



**The Association of the European
Self-Medication Industry**

welcomes all participants to the
47th AESGP Annual Meeting

**A New Treaty
for Self-Care**

**Rome, Italy
8-10 June 2011**

PROGRAMME

Wednesday, 8 June 2011

12.00-14.00 **Buffet lunch for all participants**

14.00 **Welcome by:**
Hans REGENAUER
AESGP President

14.15-16.00 **SHIFTING CONSUMER INFORMATION:
CREATIVE SOLUTIONS FOR THE SELF-CARE INDUSTRY**
Web 2.0 and the prominence of user-generated content in social media are creating an entirely new environment for consumer information. The ability to adjust is essential for success and survival in the digital world. This session will discuss the impact of trends in digital information and the importance of social media for the self-care industry, the related opportunities and risks, and solutions for addressing the new challenges.

Chair:
Roger SCARLETT-SMITH
President, GlaxoSmithKline Consumer Healthcare Europe

Warren TEICHNER
Principal, McKinsey

Marta MARCHIONNI
Industry Head, Consumer Goods & Healthcare, Google

Paolo TACCONI
Executive Producer, MSN Western Europe

Flora GIORGIO
Directorate General Information Society and Media,
European Commission

Ilaria PASSARANI
Health Senior Policy Officer,
European Consumers' Organisation (BEUC)

Marc MONSEAU
Founder, MDM Communication; former Director, Corporate
Communications and Social Media, Johnson & Johnson

16.00-16.30 **Coffee/Tea Break**

17.15-18.00 **SELF MEDICATION INDUSTRY QUO VADIS?**

Is the self-medication industry prepared to position itself to manage its responses to these new challenges successfully? The debate will focus on the overall orientation of the industry and address the possibilities of remaining competitive in a changing environment. Special attention will be paid to a new methodology for the benefit-risk assesment of non-prescription medicines.

Introduction by:
Cavan REDMOND
President, Pfizer Diversified Businesses

19.15 **RECEPTION AND DINNER AT THE VILLA MIANI**
(within walking distance from the conference hotel)
Welcome by **Gianni ALEMANNO**, Mayor of Rome

Thursday, 9 June 2011

09.00-10.30 **HOW IS THE MARKETPLACE DOING?**

This session will address the impact of the financial crisis on the self-care industry and highlight major developments in the marketplace. An overall assessment of the European environment will be followed by a case study from Portugal which will provide an insight into the implications for non-prescription medicines of changes to a country's distribution policy.

Chair:
Joerg OHLE
Head of Region Europe, Bayer Consumer Care

Global economic and business trends in the post-crisis world and the impact on consumers

Nenad PACEK
Founder and President, Global Success Advisors

How is self-care in Europe doing?

Andy TISMAN
Senior Principal, Consumer Health, IMS Management Consulting

Changes in the distribution structure: The case of Portugal

Mafalda PESSOA DE ARAÚJO

Vice President CEMVLApifarma, Portugal

10.30-11.00 **Coffee/Tea Break**

11.00-12.30 **ALL ROADS LEAD TO ROME:
THE FUTURE OF SELF-MEDICATION IN ITALY**

The conference's host country represents one of the biggest markets in Europe. This session brings together key stakeholders to discuss the characteristics of the self-medication market in Italy and to explore the market's future potential.

Chair:

Gadi SCHOENHEIT

Vice-President of Doxapharma, Italy

Stefano BROVELLI

President, ANIFA

Claudio CRICELLI

President, Italian Society of General Practitioners (SIMG)

Andrea MANDELLI,

President, Italian Pharmacists Federation (FOFI)

Annarosa RACCA

President, Federfarma

Teresa PETRANGOLINI

General Secretary, CittadinanzAttiva

Paolo Daniele SIVIERO

Head of the AIFA Research Centre

12.30-14.00 **Lunch**

14.00-15.30 **THE ECONOMIC AND SOCIAL BENEFITS OF
SELF-MEDICATION**

A combination of decreasing resources being allocated to healthcare and an increasing demand for high-quality products and services translates into a need for innovative and more efficient patient services. Self-medication has a valuable role to play in saving human and financial resources for the healthcare system. In this way, headroom is created for innovation in the treatment of severe illnesses. What is the best way forward?

Chair:

Dagmar ROTH-BEHRENDT

Vice-President of the European Parliament

Keynote presentation:

John DALLI

Member of the European Commission
responsible for Health and Consumer Policy

Followed by a panel discussion including:

Ferruccio FAZIO

Minister of Health, Italy

Jürgen WASEM

Professor of Medical Economics,
University of Duisburg-Essen, Germany

Gianandrea STAFFIERO

Professor of Economics and Business,
University Pompeu i Fabra of Barcelona, Spain

15.30-16.00 **Coffee/Tea Break**

16.00-17.30 **HOW TO ENSURE THE BEST CONSUMER EMPOWERMENT**

Educated and well-informed consumers are in a position to take better care of themselves. It is therefore in the best interest of society to ensure that consumers are empowered. This session will discuss how this can be best achieved.

Chair:

Sheila KELLY

Executive Director, Proprietary Association of Great Britain (PAGB)

Anders OLAUSON

President, European Patients' Forum (EPF)

Birgit BEGER

Secretary General, Standing Committee of European Doctors (CPME)

Heinz-Günter WOLF

President, Pharmaceutical Group of the European Union (PGEU)

Bart ROMBAUT

President, European Association of Faculties of Pharmacy (EAFP)

Cristian Silviu BUSOI

Member of the European Parliament

Friday, 10 June 2011

09.00-10.30 **CORPORATE SOCIAL RESPONSIBILITY AND THE SELF-CARE INDUSTRY**

The pharmaceutical sector is heavily regulated. Compliance of the self-care industry with regulatory requirements, protecting consumers and creating a stable and sustainable business environment through self-regulation will be discussed in this session as the basis for wider support. This should facilitate the acceptance of and access to non-prescription medicines all over Europe.

Chair:

Hans REGENAUER

AESGP President

Keynote presentation:

Antonio TAJANI

Vice President of the European Commission
responsible for Industry and Entrepreneurship

Discussion with participation of:

Patrizia TOIA

Member of the European Parliament

June RAINE

Medicines and Healthcare products Regulatory Agency (MHRA), UK

10.30-11.00 **Coffee/Tea Break**

11.00-12.30 **CREATING SMART REGULATION FOR SELF-CARE PRODUCTS**

Changes in the legislation for pharmaceuticals have a significant impact on the self-care industry. Smart regulation for self-care products is essential to ensuring a free and open internal market. It determines whether products can be launched without untimely delays and unnecessary restrictions in the communication of product information. This session covers recent regulatory developments and examines the potential for taking positive future steps.

Chair:

Hubertus CRANZ

Director General, AESGP

Jytte LYNQVIG

Chief Executive Officer, Danish Medicines Agency

Noël WATHION

Head, Patient Health Protection Unit,
European Medicines Agency (EMA)

Ioanna CHINOU

Vice Chair, EMA Committee for Herbal Medicinal Products (HMPC)

12.30-14.00 **Lunch**

14.00-16.00 **GETTING THE RULES RIGHT FOR FOOD SUPPLEMENTS AND MEDICAL DEVICES**

Self-care products are available in different product categories. This session will cover developments since the adoption of the 2006 health claims legislation and their significance for manufacturers of food supplements. New trends in the rules for self-care medical devices will also be discussed.

Chair:

Vittorio SILANO

Chair of the Scientific Committee,
European Food Safety Authority (EFSA)

Basil MATHIOUDAKIS

Head of Unit Nutrition, food composition and information,
European Commission

Juliane KLEINER

Head of Dietetic products, Nutrition and Allergies (NDA) unit,
European Food Safety Authority (EFSA)

Sabina HOEKSTRA-VAN DEN BOSCH

Senior Advisor, Department of Pharmaceutical Affairs and Medical
Technology, Dutch Ministry of Health, Welfare and Sport

Discussion

16.00 **Invitation to the 48th AESGP Annual Meeting in NICE, France, 6-8 June 2012**

Daphné LECOMTE-SOMAGGIO

Director General, AFIPA

16.15 **Coffee/Tea Break and end of the business programme**

19.30 **RECEPTION AND DINNER**

Near the Swimming Pool area of the Hotel Rome Cavalieri

ABOUT THE SPEAKERS

BIRGIT BEGER

is the Secretary General of the Standing Committee of European Doctors (CPME). Holding law and political science degrees from the FU Berlin, she is a registered lawyer in Brussels and Berlin. In Brussels, she has worked for over nine years in Public Affairs and Law, inter alia with the European Parliament, a law firm and a European Umbrella Organisation in the area of human rights and social policy. Before her post as CPME Secretary General, she was Senior Legal Advisor for the professional European organisation for lawyers, the Council of Bars and Law Societies of Europe.



STEFANO BROVELLI

is Country Division Head of the Bayer Consumer Care Division in Italy, the leading company in the Italian OTC business. From 2002 to 2008, he was Managing Director of Pharbenia, a Bayer group company specialized in marketing natural products. He holds a degree in Economy, with specialization in Marketing from Bocconi University, Milan. After gaining commercial and marketing experience at a publishing company, he joined Bayer in 1984, where he held positions of increasing responsibility within BHC. He started his career in marketing within the pharmaceutical division and then became Marketing Manager, and later Business Unit Manager of the Animal Health Division.

Since 1998, he has managed the sales of Bayer Consumer Care in Italy, first in the role of Sales Director and since 2002 as Country Division Head with P&L responsibility. He is President of ANIFA, the national association of non-prescription drugs in Italy.

CRISTIAN SILVIU BUSOI

has been a Member of the European Parliament since 1 April 2007. Before that, he was a Member of the Parliamentary constituency of Timis in Romania. He graduated in 2007 from the Faculty of Law of the "Titu" University in Bucharest. He also holds a PhD in Public Health and Health Management from the University of Medicine and Pharmacy in Timisoara.



IOANNA CHINOU

has been Vice Chair (since 2007) of the EMA Committee on Herbal Medicinal Products (HMPC), a post to which she was re-elected in November 2010. She has moreover chaired the HMPC Monographs and List Working Party (MLWP) since January 2009. Chinou graduated from the School of Pharmacy, University of Athens (1984), where she has been an Associate Professor at the Laboratory of Pharmacognosy and Chemistry of Natural Product since 2002. She was awarded a PhD in Athens (1988) and did postdoctoral studies at the University of Nantes, France (Laboratory of Organic Chemistry and Pharmacognosy 1988).



HUBERTUS CRANZ

is the Director General of the Association of the European Self-Medication Industry (AESGP). After having received Master's degrees in Pharmacy and Economics respectively at the universities of Tübingen and Hagen, he obtained a Doctorate in Natural Sciences at the University of Kiel (Institute for Pharmacology), Germany. After taking part in trainee programmes in pharmacies and the pharmaceutical industry (Ciba, Bayer), he joined the Institute for Health System Research in Kiel, a collaborating centre of the World Health Organization (WHO). Between 1985 and 1988, he worked for the German Association of the Pharmaceutical Industry in Frankfurt. Since 1991, and in addition to his

responsibilities at AESGP, he has been the Vice-Chairman for Europe and Africa of the World Self-Medication Industry (WSMI).

CLAUDIO CRICELLI

has been President of the Italian Society of General Practitioners since 1998. He was President of the European umbrella organisation of General Practitioners (UEMO) between 2000 and 2003. He has published more than 500 original articles on medical topics and medical policy in Italian and international journals.





JOHN DALLI

is the Member of the European Commission in charge of Health and Consumer policies. Before taking over this function, he was Minister for Social Policy in Malta. His political career includes a wide range of different responsibilities in Malta, such as Parliamentary Secretary for Industry, Minister of Economy, Minister of Finance and Minister of Foreign Affairs and Investment Promotion.

FERRUCCIO FAZIO

has been the Italian Minister of Health since 15 December 2009. Before that, he was Deputy Minister at the Italian Ministry of Labour, Health and Social Policies and Secretary of State for Labour, Health and Social Policies. He holds an Honorary Degree in Medicine and Surgery from University of Lund, Sweden. He has published over 365 publications in major international journals of medical and biological areas.



FLORA GIORGIO

is a pharmacist by training and works as a scientific officer in the Directorate General Information Society and Media of the European Commission. Among her core responsibilities are the coordination of activities within the unit relevant to policy/deployment, the management of the i2010 subgroup on eHealth, and the implementation of the Competitiveness and Innovation Programme in eHealth. She also manages projects in the area of pharmaceuticals and patient safety. Before joining the European Commission, she held the position of Secretary General of PGEU, the European Association representing Community pharmacists, for five years.

SABINA HOEKSTRA-VAN DEN BOSCH

is Senior Advisor at the Department of Pharmaceutical Affairs and Medical Technology of the Dutch Ministry of Health, Welfare and Sport. She is responsible for international policy and legislation on medical devices, including the relation between medical devices and adjacent product categories such as pharmaceuticals. She is delegate on behalf of the Ministry to the EU Medical Device Expert Group and attached Working Groups, the EU Council Working Party on Pharmaceuticals and Medical Devices and the European Competent Authority Meeting on Medical Devices. She began her career as a community pharmacist. Prior to joining the Ministry in 2002, she was manager of the Department of Scientific Advice of the Medicines Evaluation Board in the Netherlands. She received a master's degree in pharmaceutical sciences and graduated as a pharmacist at Leiden University.



SHEILA KELLY

is the Chief Executive of the Proprietary Association of Great Britain (PAGB). A pharmacist by training, she has worked with PAGB since 1985 and has been its Chief Executive since 1990. Previously, she worked in the pharmaceutical industry in pharmaceutical research and development with Glaxo, followed by five years with the United Kingdom Department of Health in the Medicines Division (now MHRA).

JULIANE KLEINER

is head of the Dietetic products, Nutrition and Allergies (NDA) unit at the European Food Safety Authority (EFSA). The NDA deals with health claims, novel foods, infant formulae/dietetic foods, dietary reference values and allergies. She obtained a PhD degree in human biology (theoretical medicine) from the University of Marburg (Germany) and earned a Master's degree in nutritional sciences from the University of Giessen (Germany). After some years of university work at Marburg, she started at the European branch of the International Life Sciences Institute (ILSI Europe) for which she worked for seven years as a senior scientist, responsible for the scientific management and support of the food safety programme. Since March 2004, she has worked at EFSA. She was first acting head of the Contaminants Unit, and then a senior scientific officer to the former Scientific Expert Services, where she contributed to the set-up of its scientific activities. After that, she became team leader of the Scientific Committee and Advisory Forum Unit. Since March 2008, she has been leading the NDA unit.



JYTTE LYNQVIG

has been Chief Executive Officer of the Danish Medicines Agency since 2000. Before joining the Danish Medicines Agency, she was Director of Public Market Segment and International Assignments at Mercuri Urval a/s. She qualified as a chemical engineer from Technical University of Denmark and has a PhD on Socio-Economic Planning from Institute of Mathematical Statistics and Operations Research, Technical University of Denmark. Jytte Lyngvig is a member of the EMA Management Board and was a member of the Heads of Medicines Agencies Management Group from 2004 to 2009, and Chair from 2005 to 2009.



ANDREA MANDELLI

became President of the Italian Pharmacists Federation (Federazione degli Ordini dei Farmacisti Italiani) in 2009. He graduated in Pharmacy at the University of Milan, and became President from 2003 of the Milan Pharmacists Order. He is a member of the “Consiglio Superiore di Sanità”, the main advisory board of Italian Health Ministry, and a member of National Anti-Doping Commission. Andrea Mandelli is also editor in chief of FOFI official media: the magazine “Il Farmacista” and web-based newspaper “Il Farmacista Online”.

MARTA MARCHIONNI

is currently the Industry Head, Consumer Goods & Healthcare at Google, where she previously held the position of Industry Manager. She has also worked for A. Manzoni & C., the exclusive advertising sales agency of the Espresso media group and a distinguished group of publishers. Marchionni has an MBA from the Alma Graduate School and has also studied at the University of Bologna.



BASIL MATHIOUDAKIS

is Head of Unit Nutrition, food composition and information, at the European Commission. He studied Biochemistry and then Human Nutrition at the University of London. Since joining the European Commission in 1982, he has worked on food legislation for more than 25 years covering a variety of dossiers – dietetic foods, food supplements, nutrition labelling, and addition of vitamins and minerals to foods – before taking charge of the Unit. Since 2004, he has chaired the Standing Committee on the Food Chain and Animal Health (SCFCAH), section General Food Law. As a representative of the European Commission, he has followed work on the relevant subjects at the international level (Codex Alimentarius, World Health Organization, Food and Agriculture Organisation). For 15 years (1982-1997), he was the secretary of the Working Group on Nutrition and Dietetic Foods of the Scientific Committee for Food of the European Commission, which was the predecessor to the European Food Safety Authority (EFSA).



MARC MONSEAU

is founder of MDM Communication, a digital and media consultancy. Until recently, he was Director of Corporate Communication and Social Media at Johnson & Johnson. He was responsible for launching and managing the Corporation’s blog (<http://jnjbw.com/>), its first Twitter feed (@jnjcomm) and its Facebook page (www.facebook.com/jnj). He is part of a team responsible for the development of the company’s social media policies, and works closely with different teams within the organization as they develop and launch different social media programs to support their brands and business. From 1993-1997, he was reporter at Bloomberg News covering the pharmaceutical, medical devices and biotechnology industries. Before that, he worked in London covering brewers, distillers and telecommunications. He holds a BA in English Literature (Honors) from Kenyon College (1985-1989), and MA in Anglo-American Literary Relations from University College London, University of London (1990-1991).



JOERG OHLE

is board member of the worldwide Bayer HealthCare Consumer Care Management Team and Head of Region Europe for the Division from July 1, 2010, based at Consumer Care's European Headquarters in Basel, Switzerland. In 1977, he joined Bayer's pharmaceuticals business in Germany, moving on to El Salvador and later as a Regional Manager to Kenya. Then he moved to Germany to become Marketing Manager for the Pharmaceuticals business for the Middle East and Africa regions, before heading to Santiago, Chile, as Country Division Head. From 1992 to 1996, he held several marketing positions within the Consumer Care business of Bayer in Germany. Then he moved to Singapore,

where he worked for Consumer Care with growing responsibilities and subsequently became Regional Head of the Bayer HealthCare business, managing all Divisions in the Asia Pacific Region. In 2005, he joined Bayer HealthCare LLC in the US and was President and General Manager of the North America Region of the Animal Health Division as well as a Board member of the worldwide Animal Health Management Team. He holds a business degree from Bayer's International Management School in Leverkusen, Germany.

ANDERS OLAUSON

was involved in the founding of the Agrenska Centre in 1989, where he served as director until 2004 and has since been chairman and chief executive officer. He is responsible for establishing the Agrenska Virtual International Academy, a research centre for rare disorders. He is particularly concerned with the impact of rare conditions on children and their families, and his work involves contact with both national and regional legislative bodies on the subject of rare disorders. He currently represents Eurordis as a member of the board of the European Patients' Forum (EPF). He has been president of EPF since June 2005.



NENAD PACEK

is the acclaimed author of "Emerging Markets: Lessons for Business Success and Outlook for Different Markets". His company Global Success Advisors currently works with regional and global directors of over 220 large multinational corporations who are doing business in emerging markets, helping them understand economic issues and best business practices for sustainable international expansion. He also co-owns CEEMEA Business Group, a corporate service for regional directors in charge of EMEA and CEEMEA markets. He is currently writing two new books on World Economy and Emerging Markets. He is the former VP of the Economist Group where he spent almost two decades.



ILARIA PASSARANI

joined the European Consumers' Organization (BEUC) in 2006. She is a member of the European Medicines Agency Scientific Committee's Working Party with Patients' and Consumers' Organizations (PCWP) and represents BEUC in the European Health Policy Forum, the e-Health Users' Stakeholders Group and in the EUnetHTA Stakeholder Forum. She is also a scientific researcher at the Faculty of Health, Medicine and Life Sciences of the Maastricht University. She previously worked in the International Health and Social Affairs Office of the Veneto Regional Government and in the Health

Department of the Italian Permanent Representation to the European Union. She studied Economics at the Bocconi University in Milan and Health Economics at the Harvard School for Public Health (USA).

MAFALDA PESSOA DE ARAÚJO

is Head of Bayer Consumer Care Portugal and Vice President of CEMVLApifarma. She holds a Master of Business Administration (INSEAD, Fontainebleau, France) and a Pharmaceutical Degree, having specialized in Community Pharmacy (Classic University of Lisbon, Portugal).

Experienced in consumer goods and pharmaceuticals, she started her career as Regulatory Affairs & Technical Director at Beecham while collaborating with a pharmacy. Following the MBA, she joined L'Oréal and held several positions in different countries (Vichy sales in France, Biotherm Marketing and Lancôme Marketing in Spain) before returning to Portugal as Pepsi-Cola International Marketing Manager. She later became OTC Manager of Roche Consumer Health Portugal, until the acquisition by Bayer.



TERESA PETRANGOLINI

is one of the founders and Secretary General of CittadinanzAttiva (Active Citizenship). For 14 years, she was Secretary General of the Tribunal for Patients' Rights, where she promoted and coordinated the PIT health service, oversaw the development of 250 local sections and initiated numerous campaigns. She was a member of the board of the agency for health services in the Lazio region and she has contributed to the preparation and dissemination of the European Charter of Patients' Rights. She has conducted numerous national information campaigns.

ANNAROSA RACCA

was licensed in Pharmacy in November 1975 at Milan University and she became pharmacy owner in 1978. She has been the President of Federfarma Milan since June 2007 and of Federfarma Lombardy since September 2006. She was treasurer of Federfarma and she was elected in May 2008 as President of Federfarma, the Federation of Italian Pharmacy Owners.



JUNE RAINE

trained in general medicine in Oxford after completing a Masters degree by research in Pharmacology. Her interest in drug safety led to a career in medicines regulation which has spanned a number of roles in assessment, management and strategic development within the UK national authority. Appointed in 1999 to head Pharmacovigilance in the Medicines Control Agency (now Medicines and Healthcare products Regulatory Agency), she was elected in 2005 to chair the CHMP's Pharmacovigilance Working Party. She is also a member of the WHO Advisory Committee on Safety of Medicinal Products. Her special interests are in monitoring the outcomes

of regulatory action, risk communication and patient involvement in the regulatory process.

CAVAN REDMOND

is Group President, Animal Health, Consumer Healthcare, and Corporate Strategy at Pfizer. He is a member of Pfizer's Executive Leadership Team and is responsible for three diverse businesses in addition to leading Pfizer's enterprise-wide Strategy, Portfolio Management and Analysis, as well as Continuous Improvement efforts. In addition, he serves as Pfizer's Executive Sponsor of the Diversity and Inclusion Worldwide Leadership Council. He has more than 20 years of healthcare experience spanning consumer health, pharmaceuticals, and biotechnology where he has extensive experience turning science and technology into successful global products. He has a master's degree from The Johns Hopkins University, where he also completed a post-graduate fellowship in organizational change management, and a bachelor's degree from the University of Maryland.



HANS REGENAUER

has a degree in International Business Administration. He has 25 years of experience in various functions within marketing, sales and general management for OTC and consumer brands in headquarters and operational responsibilities in Germany, Guatemala/Central America and the Caribbean, Austria and Spain. From 1997-2009, he was Head of Corporate Department Consumer Health Care Europe for Boehringer Ingelheim and then became Worldwide Head, Consumer Health Care. He took up his role as Vice President of Consumer Health Care Europe and Global Development with Sanofi-Aventis on 1 January 2010 and became Member of the Management Team of Merz, Frankfurt in June 2011. From 1985-1997, he was with Bayer AG. Up until 2006, he was Chairman of the AESGP Economic Affairs/Public Relations Committee, and is today President of AESGP. From August 2005 to November 2008, he was also the Chairman of the World Self-Medication Industry (WSMI).



BART ROMBAUT

was born in 1958 and is head of the department Pharmaceutical Biotechnology and Molecular Biology of the School of Pharmacy within the Faculty of Medicine and Pharmacy of the Vrije Universiteit Brussel, Belgium. He is Dean of the School of Pharmacy. He teaches pharmaceutical microbiology, pharmaceutical biotechnology, pharmaceutical technology of sterile medicines and vaccinology. He is President of the European Association of Faculties of Pharmacy and he is coordinator of the European LLP-Erasmus project Pharmine (Pharmacy Education in Europe).

DAGMAR ROTH-BEHRENDT

studied law at the University of Marburg, Germany. Between 1979 and 1989 she worked as a lawyer, and was later employed as legal advisor in the chancellery of the Governing Mayor of Berlin. Since 1989, Dagmar Roth-Behrendt has been a Member of the European Parliament and has held several key responsibilities, including: from 1989-2004, spokeswoman of her political group for the Environment, Public Health and Consumer Protection; and from 2004-2007 and again since 2009, Vice-President of the European Parliament. She was also a representative of the European Parliament at the High Level Pharmaceutical Forum and is the contact person for the European Parliament at the European Medicines Agency.





ROGER SCARLETT-SMITH

has been President of GlaxoSmithKline Consumer Healthcare Europe based at GSK House, London, since January 2011. Prior to joining Consumer Healthcare Europe, he was President of Consumer Healthcare North America and before that he ran the Consumer Healthcare UK business. He also served as President of the Proprietary Association of Great Britain (PAGB). From 2001 to 2004, he was Managing Director of GlaxoSmithKline Consumer Healthcare in Australia and New Zealand. He joined GlaxoSmithKline in 1984. He started his career as a graduate recruit in marketing at Procter and Gamble. He graduated with an MA in Law from St. John's College, Cambridge University.

GADI SCHOENHEIT

is Vice President of Doxapharma. Previously, he founded and then acted as president of Intermatrix Italia, a market research and forecasting company. He has a degree in Economics and has been consulting for many years in the healthcare industry.



VITTORIO SILANO

is Chairman of the Scientific Committee of the European Food Safety Authority (EFSA). Since his retirement from the Italian Ministry of Health, he has also been University Professor at the II University of Rome, Faculty of Medicine. He has a University degree in Chemistry, High School Teaching Qualification in "Chemistry and Laboratory" and University Teaching Qualification in Applied Biochemistry. The scientific production of Professor Vittorio Silano consists of more than 225 papers, mostly published in international journals, and books.



PAOLO DANIELE SIVIERO

is the Head of Pharmaceutical Policy department of the Italian Medicines Agency (AIFA). He is Coordinator of the "Economic Strategy and Pharmaceutical Policy" area that comprehends the following departments: Pharmaceutical Policy, Pricing and Reimbursement, Medicines Utilization and HTA and Consultative Bodies Secretariat. The main objective of the Pharmaceutical Policy department is to perform and evaluate studies and research on the pharmaceutical sector. This task is accomplished through coordination with other departments inside the Agency. The primary objective is to supervise the main activities of the Agency in the economic field and to define

the pricing and reimbursement scheme for new pharmaceutical products, taking into account the analysis of other European agencies.

PAOLO TACCONI

is currently Executive Producer of Microsoft's MSN Western Europe and manages the content of the biggest portal in Western Europe. He was previously Executive Producer of Microsoft's Italian portal MSN.IT, while he has also worked in the past as a journalist at Corriere.it and content manager at Virgilio.it/ Matrix. He studied at the Bocconi University in Milan.



ANTONIO TAJANI

is European Commission Vice-President, and has been working on the frontline of European politics for the past two decades. He was appointed to the Commission in 2008, starting with the transport portfolio and then taking charge of Industry and Entrepreneurship in February 2011. For 14 years, from 1994 to 2008, he was a Member of the European Parliament. In 1999 he was chosen as the leader of the Forza Italia party in the European Parliament and elected to the Presidency of the European People's Party-European Democrats in 1999. As a journalist, Tajani has worked as a parliamentary reporter, head of the RAI 1 radio news and chief editor of the Rome edition of 'Il

Giornale', among others. He has a law degree from La Sapienza University in Rome.

WARREN TEICHNER

is a Principal and leader in the McKinsey consumer goods and healthcare practice. His responsibilities concern serving clients in the consumer health and packaged goods industry on strategy, as well as channel and customer management topics. He has worked with McKinsey across Europe, the United States and Africa, serving both corporate clients and regulatory agencies. Prior to joining McKinsey, Warren Teichner worked in the accounting and corporate finance department at Grant Thornton and as a lecturer at the University of Witwatersrand. He has a Masters in Commerce from the University of Witwatersrand in Johannesburg and an MBA in Finance from the Columbia Business School.



ANDY TISMAN

joined IMS in 2005 as Senior Principal to lead the development of the Consumer Health consulting business for IMS. Previously he was Managing Consultant at a boutique healthcare strategy and marketing consultancy based in the UK. During seven years he worked around the world for major clients such as Bayer, Novartis, Pfizer, Sanofi-Aventis, GlaxoSmithKline with extensive experience of brand/category strategy development. Andy Tisman also has extensive Pharma and OTC/Consumer Health marketing/marketing management experience from over 15 years with SmithKline Beecham in local and international (pan-European and global) roles.



PATRIZIA TOIA

has been a Member of the European Parliament since 2004. She is vice-chair of the European Parliament's Committee on Industry, Research and Energy and member of the delegation to the ACP-EU Joint Parliamentary Assembly. Moreover, she is a substitute member of the Committee of Development. She holds a degree in political science from Milan University and a doctorate in strategic planning from Bocconi University, Milan. Before becoming a Member of the European Parliament she held a number of positions including: Member of Lombardy Regional Council responsible for coordinating the social services (1989-1990), health (1990-1991) and the budget (1994-1995); Member of the Italian Chamber of Deputies (1995-1996); Senator (1996-2004); Under-Secretary of State for Foreign Affairs, Minister for Community Policies and Minister for Relations with Parliament (1996-2001).



JÜRGEN WASEM

is a German scientist and policy advisor. He is Professor of Medical Management at the University of Duisburg-Essen in Essen. Jürgen Wasem studied economics at the University of Cologne from 1978 to 1983. From 1983 to 1985, he was a research assistant at the Department of Social Policy of the University of Cologne. He has worked for governmental bodies since 1985.



NOËL WATHION

qualified as a pharmacist from the Free University of Brussels. He first worked as a pharmacist in a retail pharmacy. Later he was appointed as a Chief Inspector at the Pharmaceutical Inspectorate (Belgian Ministry of Social Affairs and Public Health), acting as the Secretary of the Belgian Medicines Commission. He served on both the former CPMP (Committee for Proprietary Medicinal Products) and CVMP (Committee for Veterinary Medicinal Products) at the EMEA, and was a representative on the EU's Pharmaceutical Committee, Standing Committee and Notice to Applicants working group.

He joined the EMEA in August 1996 as Head of Sector for Regulatory Affairs and Pharmacovigilance and was appointed Head of the Human Medicines Evaluation Unit in September 2000. Following several restructurings at the European Medicines Agency, Wathion is now Head of Patient Health Protection. This unit contributes to patient health protection from the multiple perspectives of pharmacovigilance, risk and crisis management, patient and healthcare professional information, inspections (for both human and veterinary medicinal products), and appropriate regulatory compliance. The Unit is also in charge of community procedures for both centrally and non-centrally authorised products.



HEINZ-GÜNTER WOLF

studied pharmacy at Universities of Passau and Munich from 1973 to 1976 and in 1977 obtained a licence to practice pharmacy. Since 1978, he has been owner and manager of the independent pharmacy Wolf-Apotheke Hemmoor in Lower Saxony. He has been Board member of Lower Saxony Pharmacists' Association (Landesapothekerverband Niedersachsen e.V.) since 1981, and its Chairman since 1989. From 1992-2001, he was Deputy Chair at German Pharmacists' Association (Deutscher Apothekerverband e.V., DAV). From 2001-2004, he was Vice President of Federal Union of German Associations of Pharmacists (ABDA – Bundesvereinigung Deutscher Apothekerverbände), and since 2005 he is President. Since 2009, Heinz-Günter Wolf is Executive Committee member of the Pharmaceutical Group of the European Union (PGEU), and since 1 January 2011 he has been its President.



CONFERENCE VENUE

The 47th AESGP Annual Meeting will take place at the:

Hotel Rome Cavalieri, the Waldorf Astoria Collection

Via Alberto Cadlolo, 101

I-00136 Rome, Italy

General telephone: +39 06 35 09 1

General fax: +39 06 35 09 22 41

The conference takes place in sections 3 and 4 of the plenary room situated on the garden lobby level. Participants not staying at the Hotel Rome Cavalieri can access the plenary room through the entrance marked “Conference Center”, situated on the left of the main hotel entrance.

ADDITIONAL GUEST HOTEL

The Grand Hotel Tiberio

Via Lattanzio, 51

I-00136 Rome, Italy

General telephone: +39 06 39 96 29

General fax: +39 06 39 73 52 02

REGISTRATION

The 47th AESGP Annual Meeting will open on Wednesday 8 June 2011 at 12.00 hours with a buffet lunch for all participants and accompanying persons at the Belle Arti room (garden lobby level of the Hotel Rome Cavalieri), and will end on Friday 10 June 2011 with a reception followed by dinner in the park near the swimming pool area of the Hotel Rome Cavalieri (fallback in case of bad weather is the Belle Arti room).

The welcome desk situated close to the plenary room (garden lobby level) of the Hotel Rome Cavalieri is open on:

Wednesday	8 June 2011 from 11.00 till 18.00 hours
Thursday	9 June 2011 from 08.00 till 17.30 hours
Friday	10 June 2011 from 08.00 till 16.30 hours

CONFERENCE LANGUAGES

Simultaneous translation into English and Italian will be provided during the conference sessions on 8, 9 and 10 June 2011.

THE ANNUAL MEETING ONLINE

A webpage has been set up for the conference at <http://www.aesgp.be/Rome2011.asp>. The conference programme, speaker profiles and available presentations can be found at this address.

SOCIAL MEDIA INTEGRATION

Twitter

During the conference, participants will have the opportunity to send questions and comments for the speakers via Twitter. These will be presented as a feed within a blog specifically set up for the conference, and integrated into the conference proceedings through the sessions’ chairs.

Questions and comments sent for the speakers via Twitter should always contain the keyword #aesgpROME and could either be sent to the AESGP account (@aesgp) or just posted on the participants’ accounts. A possibility for sending questions and comments via SMS will also be provided. These can be sent to the telephone number +39 331 7363460. Messages received via SMS will be uploaded on the Twitter feed under the account @47QC.

“Live Event” discussion

A discussion through Facebook’s “Live Event” application will also be taking place during the conference. Visiting the conference blog, participants will be able to join the discussion and share their comments and views on the conference.

The conference blog with the Twitter feed and the Facebook application for live discussion will be broadcast throughout the conference at the conference room’s three side screens.

For more information see: <http://www.aesgp.be/Rome2011.asp>

To visit the blog: <http://www.aesgp.blogspot.com>

EXHIBITORS

■ Infotehna
■ Nicholas Hall

■ **OTC bulletin**
■ TOPRA

ACKNOWLEDGEMENTS

AESGP would like to acknowledge the support of:
– IMS for their general support of the meeting
– **OTC bulletin** for printing the final programme.

OPENING RECEPTION AND DINNER

The opening reception and dinner on Wednesday 8 June 2011 will be held at the Villa Miani, Via Trionfale 151, Rome. The Villa Miani is situated next to the Hotel Rome Cavalieri. At 19.00 hours hostesses will be waiting in the lobby of the Hotel Rome Cavalieri to take participants on foot to the Villa Miani. For participants staying at the Grand Hotel Tiberio there will be a bus transfer from the hotel to the Villa Miani at 19.00 hours; return transfer after the end of the dinner.

Towards the end of this evening the Piccolo Coro of the Accademia di Santa Cecilia of Rome will perform some famous opera arias.

Programme of the “Piccolo Coro of the Accademia di Santa Cecilia”

Singers:

Patrizia Roberti, Letizia Cosacchi (sopranos)

Carmela Cimaglia (mezzo soprano)

Corrado Amici, Fabrizio Menotta, Francesco Giannelli (tenors)

Sergio Leone (baritone)

Piano:

Fabio Montani

Programme

Ruggiero LEONCAVALLO, *Mattinata*, 1904

Giacomo PUCCINI, *Quando me'n vo'* (*La Bohème*), 1896

Giacomo PUCCINI, *Nessun dorma* (*Turandot*), 1926

George BIZET, *Habanera* (*Carmen*), 1875

George BIZET, *Toréador* (*Carmen*), 1875

Franz LEHAR, *Tace il Labbro* (*The Merry Widow - Die lustige Witwe*), 1905

Giuseppe VERDI, *Và pensiero* (*Nabucco*), 1842

Giuseppe VERDI, *Brindisi* (*La Traviata*), 1853

Carl ORFF, *O Fortuna* (*Carmina Burana*), 1936

ATTIRE

Business attire is recommended for the opening reception and dinner at the Villa Miani on Wednesday 8 June 2011 and casual dress for the reception followed by dinner on Friday 10 June 2011 at the Hotel Rome Cavalieri.

TOUR FOR ACCOMPANYING PERSONS

The guided tour for accompanying persons “A private view of Italy” on Thursday 9 June 2011 will include a private visit to Palazzo Sacchetti, a palace still inhabited by the family of Marchesi Sacchetti situated among Via Giulia’s most remarkable buildings, a visit to Oratorio del Gonfalone, the Palazzo Farnese, residence of the French Embassy and the Galleria Spada nearby. Mini buses will depart from the Hotel Rome Cavalieri at 09.00 hours and will return by 17.00 hours.

CLOSING RECEPTION AND DINNER

The conference will end on Friday 10 June 2011 with a reception and dinner in the park near the swimming pool area of the Hotel Rome Cavalieri (in case of bad weather in the Belle Arti room).

During the reception and dinner there will be entertainment by Claudio Colasazza, a well-known jazz pianist. After dinner there will be the possibility to dance in the Belle Arti room to famous songs played by the DJ Matteo.

BUS TRANSFERS

Buses will be provided on Thursday 9 June 2011 and on Friday 10 June 2011 at 08.20 hours to transfer participants and accompanying persons from the Grand Hotel Tiberio to the Hotel Rome Cavalieri.

In addition, there will be a transfer on Wednesday 8 June 2011 at 19.00 hours from the Grand Hotel Tiberio to the Villa Miani; return transfer after the end of the dinner.

Buses will leave on Friday 10 June 2011 at 19.00 hours from the Grand Hotel Tiberio for the reception and dinner at the Hotel Rome Cavalieri. There will be no return transfer as it will be easy to take a taxi back from the Hotel Rome Cavalieri to the Grand Hotel Tiberio.

NEXT AESGP CONFERENCES

– 18-19 October 2011 Canary Wharf, London, near the European Medicines Agency in cooperation with the Committee for Human Medicinal Products and the Coordination Group for the Mutual recognition and Decentralized procedures

– 31 January-1 February 2012 Copenhagen in cooperation with the EU Heads of Medicines Agencies during the Danish EU Presidency

LIST OF PARTICIPANTS

47th AESGP Annual Meeting

ROME 8-10 JUNE 2011

INTERNATIONAL ORGANISATIONS

ANQUEZ-TRAXLER, Christelle, Dr	AESGP
BATTISTINI, Luca, Mr & Mrs Fanny MULLER	AESGP
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BEHRNDT, Nils, Mr	European Commission
BERGSTRÖM, Richard, Mr	EFPIA
BUSOI, Cristian Silviu, Mr	European Parliament
CHAVE, John, Mr	PGEU
CHINO, Ioanna, Prof	European Medicines Agency
CORONEL, Mary, Mrs	AESGP
CRANZ, Hubertus, Dr	AESGP
DALLI, John, Mr	European Commission
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FITZGERALD, Martin, Mr	GIRP
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TOIA, Patrizia, Mrs	European Parliament
WATHION, Noël, Mr	European Medicines Agency
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WOLF, Heinz-Günter, Mr & Mrs Gudrun	PGEU
YIANGOU, George, Dr	AESGP

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SCHOOMBIE, Deon, Dr	ASMI
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VANDIEST, Philippe, Mr	PROMOMED
VERLINDEN, Marc, Mr	Qualiphar

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ULLTVEIT, Erling, Mr	LMI
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RUBAIE, Mohamed, Dr	Ministry of Health

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FINNE-GRAHNÉN, Anita, Mrs	LIF
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STÜDELI, Walter, Mr	SVKH

STUEHLER, Ralf, Mr	IMS Health
TREPP, Gian, Mr	Similasan
WIEDERKEHR, Gabrielle, Ms	Bayer Consumer Care

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SALOUTA, Razan, Dr	Ministry of Health

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JAMES, Susan, Mrs
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MANN, Erica, Ms
MELVILLE, Scott, Mr
MONSEAU, Marc, Mr
REDMOND, Cavan, Mr
SPANGLER, David, Mr
TEICHNER, Warren, Mr

Merck
Merck
GlaxoSmithKline
Novartis Consumer Health
Bayer HealthCare
Consumer Healthcare Products Association
MDM Communication
Pfizer Diversified Businesses
Consumer Healthcare Products Association
McKinsey

Status 24 May 2011, 17.00 hours

