

50<sup>th</sup> AESGP Annual Meeting  
18<sup>th</sup> WSMI General Assembly

## Invitation

# Self Care - the Gold Standard in Healthcare

Grange Tower Bridge Hotel,  
London | 3-5 June 2014



## Tuesday, 3 June 2014

### Opening event

Gathering and buffet dinner for conference participants and accompanying persons. From 19.30 onwards at the Grange Tower Bridge Hotel.

## Wednesday, 4 June 2014

### 09.00-10.30 50 years supporting self care - setting the scene

Over the past 50 years, a vibrant industry sector has supported increasingly empowered citizens resulting in a remarkable evolution of consumer healthcare. Setting the scene, industry leaders will discuss the place and role of self care in the pharmaceutical field and healthcare and analyse the practice's consumer aspects.

#### Presentation:

**Joe Jimenez**, CEO, Novartis

Q&A facilitated by **Andrew Ward**, Financial Times:

**Hans Regenauer**, President, AESGP

**Zhenyu Guo**, Chair, WSMI

**Rakesh Kapoor**, CEO, Reckitt Benckiser

### 10.30-11.00 Break | Networking



## Wednesday, 4 June 2014

### 11.00-12.30 Industry-led innovation – future prospects

Focusing on recent advancements in the self care sector, the session will address opportunities and challenges for innovation in self care, covering aspects such as switches of medicines from prescription to non-prescription status and the expansion of self care to new indications.

**Chair:** **Andrew Ward**, Financial Times

- **Andy Tisman**, Senior Principal, Consumer Health, IMS, Health
- **Albert Bourla**, Group President, Vaccines, Oncology And Consumer Healthcare Business, Pfizer
- **Vincent Warnery**, Senior Vice President, Global Consumer Healthcare Division, Sanofi
- **Guido Rasi**, Executive Director, European Medicines Agency (EMA)
- **Ian Hudson**, Chief Executive, Medicines and Healthcare Products Regulatory Agency (MHRA), United Kingdom
- **Dagmar Roth-Behrendt**, Member of the European Parliament

### 12.30-14.00 Lunch | Networking

### 14.00-15.30 21st century communication

While self care has continuously evolved over the past years, the seismic changes in the field of communication have not yet been fully captured by the sector. The session will examine the introduction of new approaches to keeping up with consumer demands and needs and the role of brands, advertising and social media in a world that is always connected.

**Presentation:** **Neven Mimica**, Member of the European Commission responsible for Consumer Policy

**Chair:** **Briain de Buitelir**, CEO, PGT Healthcare

- *The need for comprehensive communication strategies corresponding to consumer attitudes and expectations*  
**Roger Scarlett-Smith**, President, GSK Consumer Healthcare, Europe
- *Navigating through Social Media: New platforms for dialogue between consumers and industry*  
**Jeff McDowell**, Head of Global Communications, PGT Healthcare
- *Introducing new self-regulatory systems. A case study from Spain*  
**Jaume Pey**, Executive Director, anefp, Spain

### 15.30-16.00 Break | Networking

## Wednesday, 4 June 2014

### 16.00-17.30 A holistic approach to self care:

#### The role of self care medical devices and food supplements

Update on developments in EU Consumer Policy, two categories gaining an increasing role in self care: medical devices and food supplements.

Panel Discussion

- *Medical devices - New rules for medical devices in the European Union and the future of medical devices in self care*  
**Dagmar Roth-Behrendt**, Member of the European Parliament  
**Gert Bos**, President, European Association for Medical devices of Notified Bodies (TEAM-NB)
- *Food supplements*  
**Basil Mathioudakis**, Head of Unit, Nutrition, food composition and information, European Commission  
**Claudia Heppner**, Head of Food Ingredients and Packaging Unit, European Food Safety Authority (EFSA)

## Thursday, 5 June 2014

### 09.00-10.30 Developing the environment for change

Moving from new evidence and new products to new practices and habits requires coordinated efforts from all stakeholders. Presentation of initiatives to expand consumer reach and case studies on fostering a pro-active self care environment will inform the discussion at this session on how to drive change.

**Chair: Matthew Speers**, Chief Executive, PAGB, United Kingdom

- *A global trend: Health services in the pharmacy setting. A case study from Japan*  
**Akira Uehara**, Chair and CEO, Taisho Pharmaceutical Co, Japan
- *Future role of pharmacists*  
**John Chave**, Secretary General, Pharmaceutical Group of the European Union (PGEU)
- *The consumers' perspective*  
**Iliaria Passarani**, Senior Health Policy Officer, European Consumer Organisation (BEUC)
- *Supporting public health policies: The Self Care Forum and communicating the UK Antimicrobial Resistance Strategy*  
**Peter Smith**, General Practitioner, Self Care Forum Board, United Kingdom  
**Raj Patel**, Community Pharmacist, Pharmacy Voice, United Kingdom

### 10.30-11.00 Break | Networking

## Thursday, 5 June 2014

### 11.00-12.30 Building trust

The session examines the sector's commitment to continue building trust in self-medication, by demonstrating the economic and public health value and raising awareness concerning risk management measures as part of corporate responsibility. Case studies of patient safety initiatives and joint stakeholder actions to ensure the availability of non-prescription medicines are presented. The session will include an update on the implementation of the recommendations of the report on "Promoting good governance for non-prescription medicines"

**Chair: June Raine**, *Chair of the Pharmacovigilance Risk Assessment Committee (PRAC), European Medicines Agency, and Director of Vigilance Risk Management of Medicines, Medicines and Healthcare Products Regulatory Agency (MHRA), United Kingdom*

- *Policy orientation of the European Commission*  
**Gwenole Cozigou**, *Director, DG Enterprise and Industry, European Commission*
- *A campaign for vasoconstrictors: French case study on promoting the responsible practice of self care*  
**Antoine Bon**, *Vice President, AFIPA, France*
- *Successfully mitigating risks: the dextromethorphan case*  
**Scott Melville**, *President and Chief Executive Officer, Consumer Healthcare Products Association (CHPA), United States*
- *Promoting safety by empowering students and supporting health education in schools. A case study from Italy*  
**Antonio Gaudio**, *Secretary General, Cittadinanzattiva, Italy*

### 12.30-14.00 Lunch | Networking



## Thursday, 5 June 2014

### 14.00-15.30 Freeing the industry to innovate - global perspectives

The universally acknowledged need to free industry to innovate is addressed through various measures in different countries, depending on national health policy priorities and the extent the population practises self care. The session will cover case studies of regulatory and economic measures aimed at supporting the practice of self care and promoting innovation.

- *Promoting the rationalisation of the regulatory environment in Mexico*  
**Mikel Arriola-Peñalosa**, Federal Commissioner of the Regulatory Agency COFEPRIS, Mexico
- *The Canadian experience – Better scientific evaluation for all product categories, and the same safety monitoring without a need for individual assessment of OTCs*  
**Scott Sawler**, Director General, Natural Health Products Directorate, Health Canada
- *Assessing products' reclassification potential and improving uptake following switch*  
**Natalie Gauld**, Director of Pharmacy Projects, former member of the New Zealand Medicines Classification Committee
- *Japan: Tax deduction for the purchase of OTC medicines*  
**Toshiaki Yoshino**, JSMI Chairman, Rohto Pharmaceutical, Japan

### 15.30-15.45 Break | Networking

### 15.45-17.15 A global agenda for self care

Developing sustainable self care policies, setting adequate global and European standards and expanding best practice will be addressed at this session.

Handover of WSMI chairmanship from **Zhenyu Guo** to **Erica Mann**

**Chair: Erica Mann**, Incoming WSMI Chair, Head of Consumer Care Division, Bayer HealthCare

- **Tonio Borg**, Member of the European Commission responsible for Health
- **The Rt Hon Earl Howe**, Parliamentary Under Secretary of State for Quality, Department of Health, United Kingdom
- **Peter Liese**, Member of the European Parliament
- **Gerald Dziekan**, Director General, WSMI
- **Hubertus Cranz**, Director General, AESGP

## Invitation to the 51st AESGP Annual Meeting in Barcelona (26-28 May 2015)

**Thursday, 5 June 2014**

**Closing event Celebrating 50 years AESGP**

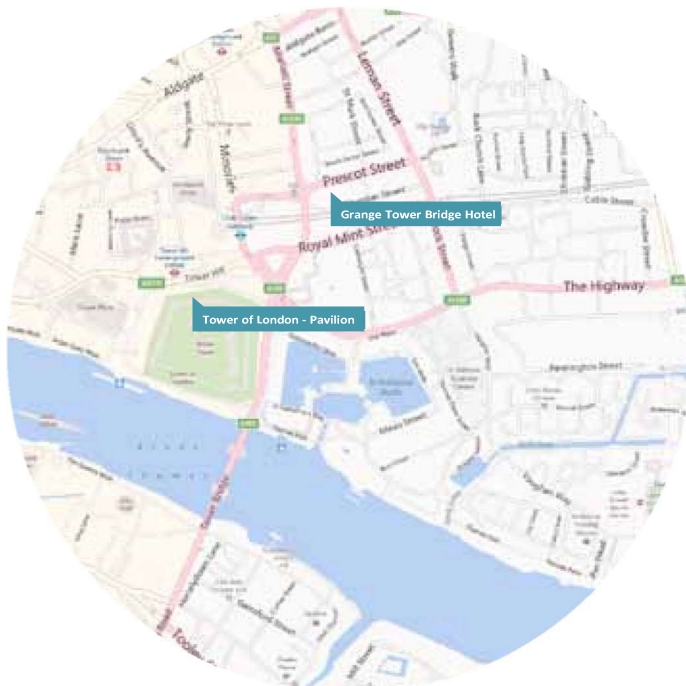
**Dinner at the Pavilion of the Tower of London and private visit to the Crown Jewels Exhibition**

The conference will end with a celebratory dinner to commemorate the 50 years of AESGP.

The closing event will take place at the Pavilion of the Tower of London with a reception starting at 19.00 followed by dinner at 19.45.

Between 18.15 and 19.30, participants will have the occasion of visiting the exhibition of the Crown Jewels in the Tower of London for a private viewing in groups of 30-40.

The dinner of the 50<sup>th</sup> AESGP Annual Meeting and 18<sup>th</sup> WSMI General Assembly will be organised in conjunction with the Annual Dinner of the Proprietary Association of Great Britain (PAGB).



# Self Care: The first choice in healthcare



The meeting is organised by the Association of the European Self-Medication Industry (AESGP) and the World Self-Medication Industry (WSMI). The two associations represent the manufacturers of consumer healthcare products at a European and global level respectively. For more information visit [www.aesgp.eu](http://www.aesgp.eu) and [www.wsmi.org](http://www.wsmi.org)

## Conference secretariat:

AESGP

7 avenue de Tervuren  
B-1040 Brussels, Belgium

Tel: +32 2 735 51 30

Fax: +32 2 735 52 22

E-mail: [info@aesgp.eu](mailto:info@aesgp.eu)

For updated information on the conference programme and speakers as well as practical information, programme for accompanying persons, fees and registration, please visit [aesgp.eu/50](http://aesgp.eu/50)