **J&J**: Doktorin



Entry deadline: 23 August 2019 • Send entries to Antoinette.Stamaria@NicholasHall.com



DAY 1 • WEDNESDAY 16 OCTOBER

9:00 – 9:50 Key Note Presentation/ Global Trends
Nicholas Hall

9:50 – 10:10 From Dispensers to Trusted Advisors: The Burgeoning
Influence And Role of Pharmacists

It is a paradox that healthcare's most trusted and accessible healthcare professional has also been its most undervalued and underutilised' The ongoing transformation of Pharmacy is, without question, a global movement and while the speed and mode of Pharmacy evolution differs around the world, the direction of travel is only one way. Opportunities for those that want to seize the initiative and help reignite the role of pharmacists in the region abound.

In this session, Liz will answer these pertinent questions: Are we truly aware of the influence pharmacists are having on your brands and patients? Are we ready to utilize an engaged pharmacist to help improve health outcomes by utilizing your brands?
Liz Clark Martinez, Head of Planning, McCann Health

10:10 – 10:30 Presentation of New Products Awards

10:30 – 11:00 Coffee Break

11:00 – 11:20 Presentation of Creative Awards

11:20 – 12:00 Key Learnings from the Pharmacy Journey

Chris will discuss the challenges and successes of Pharmacy and will walk us through the best in class customer service & Pharmacist consultation & recommendation they offer.
Chris Blank, CEO, Pharmacy

12:00 – 12:40 How E-Commerce and Social Media Influences and Drives
the OTC landscape in China

The 2008 Chinese milk scandal was a widespread food safety incident which resulted in an estimated 300,000 victims in China, including 6 babies who died from kidney damage. This incident was just one of the many food-safety related scandals that drove relatively affluent Chinese to purchase foreign-made products which are perceived to be "safer".

This behaviour was enabled and fuelled by three main pillars- an advanced E-Commerce Ecosystem, Social Media platforms providing source-of-information and the proliferation of smartphone ownership (including rising internet penetration and application usage).

This presentation will take the audience through China's phenomenal digital growth with a focus
Humphery Chen, Innovation & Business Development Director,
INTAGE Group

12:40 – 13:40 Lunch Break

13:40 – 14:00 Presentation of Worldwide Marketing Awards

14:00 – 14:40 Are We Ready for Vaporising Medical Cannabis?

Exploring Integrated Smart Vaporising Solutions for medical cannabis. Rodney will present Lifespot's integrated medical database software platform and integrated medical device solutions. He will discuss the opportunity and challenges for vaporising of medical cannabis and the future opportunity for Consumer Health.
Rodney Hannington, Chairman, Lifespot Health Ltd

14:40 – 15:20 What does it take for CBD to be a registered OTC medicine?

Manu will discuss the initiatives of Hikurangi Cannabis Company together with the NZ Government and industry counterparts to establish the case for reclassifying CBD as a Pharmacist Only (non-prescription) medicine providing safe and affordable access to patients and the development of novel therapeutics for domestic and export markets.
Manu Caddie, CEO, Hikurangi Cannabis Company

15:20 – 16:20 Networking Hour

16:20 – 17:00 How Digital has changed the Consumer Healthcare
and Patient Journeys

Chris Clarke from Hello Health will showcase how two key megatrends have shifted patient and consumer behaviour to be pro-active and online. Hello Health is the leader in reaching and engaging health conscious consumers across Asia and will be sharing insights into the new ways are seeking information and how digital has shifted the patient journey.
Chris Clarke, SEA SVP, Hello Health Group

17:00 – 19:00 Networking Drinks Sponsored by DKSH



DAY 2 • THURSDAY 17 OCTOBER

9:00 – 9:40 Key Note Presentation
Designate Head, Asia Pacific, GSK Consumer Healthcare

9:40 – 10:20 Leveraging technology for the Development of Consumer Centric Health and Wellness Products

In recent years there has been a renewed focus on lifestyle choices by consumers to enhance their health and wellness quotient and maintain good health. Repurposing of traditional and natural ingredients-based personal care and healthcare products using pharmaceutical product technologies and innovations is a key driver to meeting unmet consumer needs. Improving overall consumer experience and providing comprehensive care with enhanced product performance by applying incremental innovation approaches has proved to be very successful. This presentation will explore examples within this sphere.

Maharukh Rustomjee, Managing Partner, Amaterasu Lifesciences LLC

10:20 – 10:50 Coffee Break

10:50 – 11:30 Digital Opportunitis to Accelerate Growth for Consumer Health Brands in APAC

At DKSH, emerging digital technologies, behaviours and business models represent a strategic opportunity to improve access, availability and affordability of leading Consumer Health brands among consumers throughout SE Asia. In this session, Mike will explore how digital brings us closer by improving our understanding of clients needs, and enables us to make our clients' products available anywhere, anytime. He will identify and examine digital opportunities for accelerating growth for CHC brand s across the region, and how this informs DKSH's strategy of driving sustainable, profitable and inclusive growth on behalf of our clients across all routes to market in the region.

Mike Rodgers
eCommerce Regional Director APAC
DKSH

11:30 – 12:10 Influencing the Influencers in the Consumer Self Care Journey

There was a time when HCP', Nutritionists and Pharmacists were considered as the experts and influencers who could influence consumers as they navigated through their self care journey. This has changed dramatically over the past few years with our consumers spending more time online and getting influenced by an array of influencers across genres and geographies. For marketers this has been a challenge of how to effectively manage these influencers both online and on-ground to get the best bang for their buck. In this insightful preparation Susan will review some of the best examples of how brands identify and manage these experts and influencers in the consumer self care journey.

Susan Josi, Managing Partner, Havas Life Sorento

12:10 - 13:10 Lunch Break

13:10 – 14:50 TBC

14:50 – 15:30 Inform, Empower and Inspire –
The Essential Ingredients in the New Consumer Journey

As our consumers evolve, we now understand 'The best medicine is an individual who is empowered, informed and inspired'.

During the presentation, Steve will build a story around this mantra with the objective to ensure that every campaign for Consumer Healthcare contains these three elements.

Steve Sowerby, Founder, XPotential

15:30 – 15:50 Presentation of Winners for the Asia-Pacific CHC Marketing Awards

15:50 – 16:10 Summary and Close, Nicholas Hall



SPEAKER BIOS



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



Nicholas Hall 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. He has more than four decades of experience in the healthcare industry and has chaired and moderated over 300 OTC conferences and seminars in 58 countries.



Humphery Chen
Innovation & Business Development Director, INTAGE Group

Humphery joined the INTAGE Group in 2009, and has more than 13 years of international [mainly APAC, Europe and the Middle East] experience in qualitative and quantitative research, syndicated panel data services and E-Commerce.

He is one of the key members of the INTAGE Group's overseas expansion team and co-founding members of the INTAGE Singapore Branch in 2013. Also, the youngest ever non-Japanese to be appointed the Chief Representative of INTAGE's Guangzhou Office in 2012.

Currently he is leading AI (Artificial Intelligence) and VR (Virtual Reality) R&D initiatives - and involved in Regional Strategy Development. Humphery was winner of the 2017 APAC ESOMAR "Best Presentation" Award, and a Keynote Speaker at the ESOMAR International Congress in Amsterdam, Netherlands.



Chris Blank
CEO
Pharmacy



Chris is an entrepreneur with over 10 years of business experience and an expert in building data points and leveraging them to develop real-time information systems that support and empower his team in their decision making.



Chris Clarke
SVP, South East Asia & Taiwan, Hello Health



Chris Clarke holds a degree in Mathematics and Economics BSc (Hons) from the London School of Economics & Political Science. Chris has held a number of senior roles in Digital and Technology Startups across South East Asia. Prior to joining Hello Health Group, Chris held positions as a Senior Regional Project Management for Zalora Group in Singapore and a Marketing Manager for Zalora Vietnam.



Manu Caddie
CEO
Hikurangi Cannabis Company



Manu has a background in community development and social enterprise. He has had a diverse leadership career in advertising, central government and The World Bank. He currently is the New Zealand industry representative on the Medicinal Cannabis Expert Advisory Group assisting with the

development of regulations for the medicinal cannabis scheme established under new legislation in December 2018.

In New Zealand there is an interest from patients, politicians and industry in widening access to cannabinoid products, particularly cannabidiol (CBD) which is available in some other jurisdictions without a prescription. The January 2019 WHO recommendation to de-schedule low-THC hemp extracts from the international conventions, and the removal last year of CBD from the Misuse of Drugs Act in NZ, are also enablers.

Hikurangi Cannabis Company is New Zealand's first licensed medicinal cannabis producer. Through the cultivation, production and delivery of GMP-certified medicinal cannabis and non-cannabis phytocannabinoids, the company is developing novel therapeutics for domestic and export markets.

As a leader in the emerging medicinal cannabinoids industry, Hikurangi Cannabis Company is working with the NZ Government and industry counterparts to establish the case for reclassifying CBD as a Pharmacist Only (non-prescription) medicine providing safe and affordable access for patients who need it most.



Susan Josi
Managing Partner, Havas Life Sorento



At a time when brand managers were writing their own copy and visualizing layouts, almost 25 years ago in 1994, Susan moved out of her comfort zone to co-found a healthcare communication agency, which was a pioneering move at that time in India.

Susan, with a double postgraduate in Pharmacy (UDCT) and Management, has more than 35 years of experience in the health & wellness domain. In an industry like healthcare, where the concept of advertising is hard to sell, Susan's vision led by creativity and innovation has made Havas Life Sorento a trendsetter, making it one of the largest multi-channel healthcare communication agency.

She has won the best woman entrepreneur award from the Maharashtra Chamber of Commerce in India. She was also awarded as the Distinguished Entrepreneur 2015, by her alma mater, Institute of Chemical Technology. She was a United Nations Industrial Development Organization (UNIDO) scholar from India at the University of Ghent – Belgium.



Rodney Hannington
Chairman, Lifespot Health Ltd



Rodney has been working in marketing and strategy services in consumer health and fast moving consumer goods in the Asia Pacific region for over 15 years. He has valuable international experience in the sector which includes in Australia, China, Japan, South Korea, South East Asia and the Middle East.



Mike Rodgers
eCommerce Regional Director
South-east Asia, DKSH



Mike Rodgers is Regional Director for eCommerce at DKSH, the leading provider of market expansion services in Asia. With 12+ years in consulting, agency and client-side roles, and 9 years specifically in South-east Asia, Mike and his team work with leading FMCG and Consumer Health brands to realize their full e-commerce potential in the region's fast growing markets.



Maharukh T Rustomjee
Managing Partner
Amaterasu Lifesciences LLP Founder



Maharukh is a pharmaceutical design scientist, idea innovator and value builder, and is the Founder and Managing Partner of Amaterasu Lifesciences LLP incorporated in December 2016. Previously, from 1999 to 2016, she was Co-founder, Promoter Director and Chief Operating Officer at Rubicon Research, India's pioneering and leading contract research and drug delivery company. She was instrumental in nurturing and building the business from scratch to a valuation in excess of US\$30 million until she left to found Amaterasu.

Amaterasu - a "startup India" recognised company, is a research company endeavoring to build value by developing personal care, health and wellness as well as pharmaceutical products with a focus on providing solutions for unmet consumer and patient needs. Within a short span of 2 years, Amaterasu has designed and developed a range of innovative products for skin protection and rejuvenation and already begun marketing these in India. Research on novel injectables is also progressing rapidly with its institute partner and patents have been filed for both the innovations. Maharukh is the inventor of numerous patents (16 patent families) in the area of personal care, pharmaceuticals and drug delivery systems for Rubicon. At Amaterasu the research and innovation focus is primarily on topical and injectable products to enhance therapy and patient-centric solutions through partnership with institutes and other research companies.



Liz Clark Martinez
Head of Planning, McCann Health



Liz is fundamentally passionate about human psychology and behavior. What makes them think and behave in the way that they do and how can we influence that?

With 15 years experience working with consumer and prescription health, wellness and pharmaceutical companies and brands, Liz started her career in the world of clinical trial recruitment and retention before realizing her ideas and creativity were more suited to more direct promotional and marketing challenges.

Creating, building and reinventing brands, she has delivered marketing and communication solutions to real business problems in Global markets (including Asia Pacific and South America) and Europe and has consistently driven brands forward in growth.

A winner of the 'Best Marketing Campaign on a budget' OTC award and Finalist 3 times for the PME Brand Revitalization, over the last 2 years she has driven her previous agency forward to adapt and adopt innovative solutions and ideas using existing and upcoming technology.

Now as head of planning at McCann Health Singapore, Liz gets to pursue her passion in creating, building and reinventing brands for the agency's regional and global clients in SE Asia too.



Steve Sowerby
Founder, XPotential



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.

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Fairmont Singapore, 80 Bras Basah Rd, Singapore 189560 • 15-17 October 2019



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& GET THE 4TH FREE OF CHARGE!

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

	Bookings on/before 16 August	Full Rate (after 16 August)
<input type="checkbox"/> Workshop only (15 October)	S\$1,495	S\$1,595
<input type="checkbox"/> Conference only (16-17 October)	S\$3,095	S\$3,295
<input type="checkbox"/> Conference & Workshop (15-17 October)	S\$3,995	S\$4,195

- Please tick if you would like to attend the drinks reception on the evening of 16 October
- Please tick if you do not want your email published on our delegate list (only for meeting attendees)

Payment Details

- Please invoice my company quoting the Ref / Order no. _____
- Please send me a secure link so that I can pay by credit card

Mr/Mrs/Ms/Dr Full Name _____ Job Title _____
 Company _____
 Address _____
 City _____ Country _____ Postcode _____
 Tel _____ Fax _____ Email _____

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

Delegate Two Mr/Mrs/Ms/Dr	Delegate Three Mr/Mrs/Ms/Dr	Delegate Four Mr/Mrs/Ms/Dr
Full name _____	Full name _____	Full name _____
Job title _____	Job title _____	Job title _____
Email _____	Email _____	Email _____
Country _____	Country _____	Country _____

- | | | |
|---|---|---|
| <input type="checkbox"/> Please tick if you do not want your email published on our delegate list | <input type="checkbox"/> Please tick if you do not want your email published on our delegate list | <input type="checkbox"/> Please tick if you do not want your email published on our delegate list |
| <input type="checkbox"/> Please tick if you wish to attend the evening networking | <input type="checkbox"/> Please tick if you wish to attend the evening networking | <input type="checkbox"/> Please tick if you wish to attend the evening networking |
| <input type="checkbox"/> Please tick if you wish to attend the networking lunch; and list any dietary requirements: _____ | <input type="checkbox"/> Please tick if you wish to attend the networking lunch; and list any dietary requirements: _____ | <input type="checkbox"/> Please tick if you wish to attend the networking lunch; and list any dietary requirements: _____ |

I accept the terms and conditions below and understand that Nicholas Hall International Pte Ltd reserves the right to amend the agenda.

Signature _____

Date DD / MM / YYYY

INTERESTED IN SPONSORING?

Company name: _____

Please tick the package you are interested in:

- Drinks Reception sponsor
- Delegate Pack sponsor
- Networking Hour Sponsor

I would be interested in providing the following items to be displayed at the event:

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N.B: Nicholas Hall International Pte Ltd will cannot take any responsibility for the damage or loss of items on transit to the conference hotel, or whilst they are under the care of the hotel.

Terms & Conditions

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 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 all sessions, conference documentation, lunches and coffee breaks during the meetings, and organised social functions from 15-17 October 2019. It does NOT include hotel accommodation or items charged to your room account, or transport to and from the conference.

Pictures and / or videos taken during the event including during speaker presentations, networking breaks, drinks reception and evening events may be used for publicity or marketing purposes.

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 March 2019 there will be a 50% refund. There will be no refund for cancellations received after 31 March 2019, or cancellations where no written notice of cancellation is received.

If you have any questions about this conference, please contact Elizabeth Bernos:
 E:elizabeth.bernos@NicholasHall.com