

KEEP ABREAST OF INDUSTRY DEVELOPMENTS, REGULATORY UPDATES,
CHALLENGES AND STRATEGIES FOR MARKET SUCCESS IN THAILAND

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THAILAND'S PHARMACEUTICAL MARKET 2012

30-31 AUGUST 2012, PLAZA ATHENEE A ROYAL MERIDIEN

CONFERENCE HIGHLIGHTS

Keynote Address Healthcare Cost In S. E. Asia: Affects Of Change In The Region

Special Address FDA Thailand Updates

- Thai Pharmaceutical Market Trends, Prospects And Market Development
- Thailand's Biotechnology Industry And Its Involvement In Pharmaceutical Healthcare Market
- Overview Of Local Demographics And Affordable Medicines
- Changes In The Pharmaceutical Landscape
- Research Impact In The Pharmaceutical Industry
- Understanding Private Health Insurance & Reimbursement Coverage In Thailand And Their Effects On The Pharmaceutical Industry
- The Exploration Of The Future: Market Opportunity & Growth
- The Revision In The Pharmaceutical Industry's Supply Chain
- Focus On Counterfeits: What You Should Know Now
- Learning New Insights To Maximize Sales Force Strategies For The Thai Market
- Bringing Technology Into Traditional Medicine
- Legal Issues On Intellectual Property Landscape & Protection Of Pharmaceutical Products

FEATURING LEADING PROFESSIONALS FROM:



All presentations will be in English

Organized by:



Official Partners:



PANEL OF DISTINGUISHED GUEST SPEAKERS:

Teera Chakajnarodom

Chairman
Olic (Thailand) Ltd.
President
Pharmaceutical Research & Manufacturers Association (PRMA)

Professor Emeritus Dr. Morakot Tanticharoen

Senior Advisor to the President
National Science and Technology Development Agency (NSTDA)

Chayanant Tiyatrakarnchai

Director, Business Development & Innovation
Sanofi-aventis (Thailand)

Helen Featherstone

General Manager
IMS Health Inc. Thailand

Dr. Preecha Sulaimanee

Marketing Director
Bio Consult Co., Ltd.

Permsak Natejui

Managing Director
Health Benefit Consultants Co., Ltd.

Senior Representative

The Food & Drug Administration of Thailand (FDA)

Peerapan Tungsuwan

Partner,
Chair of Pharmaceuticals & Healthcare Industry Group, Asia Pacific
Baker & McKenzie

Matee Ruenglin

Senior Director-Operations
DHL Supply Chain, Thailand

Dr. Souly Phanouong

Manager Asia Programs Promoting Quality of Medicines
United States Pharmacopeial

Thaweesak Sithongsurapana

President
Eisai (Thailand) Marketing Co., Ltd.

Chaatchavan Pongboriboon

Production and R&D Manager
Khaolaor Laboratories Co., Ltd.
Vice President
Herbal Product Association

Clemence Gautier

Consultant
Tilleke & Gibbins International Ltd.

DAY ONE: THURSDAY, 30 AUGUST 2012



8:30-9:00 Delegates Registration & Morning Coffee

9:00-9:15 Welcome & Opening Remark by Chairperson



Supan Wiboonma
Director, Public Communications
Pharmaceutical Research & Manufacturers
Association (PReMA)

9:15-09:45

KEYNOTE ADDRESS: HEALTHCARE COST IN S. E. ASIA: AFFECTS OF CHANGE IN THE REGION

- Highlights of the current 2012 department of health report disclosed
- A look at specific health issues in S.E. Asia and the progress the Pharmaceutical industry is making
- Current changes that are being made in the Pharmaceutical industry in Thailand

9:45-10:30

THAI PHARMACEUTICAL MARKET TRENDS, PROSPECTS AND MARKET DEVELOPMENT

- Trends and market development in Thai market
- Supply versus demands insight of Thailand's pharmaceutical
- Key success factors for investment and operating in the Thai market
- Global influence in the Thai pharmaceutical industry



Teera Chakajnarodom
Chairman
Olic (Thailand) Ltd.
President
Pharmaceutical Research & Manufacturers
Association (PReMA)

Teera Chakajnarodom has been in the pharmaceutical industry since 1972, when he joined Roche Thailand at Diethelm & Co., Ltd as medical representative. Since then Teera has become one of the most respected integrated marketing professionals in Thailand's pharmaceutical industry, with an exceptional base of knowledge and experience in all aspects of the industry-of the manufacturing, marketing and distribution networks, the Thai FDA regulatory and approval processes, and of the most influential people who participate in this industry in Thailand. Today, in addition to his duties as Chairman of OLIC (Thailand) Ltd., Teera is currently the President of the Pharmaceutical Research & Manufacturers Association (PReMA), President of the Pharmaceutical Association of Thailand under Royal Patronage and Chair of the Samaritans of Thailand. And lately, Teera is elected President of SEARPharm Forum (2008-2010), a forum of pharmaceutical profession associations of the South East Asia Region.

10:30-11:00 Morning Refreshments & Networking

11:00-11:45

THAILAND'S BIOTECHNOLOGY INDUSTRY AND ITS INVOLVEMENT IN PHARMACEUTICAL HEALTHCARE MARKET

- Thailand's National Biotechnology policy current status
- Market development and its implications on biotechnology
- Impact of biotechnology industry towards pharmaceutical and health care market in Thailand



Professor Emerita Dr. Morakot Tanticharoen
Senior Advisor to the President
National Science and Technology Development
Agency (NSTDA)

Dr. Morakot Tanticharoen has over 20 years of extensive experience and achievements in the life science industry. Her contributions in the advancement of microbiology and biotechnology have made an indelible and significant mark of excellence. She is an important and highly respected scientist, advisor, lecturer, writer, dean, researcher, etc. She has also received a lot of Thailand's highest awards presented to her for her invaluable achievements and contributions.

11:45-12:30

OVERVIEW OF LOCAL DEMOGRAPHICS AND AFFORDABLE MEDICINES

- Exploring Thailand's pharmaceutical industry and which areas have the greatest growth
- Government capabilities, culture of medical practices, and the position of various stakeholders
- Addressing the needs of the Thai people; demands of rural versus urban population



Chayanant Tiyatrakarnchai
Director, Business Development & Innovation
Sanofi-aventis (Thailand)

Chayanant Tiyatrakarnchai graduated from the highly acclaimed Sasin Institute of Business Administration. She now serves as Director of Business and Development & Innovation at Sanofi-Aventis, and has over 15 years of excellent Marketing and Product Sales & Development to add to her impressive Award winning career. Establishing strategic committees, redesigning salesforces, and developing new International Markets for life saving Pharmaceuticals makes her one of the best in her field. Her skills in training effective sales teams contributed directly to increasing sales revenue for the company's portfolio which focused mainly on curing cardiovascular, thrombosis, diabetes and OTC diseases. Having certifications from the Federation of Marketing Asia Pacific and an advanced certification in Public Administration from King Prajadipok's Institute gives her the creative ability of also being an experienced lecturer including giving MBA lectures at Ramkhamhaeng University.

12:30-13:45 Business Lunch

13:45-14:30

CHANGES IN THE PHARMACEUTICAL LANDSCAPE

- Global trends in the pharmaceutical industry
- An overview of the Thailand pharma market
- Factors to consider going forward



Helen Featherstone
General Manager
IMS Health Inc. Thailand

Helen Featherstone is General Manager of IMS HealthCare and is fully responsible for the profitability and growth of the organization's operations. Prior to working for IMS, Helen was Head of Marketing and then promoted to Commercial Director at Novartis Asia Ltd. Before moving to Asia, she was Brand Development Manager and Project Manager for SaBMiller Ltd. In S.Africa. Her extensive knowledge and experience in finances, marketing/research and product brand development, managing client relations, monitoring the achievements of employees and many more outstanding qualities makes her truly a successful business leader.

14:30-15:15

RESEARCH IMPACT IN THE PHARMACEUTICAL INDUSTRY

- Key challenges that face R&D in the pharmaceutical industry
- R&D encourage: AEC influence on Thailand's pharmaceutical industry
- Greater collaboration between governments, regulators, health care providers, academia, and the pharmaceutical industry to improve overall conditions in research and development
- R&D cost concerns
- Future directions & developments



Dr. Preecha Sulaimanee
Marketing Director
Bio Consult Co., Ltd.

Dr. Preecha Sulaimanee started his career as a clinical research associate with successful series of publications and changed to product management for cardiovascular, anti-diabetic, smoking cessation, anti-anxiety, hormone replacement therapy, vaccine and dermatology products. During this period he had several achievements in both local and international recognition. After his accomplishment in sales and marketing management in both ethical and drugstore businesses, he then came back to join the advanced research base biotechnology company and studying in stem cells research. In addition, his fruitful experiences and knowledge gave him a thorough understanding in medical and pharmaceutical business development.

15:45-16:30

UNDERSTANDING PRIVATE HEALTH INSURANCE & REIMBURSEMENT COVERAGE IN THAILAND AND THEIR EFFECTS ON THE PHARMACEUTICAL INDUSTRY

- Current development and trends of health insurance
- Overview of Thai health care funding
- Understanding common forms of private reimbursement coverage for the Thai market
- Impact of health insurance on the Thai pharmaceutical industry
- Key challenges and future directions on health insurance



Permsak Natejuj
Managing Director
Health Benefit Consultants Co., Ltd.

Prior to join Health Benefit Consultants, **Permsak Natenuj** is Managing Director of ESG Re Direct (Thailand); Marketing Director of Navakij Insurance Pcl; Chief of Researchers of Office of Policy and Planning, Office of SMEs Promotion; Marketing Manager of Metro Machinery (Caterpillar Tractor sole distributor) and Lecturer for the Faculty of Economics of Dhurakij Bandit University.

15:15-15:45 Afternoon Coffee Break & Networking

16:30 Closing Remark & End of Day One



DAY TWO: FRIDAY, 31 AUGUST 2012

8:45-9:00 Delegates Registration & Morning Coffee

9:00-9:15 Chairperson's Opening Address

9:15-09:45

SPECIAL ADDRESS: FDA THAILAND UPDATES

- Current & future of drug development policy
- Procurement & pricing standard
- FDA "generic name" approval status
- Updating regulatory and new policy in accordance with AEC requirement in 2015

Senior Representative
The Food & Drug Administration of Thailand (FDA)

9:45-10:30

THE EXPLORATION OF THE FUTURE: MARKET OPPORTUNITY & GROWTH

- Future strategy and current impacts of global pharmaceutical market
- Business opportunities for the pharmaceutical market in Asia
- Critical issues on new developments in other markets and its impact on Thailand's market



Peerapan Tungsuwan
Partner
Chair of Pharmaceuticals & Healthcare Industry
Group, Asia Pacific
Baker&McKenzie

Peerapan Tungsuwan is a Partner in the Bangkok office with specialties in corporate matters, merger and acquisition as well as transactions. Her area of specialty areas include pharmaceuticals, consumer protection and environmental law. She is the head of Baker & McKenzie's Asia-Pacific Regional Pharmaceuticals & Healthcare Industry Group and a member of Baker & McKenzie's Global Trade & Commerce Practice Group. Within the Bangkok office, she is a lead partner in the Mergers & Acquisitions and Corporate & Commercial Practice Groups; co-leader of Japanese Desk; head of Pharmaceuticals and Natural Resources (Oil, Gas, & Mining), Industry Groups. She has been recommended as a key lawyer in Life Sciences by PLC Which Lawyer?, 2005-2008 and was recognized as Leading Individual in Corporate and M&A by Asia Pacific Legal500, 2012 and as External Counsel of the Year by Asian-MENA Counsel, 2012."



10:30-11:00 Morning Refreshments & Networking

11:00-11:45

THE REVISION IN THE PHARMACEUTICAL INDUSTRY'S SUPPLY CHAIN

- Maximizing supply chain efficiency: stock based model to an order based model
- New development in designing, manufacturing and distribution of pharmaceuticals
- Improved links between the laboratory & marketplace and direct link to pharmacist & consumer
- How to improve customer service which impact profitability of all parties in the supply chain network



Matee Ruenglin
Senior Director-Operations
DHL Supply Chain, Thailand

Matee Ruenglin has been working at DHL Supply Chain (Thailand) Ltd. since 2001, current position is Senior Director – Operations. Before joined DHL, Matee had worked and experienced on various work functions. He had worked on Production at Rodenstock Ltd., IT at Coca-Cola Ltd., Warehousing at Havi Food Services Ltd., and Transportation network at Logistic Ltd. With 23 years on experience, he had become well-recognized on supply chain service provider and has been providing lecture on excellence logistics and supply chain to many universities

11:45-12:30

FOCUS ON COUNTERFEITS: WHAT YOU SHOULD KNOW NOW

- New techniques in detection/ labeling and targeting Fakes
- Consequences caused by counterfeit drugs
- Fundraising support in S.E. Asia encouraged



Dr. Souly Phanouvong
Manager Asia Programs Promoting
Quality of Medicines
United States Pharmacopeial

Dr. Souly Phanouvong joined the United States Pharmacopeia (USP) in 2002 as a technical advisor for quality assurance and quality control of medicines to the Global Assistance Initiative Department. Currently, he is the Manager for Asia Programs of the Promoting the Quality of Medicines (PQM), funded by the United States Agency for International Development (USAID). Prior joining USP, he worked at the World Health Organization HQ as a technical officer in charge of promoting access to high-quality anti-TB medicines. He has over 20 years of national and international experiences in medicines quality. He had worked in different countries, including Laos, Hungary, Australia, Switzerland, and at present in the USA. He holds a bachelor degree in Pharmacy, a PharmD, and two PhDs.

12:30-13:45 Business Lunch

13:45-14:30

LEARNING NEW INSIGHTS TO MAXIMIZE SALES FORCE STRATEGIES FOR THE THAI MARKET

- New paradigm shift for a successful sales force under the revolutionized healthcare system
- Revisions in new competencies in managing customers
- Effective strategies & tools in managing field force performance
- Recruitment and training strategies for sales force performance management



Thaweesak Sithongsurapana
President
Eisai (Thailand) Marketing Co., Ltd.

Thaweesak Sithongsurapana is president of Eisai (Thailand) Marketing. He has received more than 8 honors and awards achievements such as: Steering Committee Member of Community Pharmacy, "BhesajSala", Silapakorn University, 2011, Member of Public Relations Sub-Committee of Pharmacy Council, 2010, Member of Advisory Group of Faculty of Pharmacy, Chiangmai University 2010, Chairman of Working Group for Pharmaceutical Management and Marketing of Pharmacy Council, 2009, Steering Committee Member of Faculty of Pharmacy, Chiangmai University, 2009. Currently, he is also a guest lecturer for leading universities in Thailand.

14:30-15:15

BRINGING TECHNOLOGY INTO TRADITIONAL MEDICINE

- Requirements of Thailand's traditional medicines GMP
- Scientific data to analyze efficiency and effectiveness
- Adopting modern quality management systems
- Herbal products manufactured to modern standards



Chaatchavan Pongboriboon
Production and R&D Manager
Khaolaor Laboratories Co., Ltd.
Vice President
Herbal Product Association

Chaatchavan Pongboriboon previously was production manager of Polipharm Co., Ltd. He was a working group for Thai Herbal GMP 2548 Standard with Thai FDA. In addition, he was guest lecturer for Thai Herbal Medicine GMP 2548 and in GMP for Universities. Beside his current role, he is also a representative from Association for ACCSQ Meeting (ASEAN Consultative Committee for Standards and Quality).

15:15-15:45 Afternoon Coffee Break & Networking

15:45-16:30

LEGAL ISSUES ON INTELLECTUAL PROPERTY LANDSCAPE & PROTECTION OF PHARMACEUTICAL PRODUCTS

- A general pharmaceutical regulatory framework in Thailand
- IPR protection and data protection
- Trademark protection and brand building
- Waging the battle against counterfeit pharmaceutical products
- Critical issues on intellectual property landscape & protection for pharmaceutical products



Clemence Gautier
Consultant
Tilleke & Gibbins International Ltd.

Clemence Gautier is a consultant with the intellectual property and regulatory affairs groups of Tilleke & Gibbins. Her practice focuses on international and Thai intellectual property law, registration of products with the Thai Food and Drug Administration (FDA) and Ministry of Agriculture, and anti-corruption matters. She works closely with pharmaceutical, agribusiness, food, and biotechnology companies on issues including trademark and patent registration in ASEAN countries, infringement, and industry-specific issues such as data protection, product liability, clinical trials, and labeling/advertising. She is an active member of MARQUES and APRAM.

16:30 Closing Remark & End of Conference



DEAR DELEGATE,

The big question that everyone in the Pharmaceutical Industry needs to ask themselves is; **Do we have an effective, well-developed plan for our future and a flexible backup plan in order to sustain these challenging times we are facing?** The array of challenges is so extensive, that immediate action is required. The challenges facing the Industry include; the current state of our Global economy, the decline in discovery, approval and marketing of new chemical entities , recent patent expirations , the growing number of counterfeits, constant regulatory hurdles, and the ever increasing expense of research and development, are just some of the obstacles that reconfiguring the current Pharmaceutical landscape .

It is time now to regain direction and focus, and make strategic plans for the future. There must be a comprehensive checklist that all successful companies adhere to. This checklist includes making improvements in providing optimal management for Intellectual Property Rights, providing Private HealthCare Insurance with better reimbursement coverage, bringing advance technology into traditional medicines, maximizing an effective sales force strategy, improving Supply Chain methods, providing affordable medicines, joining in on the prevention and elimination of Counterfeit Drugs, making research and development projects more cost effective, encouraging more Biotechnology improvements in Pharmaceuticals and exploring innovative ideas/plans concerning constant changes in Market trends. **“Thailand’s Pharmaceutical Market 2012”** is a great platform for decision makers and industry leaders to meet, discuss and plan Thailand’s Pharmaceutical Industry’s future.

This specialized 2 day-conference promotes and provides delegates with the most recent, up to date, accurate information, to assist in making improvements and wise business decisions. Thailand’s Pharmaceutical Market 2012” is proud to present experienced distinguished speakers/leaders that address Pharmaceutical Industry’s key topics and concerns.

MARK YOUR CALENDAR NOW AND BOOK FOR THAILAND’S PREMIER PHARMACEUTICAL MARKET 2012, WHERE WE LOOK FORWARD TO WELCOMING YOU IN AUGUST 2012.

WHO SHOULD ATTEND

CEO’s, Presidents, Vice Presidents, Managing Directors, Regional Directors, General Managers, Senior Managers, Managers and Heads of:

- Regulatory Affairs
- Business Development
- Sales & Marketing
- Government Regulatory Bodies
- Distribution Channels
- Medical & Clinical
- Pharmaceutical Researchers
- Biomedical Engineers
- Health Care Specialists

Including Drug Manufacturers, Pharmaceutical Distributors, Pharmaceutical Suppliers, Pharmacists, Contract Researchers, and R&D, etc.

KEY BENEFITS OF ATTENDING

- ✓ Gain in depth knowledge from Pharmaceutical industry professionals that give new perspectives on changes and improvements in the industry
- ✓ Experience first hand strategies, plans, surveys and ideas presented in topics discussed
- ✓ Professional viewpoints guides you through opportunities and critical concerns on challenges and future developments in the pharmaceutical industry in Thailand
- ✓ Invest in future Pharmaceutical projects that are being planned, gain insight on investments
- ✓ Learn advancement approaches from practitioner’s strategy to improve sales team performance and marketing plan
- ✓ Keep current on regulations being implemented on the Pharmaceutical Industry
- ✓ Unparalleled executive-level networking opportunities to meet with authorities, industry experts & your industry peers for new business development

SPONSORSHIP & EXHIBITION OPPORTUNITIES



This highly profiled industry event provides your company with a unique opportunity to capture the interest and influence the decisions of a highly targeted audience. Capitalize on this ideal platform to market your services and form strategic relationships through networking! Limited Sponsorship and Exhibit Opportunities are available, including:

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REGISTRATION INFORMATION (Please check as appropriated)		
Fee for one delegate <small>(Fee includes lunch, refreshments and full conference documentation)</small>	<input type="checkbox"/> Super Save (Thai Baht) <small>(payment before 20 July 2012)</small>	<input type="checkbox"/> Standard (Thai Baht) <small>(payment after 20 July 2012)</small>
Registration Fee	28,800.00	32,800.00
+7% VAT	2,016.00	2,296.00
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<ul style="list-style-type: none"> If you are unable to attend, delegate substitution is welcomed at no extra charge. Please provide substitution delegate's name & position in advance. No refund can be made for any cancellation after 17 August 2012 a complete set of documentation will be sent to you after the conference.

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