



SELF CARE IN HEALTH CARE: A Shared Vision for Asia Pacific

13-15 November 2024

Bangkok, Thailand

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Agenda: 13 November 2024 (Day 1)

Time	Agenda	Speaker
14.00 - 15.00	Registration	
15.00 – 17.00	Digital Health Workshop Moderated by Ms. Paranee Adulyapichet, Vice President of TSMIA (Bayer)	
	TeleHealth® Application Developer - Telepharmacy/Telemedicine	Dr. Noppadon Adjimatera & Team, Thailand Pharmacy Council
	AI Governance for Digital Health	Dr. Sak Segkhoonthod Digital Transformation Advisor, Electronic Transaction Development Agency (ETDA)
18.00	Welcome Reception	



**Agenda: 14 November 2024
(Day 2 Morning Session)**

Time	Agenda	Speaker
8.30 – 9.00	Registration	
9.00 – 9.05	Warm Up	
9.05 – 9.40	<p>Session 1 The Evolution of Self Care in the Asia Pacific Region – Opening keynotes & Welcome Remarks Moderated by Ms. Sylvia Tsai, Chairperson, APSMI (Haleon)</p>	
	Keynote Speech (WHO via on-line)	<p>Dr. Manoj Jhalani Director of the Department of UHC & Health Systems in the WHO South East Asia Regional Office</p>
	Keynote Speech (Thai FDA)	<p>Dr. Withid Sariddeechaikool Deputy Secretary-General , Thai FDA</p>
9.40 – 9.50	Group Photo	
9.50 – 10.20	<p>Session 2 United for Self Care – Global and Regional Perspectives (1) Moderated by Dr. Deon Schoombie, Chief Executive Officer, CHP Australia</p>	
	Global Eco/Social Value of Self Care Study +SCRI	<p>Ms. Tamara Rogers Chairperson-Elect, GSCF (Haleon)</p>
	Empowering ASEAN Health: The Strategic Role of Self-Care for a Sustainable Healthcare System	<p>Mr. Christopher Humphrey Executive Director, EU-ABC</p>
	The role of Pharmacists in Self-Care	<p>Dr. Yolanda R. Robles, RPh, Mpharm, PhD Professor and Former Dean, University of the Philippines College of Pharmacy</p>
10.20 – 10.50	Tea Break	
10.50 – 12.30	<p>Session 3 United for Self Care – Global and Regional Perspectives (2) Moderated by Dr. Junko Sato, Co-Chair, Self-CARER (PMDA)</p>	
	Self-Care Policy	<ul style="list-style-type: none"> • Dr. Dra. Agusdini Banun Saptaningsih, Apt, MARS, Director of Pharmaceutical Management and Services, MoH, Indonesia • Madam Nik Shamsiah Nik Salieh Senior Principal Assistant Director Head of Generic Medicines Section, National Pharmaceutical Control Bureau, Malaysia
	Driving Towards a WHO Resolution on Self Care	<p>Ms. Judy Stenmark Director General, GSCF</p>
	Panel Discussion	Speakers of session 2 & 3
	Bangkok Joint Initiative on Self-Care	<p>Ms. Worasuda Yoongthong Co-chair of Self-CARER, Thai FDA</p>
12.30 – 14.00	Lunch	



**Agenda: 14 November 2024
(Day 2 Afternoon Session)**

Time	Agenda	Speaker
14.00 – 15.30	Session 4 Self Care action in the region Moderated by Dr. Noppadon Adjimatera, President of TSMIA (Reckitt)	
	Market trend and consumer insights in APAC	Mr. Nicholas Hall Nicholas Hall Group of Companies
	Health in More hands for APAC consumers	Ms. Alicia Ng R&D Head, Wider Asia, Haleon
	Making Self-Care as Simple as it should be	Ms. Maria Valentina Sposito Lemoine ASEA Zone Head GM, Opella
	Consumer-Centred Self-Care	Mr. Aalok Agrawal Senior Vice President, P&G Consumer Health (Asia Pacific, India, Middle East & Africa)
	Panel Discussion: Promoting self-care in Asia-Pacific region	Speakers of Session 4
15.30 – 16.00	Tea Break	
16.00 – 18.00	Session 5 Digital Health and Self Care – The Evolving Frontier Moderated by Dr. Deepa Maharaj, ASEA Science Hub Head, Opella	
	Digital Health Solutions: Transformation in Asia Pac	
	Digital Self-Care & Emerging Health Literacy Trends for 21 st Century Living	Dr. Austen El-Osta Director, Self-Care Academic Research Unit (SCARU), Imperial College London
	Leveraging the largest digital network of pharmacies in southeast Asia to improve selfcare	Ms. Josselyn Neukom Senior Vice President, Public Health, SwipeRx
	Digital Health application in Vietnam, a solution for primary healthcare	Dr. Nguyen Thi Thang Head of Department of Public Health, Health Strategy and Policy Institute, Vietnam
	E-Labeling: An enabler for Digital Health Literacy in Asia Pac Position	
	Experience of E-labeling regulation implementation in Thailand	Mr. Kritsada Limpananon Senior Supervisor of Pharmaceutical Information Technology and Data Sciences Unit, Drug System Development Group, Medicines Regulation Division, Thai FDA
	Journey of OTC e-labelling in South Africa – Learnings and best practices	Ms. Nicola Brink Chief Executive Officer, Self-Care Association of South Africa
	APSMI Position on Digital Health Solutions & e-labelling position paper	Dr. Deepa Maharaj APSMI Digital WG (Opella)
	Panel Discussion: Digital Health and Self-care	Speakers of Session 5
19.00	GALA Dinner	



Agenda: 15 November 2024 (Day 3)

Time	Agenda	Speaker
9.00 – 11.00	<p>Session 6 Better Regulatory Framework for Self-Care Moderated by Ms. Sundaresan Seema, the Senior Director for P&G</p>	
	Self-CARER Initiative and Achievements	Dr. Junko Sato Co-Chair, Self-CARER (PMDA)
	Mapping/Recognition of Simplification Efforts in the OTC Space in APAC	Ms. Marlie Angelique A. Gungon Sr. Regulatory Affairs Manager, Personal Health Care, P&G Philippines, Inc.
	Panel Discussion - Challenges/Opportunities with Continued Simplification to Enable Access	Regulators & Industry Leaders
	Real World Evidence and Its Significance in the Self-Care Space	<ul style="list-style-type: none"> • Mr. Andrew Stewart Head of Real-World Evidence and Behavioral Science, Opella • Dr. Volker Spitzer Vice President of Global R&D / RWE Services, IQVIA
11.00 – 11.50	<p>Session 7 Environment and Sustainability in Self-Care Moderated by Ms. Anama Dimapilis-O'Reilly, the Public Affairs & Government Relations Director, Opella</p>	
	GSCF Charter for Environmental Sustainability and Progress	Ms. Jurate Svarcaite Director General, AESGP
	Sustainability actions	<ul style="list-style-type: none"> • Mr. Marco Annas Vice President Global Governmental Affairs, Consumer Health, Bayer • Ms. Emma Valette ASEA Commercial Head and Sustainability Lead, Opella
11.50 – 12.00	Closing Remarks	<ul style="list-style-type: none"> • Ms. Sylvia Tsai Chairperson APSMI (Haleon) • Ms. Judy Stenmark Director General, GSCF • Ms. Worasuda Yoongthong Co-chair of Self-CARER, Thai FDA
12.00 – 13.30	Lunch	



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Bibhek is a character from the Ramayana, an ancient epic that is widely known in various Southeast Asian cultures, including Thai, where it's known as the Ramakien.

Bibhek holds a fascinating role in Thai traditional beliefs, especially in relation to medicine and healing. Beyond his portrayal in the Ramakien as a character who aligns with virtue and wisdom, Bibhek is also associated with traditional healing practices and herbal medicine, an aspect that deepens his significance in Thai culture.

In some traditions, Bibhek is considered to possess supernatural healing abilities. His profound knowledge of herbs and traditional medicine has made him a symbol of healing wisdom, which has influenced Thai folk medicine practices. Some practitioners of traditional Thai medicine invoke Bibhek's spirit for guidance or inspiration, believing that he can offer insight into treating certain illnesses or disorders. His connection to the healing arts positions him almost as a patron or guardian figure in this field, where he is viewed as a protector and helper for those seeking knowledge of herbal treatments.

This role of Bibhek is part of a larger cultural respect for figures who embody wisdom, compassion, and moral righteousness, qualities that are deemed essential for a healer. **His character serves as a reminder that healing should be aligned with principles of care, respect, and dedication to serving others.** Thus, **Bibhek not only represents a knowledgeable healer but also emphasizes the ethical foundation that should guide medical practices, aligning with traditional Thai values in the field of medicine.**



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Keynote Speeches



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Dr Manoj Jhalani

Director of the Department of UHC & Health Systems in the WHO South-East Asia Regional Office

Over 30 years of experience in public policy and socio-economic development, with a focus on health. Served as Joint Secretary, Additional Secretary, and Special Secretary, Ministry of Health & Family Welfare, India (2012-2019), including as Mission Director of the National Health Mission, the world's largest public health program.

Currently Director, UHC/Health Systems, WHO South-East Asia Region (2019–present).

Recipient of several awards including the UN Inter-agency Task Force Award for contributions to addressing the NCD challenge in India.



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Dr. Withid Sariddeechaikool
Deputy Secretary-General
Thai Food and Drug Administration
Ministry of Public Health

Dr. Withid Sariddeechaikool is the Deputy Secretary-General of the Food and Drug Administration. He holds an M.D. from Chulalongkorn University and has extensive experience as a physician and director in various hospitals and public health offices in Khon Kaen, Nong Bua Lamphu, and Buriram.

His training includes leadership and AI, the Future Leaders Programme, and senior executive programs. He is board-certified in Preventive Medicine and Family Medicine, showcasing his commitment to advancing public health and medical education.



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Speakers & Moderators



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Mr. Aalok Agrawal

Senior Vice President

P&G Consumer Health

(Asia Pacific, India, Middle East & Africa)

Aalok Agrawal is a General Manager with over two decades of experience in the Consumer Goods & Consumer Healthcare industry. He has lived and worked across different regions (Asia, North America, Europe) and diverse organization cultures. His diverse experiences include leading Marketing for Procter & Gamble (P&G) Baby care & Healthcare in Asia (India/Singapore), Global Vicks Brand Franchise Leader in Cincinnati, USA & Regional CMO for Europe Healthcare based in Geneva in the PGT Joint Venture.

Aalok is currently the Senior Vice-President for the P&G Personal Healthcare business leading a team of 2000+ employees across the AMA region. He also serves on the Board of Directors at Procter & Gamble Health Ltd (formerly Merck Ltd) in India. Aalok is originally from Mumbai, India and has an MBA from the Indian Institute of Management, Ahmedabad.

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Dr. Dra. Agusdini Banun Saptaningsih, Apt, MARS,
Director of Pharmaceutical Management and Services,
Ministry of Health, Indonesia

PROFILE

Experienced pharmacist who had been working in Dharmais Hospital for 21 years and currently serving as Director for Pharmaceutical Management and Services in Ministry of Health.

Active to share her knowledge as a lecture in some University.

EDUCATION

- Doctor of Medicine Faculty, Gadjah Mada University (UGM)
- Master of Hospital Administration, University of Indonesia (UI)
- Bachelor and Pharmacist of Pharmacy Faculty, University of Indonesia (UI)

WORK EXPERIENCE

- Director of Pharmaceutical Management and Services, Ministry of Health (2023–now)
- Director of Pharmaceutical Production and Distribution, Ministry of Health (2018–2023)
- Member of the Supervisory Board of Central General Hospital Prof.dr.I.G.N.G. Ngoerah (Sanglah, Bali) (2021–2026)
- Member of the Supervisory Board of Dr. M. Goenawan Partowidigdo Lung Hospital (2021–2024)
- Secretary of Directorate General of Pharmaceuticals and Medical Devices, Ministry of Health (2015–2018)
- Member of the Supervisory Board of Radjiman Wediodiningrat Mental Hospital Lawang Malang (2020–2021)
- Member of the Supervisory Board of Soeradji Tirtonegoro Hospital Klaten (2017–2020)
- Member of the Supervisory Board of Wahidin Hospital (2016)
- Head of Hospital Pharmacy Installation of Dharmais Cancer Hospital (2010–2014)
- Head of Marketing Division of Dharmais Cancer Hospital (2002–2006)
- Dharmais Cancer Hospital Chief Customer Officer (2006–2010)
- Dharmais Cancer Hospital Pricing Team Leader (2013–2014)
- Lecturer of Hospital Administration Magister Degree at Esa Unggul University
- Lecturer at Faculty of Pharmacy, University of Indonesia (UI) and Gadjah Mada University (UGM)
- Pharmacy Logistics Consultant in Non-government Hospitals

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Alfred So

President, Consumer Healthcare Industry Association of Philippines (CHAP), Philippines

Alfred So is an accomplished Head of Regulatory Affairs with a proven track record in the consumer healthcare and pharmaceutical industry. A licensed Pharmacist with a Master of Science degree in Pharmacy from the University of Santo Tomas, Philippines. He currently serves as the Regulatory Affairs and Policy Director for Reckitt. He is known for his ability to build strong relationships with regulators and industry peers, and his commitment to ensuring the highest levels of quality and safety in healthcare products.

He is also the founding President of Consumer Healthcare Industry Association of the Philippines, Inc. (CHAP) - an association that fosters better relation, cooperation and harmony among stakeholders and consumer healthcare companies, unifying them together to uplift the advocacy of the Consumer Healthcare industry.



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Alicia Ng

Vice-President, Head of R&D, Wider Asia, Haleon

Alicia Ng has 30 years of experience working in a wide range of R&D functions including innovation strategy, formulation and development, nutrition design, regulatory & scientific affairs in the diversified portfolio of consumer healthcare ranging from OTC drugs, medical devices, health / dietary supplements, health / functional food, FSMP (Food For Special Medical Purpose), and FSDU (Food For Special Dietary Use), cosmetics.

She is currently the Vice President and R&D Head of Wider Asia at HALEON. She is a trained nutritionist and holds a Master of Jurisprudence from Michigan State University College of Law, USA & a graduate certificate in pharmaceutical regulations from Duke-NUS Medical School, Singapore.

Prior to her Haleon role, she worked at Pfizer for 4 years & at Nestle for 13 years heading the Regulatory & Scientific Affairs function for Asia Pacific, Middle East & Africa region, she also worked in Global Regulatory Affairs & as a research scientist at the Nestlé Research Centre in Lausanne and Nestlé global head office in Vevey, Switzerland.

Alicia is passionate about driving science-based policy & regulatory development in Asia where she founded the Food Industry Asia Science & Technical Committee, co-founded the AFBA (ASEAN Alliance of Food & Beverage Association), chaired the ASEAN working group on FSMP, currently she is a council member of AAHSA (ASEAN Alliance of Health Supplement Associations) & a board member in ILSI (International Life Science Institute) in Southeast Asia.

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Anama Dimapilis-O'Reilly
Public Affairs and Government
Relations leader, Opella

Anama Dimapilis-O'Reilly is a Public Affairs and Government Relations leader focused on advancing self-care access and regulatory advocacy in the ASEAN region. As the Public Affairs & Government Relations Director for Opella (formerly Sanofi Consumer Healthcare), she works on initiatives related to OTC drug policy, regulatory harmonization, and sustainability. With experience at Johnson & Johnson and Procter & Gamble, Anama has managed crisis communication, stakeholder engagement, and public affairs for various healthcare brands.



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Andrew Stewart

Head of Real-World Evidence and Behavioral Science, Opella

Andrew Stewart is currently the Head of Real-World Evidence and Behavioral Science at Opella. where he leads a team of subject matter experts across the globe in real-world evidence, data and analytics, as well as behavioral science. In this role, he is directly responsible for the overall RWE and Behavioral Science strategies for Opella., as well as leading our data and analytic strategies encompassing all types of real-world and behavioral data. He also serves as an expert on RWE methodologies and has led engagements with regulatory and health authorities on the utilization and adoption of RWE across all regions.

He originally started at Sanofi in 2013 developing evidence strategies targeted at payers for rare diseases, including generating evidence for some of the most expensive drugs in the world. Here, he was able to gain experience working across the product lifecycle in a pharmaceutical setting; all the way from new product development to lifecycle management, and even Rx-to-OTC Switch. This was Andrew's first introduction into Consumer Healthcare, and he has been leading the RWE evidence generation efforts since 2017.

Andrew has a Master of Public Health degree from Boston University, specializing in Health Policy and Management, and is originally from Iowa where he graduated from the University of Iowa with Honors in Integrative Physiology, Biology, and Interdisciplinary Studies.

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Dr. Austen El-Osta

Director, Self-Care Academic
Research Unit (SCARU)
Imperial College London

Dr. Austen El-Osta is Director of the Self-Care Academic Research Unit (SCARU) at Imperial College London, Director & Trustee of the International Self-Care Foundation & Trustee of the Self-Care Forum. He is a fellow of WHO Collaborating Centre for Public Health Education & Training, the primary care theme lead for NIHR Diagnostic Evidence Co-operative London & General Manager of the Directorate of Public Health at Imperial College Healthcare NHS Trust. As of April 2024, He also assumed the role of Advanced Research Fellow in Social Care one day a week.

His principal aim is to help accelerate the widespread adoption & diffusion of evidence-based self-care & self-driven healthcare interventions to promote health & wellbeing.

He sits on various expert groups & panels, including the WHO Expert Review Group on Self-Care Interventions for Health & the Digital Health London Expert Panel on Evidence Generation for Digital Health Technologies. He is Chair of the Research Trailblazers Group & developed thought leadership around the emergent concept of Self-Driven Healthcare.



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Carme Gauxachs

Global Regulatory Safety Strategy Lead
for Health, Reckitt Benckiser

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Mobile: +44 (0) 7 408 804 693

Qualifications

2009-2010 MS Master on Pharmaceutical Registrations (Barcelona University)

2000-2001 MS Master of Environmental Management IQS (U.R.L.)

1999-2000 BSc Chemistry Engineering (final project) IQS (U.R.L)

1994-1999 BSc Chemistry degree (special field of Analysis) IQS (U.R.L.)

Profile:

Professional with more than 20 years expertise in Regulatory Affairs worldwide covering a very extensive products categories: medicines, medical devices, cosmetics, food supplements, biocides, cleaning products and chemicals.

Wide network connections with Trade Associations and Health Authorities per product category and country, having lived and worked in 5 different countries and regions covering EU, Latin America and Global positions. Deep technical knowledge to support innovation with the right regulatory strategy, launch and life-cycle management combined with a strategic mindset and strong business and commercial understanding. Passionate building and motivating top performing Teams to deliver successful solutions to complex projects. Very dynamic person used to deliver within high pressure, challenging situations but always with a drive to outperform.

Work Experience:

RECKITT BENCKISER since 2nd of April 2001 to Present

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Dr. Chester Joshua V. Saldaña

Food-Drug Regulation Officer IV,
Licensing and Registration Division
(LRD), Center for Drugs Regulation
and Research, Food and Drug
Administration, Philippines

Dr. Chester Joshua V. Saldaña has taken many different roles in the government service for more than a decade. He is a licensed Doctor of Veterinary Medicine, a clinician, laboratory analyst, former professor and currently a Food-Drug Administration Officer - Supervisor/ Deputy Chief of the Licensing and Registration (LRD) Division, Center for Drug Regulation and Research of the Philippine Food and Drug Administration (FDA). He is a champion in his research accomplishments and knowledgeable in pharmaceutical science and epidemiology.



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Christopher Humphrey
Executive Director,
EU-ASEAN Business Council

Chris Humphrey is a Business Development and Government Relations professional with more than a decade of experience running business units throughout Asia, and over 20 years of experience of either working for or dealing with Governments and regulatory authorities.

Chris began his varied professional career as a UK Civil Servant where, amongst other things, he was a Private Secretary to a Minister and an Air Services Trade Negotiator covering the Asia Pacific Region.

After leaving Government, Chris moved to the private sector working initially in the Government and external relations teams at two British airlines, before moving to Shanghai, China with Virgin Atlantic where he headed up the airline's China operation and oversaw the rapid expansion of their business in China. Whilst in Shanghai, Chris also sat on the Executive Committee of the British Chamber of Commerce. After a short spell in Hong Kong with Virgin, Chris then joined a UK based security and defense group where he led their Asia Pacific team for over five years and was instrumental in them getting contracts with the Japanese and Singapore Governments and also with SOEs in China. More recently Chris has been acting as a consultant assisting start-ups in Asia with their business and corporate development before joining the EU-ASEAN Business Council in June 2014.



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Dr. Deepa Maharaj
ASEA Science Hub Head, Opella

Deepa Maharaj is the ASEA Science Hub Head for Opella (Formerly Sanofi Consumer Healthcare), where she is responsible to successfully championing the company's self-care vision and co-leads the digital healthcare professional literacy plans across Southeast Asia. She is a passionate health care professional with over 18 years pharmaceutical industry experience mainly with health and wellness products and leading science teams across continents for major multi-national companies. She has authored several peer reviewed articles during her academic career.

With a clear passion to champion the value of responsible self-care, she has spent most of her tenure in building and shaping the healthcare and regulatory frameworks in Africa and Southeast Asia by championing for practical and efficient regulatory pathways to ensure accessibility of medicines across these regions. Currently, she serves as the APSMI Digital Solutions working group lead and, on the EU,-ASEAN Business Council Health policy working group, where she actively champions the self-care strategy for the region and works on key industry position papers highlighting the importance of health literacy and e-labelling as enablers of responsible self-care.

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Dr. Deon Schoombie
Chief Executive Officer
Consumer Health Products Australia

Dr. Deon Schoombie qualified as a medical and TCM practitioner and his career journey moved through clinical practice, hospital management, healthcare promotion and the consumer healthcare products industry for the past 26 years.

Deon Schoombie has been the CEO of Consumer Healthcare Products Australia, the peak body for the nonprescription medicines industry in Australia since 2010. He is also a member of the board of the Global Self Care Federation, a member of the Advisory Board of the National Institute of Complementary Medicines (NICM) at the University of Western Sydney and a director on the board of the Australian Self-Care Alliance.

Deon has been advocating for the adoption of self-care in national health policy and for recognition of the role of nonprescription medicines as an essential component of responsible self-care. He believes empowered and health literate consumers are vital in improving individual and public health outcomes and building a sustainable healthcare system.

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Emma Valette

ASEA Commercial Head and
Sustainability Lead
Opella

Emma Valette is the ASEA Commercial Head & Sustainability Lead at Opella, responsible for overseeing growth across key Southeast Asian markets. With over 12 years of experience in the pharmaceutical and FMCG sectors, Emma excels at integrating sustainable business practices with consumer and community engagement. At Opella, she drives the self-care agenda through innovative HCP engagement and community-focused initiatives that align with the company's global sustainability goals. Her expertise in commercial strategy and revenue growth, combined with a passion for health and wellness, positions her as a leading advocate for sustainable, impactful business models. Emma's leadership is focused on creating long-term, positive outcomes for both businesses and the communities they serve.



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Josselyn Neukom
Senior Vice President
Public Health, SwipeRx

Josselyn Neukom has 28 years of experience engaging private healthcare delivery and distribution channels to expand access to public health products and services in low and middle-income countries. Since 2021, Josselyn has led public health programming and research through the largest digital network of pharmacy professionals, SwipeRx. In partnership with pharmaceutical industry and global health partners, Josselyn leads a team that equips more than 300,000 pharmacy professionals in six markets of southeast Asia with the information, capacity and e-tools they need to expand contraceptive choice, find missing cases of tuberculosis and sexually transmitted infections, facilitate self-testing as a result of greater access to quality rapid diagnostics and address numerous other community health priorities. Prior to joining SwipeRx, Josselyn led regional and national public health programs for non-profit organizations and commercial manufacturers to accelerate access to and appropriate use of vector control, malaria prevention and treatment, safe delivery, maternal nutrition, contraceptive and new HIV prevention products.

Her areas of expertise include digital health, social marketing, public private partnerships and social and behavior change communication. She has worked in more than 20 developing countries including Cambodia, India, Madagascar, Myanmar, Pakistan, Rwanda, Tanzania, Thailand, Zambia, Zimbabwe –and Vietnam, where she is currently based with SwipeRx. Josselyn is a member of the Expert Group advising USAID’s global contraceptive self-care forum.

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Judy Stenmark B.Sc. MPH.

Director General – Global Self-Care Federation

Judy Stenmark has been leading the Global Self-Care Federation since September 2018. During that time, she has overseen a restructure and re branding of the organization and implemented a new direction – the Future of Self-Care Strategy.

She has a background in health with a degree in physiotherapy and a master's degree in public health. A long-standing career leading global and national NGOs in the musculoskeletal arena, with an eight-year tenure as head of the International Osteoporosis Foundation in Nyon, Switzerland and nine years leading Osteoporosis Australia prior to that. An Australian national, Judy has spent the last fourteen years living and working in Switzerland. In this time, she has established a strong network within global healthcare institutions, including WHO, international scientific academia and among many global consumer health companies.



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Dr. Junko Sato

Co-Chair of Self-CARER

Pharmaceuticals and Medical Devices Agency (PMDA), Japan

Dr. Junko Sato is an Associate Executive Director at Pharmaceuticals and Medical Devices Agency (PMDA).

She started to work in regulatory agency in 1998. She spent anti-infectives review area and risk management area before joining international area. During the period, she worked in U.S. FDA as a guest reviewer from 2002 to 2003. From 2012 to 2014, she was dispatched to EMA as the MHLW/PMDA Liaison Officer.

She contributes to some global harmonization activities such as ICH, IPRP CIOMS as a rapporteur, chair and so on. She is also keen for scientific activities. She works for lots of academic societies such as a board member and a member of many committees of them. Her specialty is infection control. She is certified as an infection control doctor by Japanese Association on Infectious Disease.



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Jurate Svarcaite, MSc., Mpharm.
Director General, AESGP

As Director General, **Jurate Svarcaite** is responsible for providing strategic direction and leadership while managing the day to day operations of Association of the European Self-Care Industry (AESGP) and its ongoing relationships with its member associations, companies and other stakeholders, as well as representing the self-care industry in various International, European and national forums. The Association of the European Self-care Industry (AESGP) represents the manufacturers of non-prescription medicines, food supplements and self-care medical devices in Europe, an area also referred to as consumer healthcare products.

Her previous work experience includes the Secretary General position at the Pharmaceutical Group of the EU (PGEU), an umbrella organization representing community pharmacy in Europe, the head of Pharmaceutical Care Department in a major pharmacy chain in Lithuania.

Ms. Svarcaite received her Master in Pharmacy degree from Kaunas University of Medicine, Kaunas, Lithuania. She went on to earn her Master of Science degree in Pharmacy Practice from The School of Pharmacy, University of London.

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Kritsada Limpananon

Senior Supervisor of Pharmaceutical Information Technology, and Data Sciences Unit,
Drug System Development Group,
Medicines Regulation Division, Thai Food and Drug Administration

Kritsada Limpananon, Senior Supervisor at the FDA's Pharmaceutical Information Technology and Data Sciences Unit, specializes in regulatory science, data systems, and biologics evaluation. He holds a Master's in Pharmaceutical Sciences from Chulalongkorn University and is pursuing a Ph.D. in Information Technology. Kritsada has extensive experience in pharmaceutical IT, regulatory compliance, and digital transformation, and has contributed to various research publications and international training programs.



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Marco Annas

Vice-President of Public Affairs, Market Access and Sustainability, Consumer Health, Bayer AG

Marco Annas serves as Vice-President of Public Affairs, Market Access and Sustainability for Bayer's Consumer Health Division. He is focusing on helping the company's vision to reach billions of consumers with the most trusted self-care solutions become a reality and is passionate about driving access and health equity. He is an advocate for the value of self-care for individual consumers and healthcare systems. Shaping public policy globally, enhancing market access, and engaging with external stakeholders are at the center of his work.

After starting his career with Bayer in 2004, he held a variety of roles in Public & Governmental Affairs including leading Health Policy and Market Access in Germany. This included launching major cardiovascular, ophthalmology, and cancer products that still define Bayer Pharmaceutical's portfolio.

From 2019 to 2023 Marco led Bayer's Global Public and Governmental Affairs practice, responsible for group-wide public policy and advocacy. He built a strong Public Affairs community and developed a strategic issue management approach including measuring the success of the company's external policy engagement.

Marco is a seasoned Public Affairs executive with a people-first orientation. He holds a Master's degree in Political Science, Public Law, and Modern History from the University of Bonn. He is an alumnus of the Atlantic-Bridge Young Leader's program.

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Maria Valentina Sposito Lemoine
ASEA Zone Head, Opella

Maria Valentina Sposito is the ASEA Zone Head for Opella (Formerly Sanofi Consumer Healthcare) , where she plays a pivotal role in promoting Self-Care and improving access to healthcare solutions across Southeast Asia, Hong Kong, Taiwan, and South Korea. With a focus on empowering local healthcare providers, such as pharmacists, she has been instrumental in initiatives like the Sanofi PharmAcademy. This program, launched in collaboration with SwipeRx, aims to enhance the skills and knowledge of pharmacists to support community health and self-care practices better.

Maria Valentina advocates for making health as simple as it needs to be and for making self-care more accessible, emphasizing its importance in enabling individuals to take control of their health and well-being. Maria Valentina hails from Venezuela, had lived and world all around the world and now currently resides in Singapore with her husband and son.



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Ms. Marlie Angelique A. Gungon
Senior Regulatory Affairs Manager,
Personal Health Care
P&G Philippines, Inc.

Marlie Angelique Gungon is a seasoned professional with a Bachelor's degree in pharmacy from the University of Santo Tomas, Manila Philippines. With over 13 years of comprehensive experience, she has built a robust career across various domains, including quality assurance, pharmacovigilance, and regulatory affairs. She is currently a Senior Regulatory Affairs Manager for Procter & Gamble Philippines Inc. In this capacity, she plays a pivotal role in navigating complex regulatory landscapes, driving the development and execution of compliance strategies and facilitating market access for a diverse portfolio of consumer health care products.



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Dr. Nguyen Thi Thang

Head of Department of Public Health,
Health Strategy and Policy Institute,
Vietnam

Nguyen Thi Thang is a researcher at the Health Strategy and Policy Institute, with over 25 years of experience in health policy research, particularly in primary healthcare, non-communicable diseases, and health issues affecting vulnerable populations such as the poor, the elderly, pregnant women, and children under 6 years old. With a basic background as an engineer specialized in management information systems, followed by a master's in public health in Sweden, and a PhD in public health at the Central Institute of Hygiene and Epidemiology of Vietnam, she is proficient in applying statistical knowledge, computer skills, and scientific research methods to practical work. Since 2013, she has served as a principal researcher, leading Public Health Department and officially taking on leadership roles in research groups conducting studies both domestically and internationally. Most of the research she undertake is related to evaluating the implementation of policies in primary healthcare as well as NCDs interventions to provide evidence for the Vietnam's Ministry of Health in policymaking.

13-15 November 2024, Bangkok, Thailand



Nicholas Hall

Nicholas Hall Group of Companies

Nicholas Hall is widely recognised as a world authority on consumer healthcare with over 40 years of continuous experience in the industry. He has chaired and moderated over 300 OTC conferences and seminars and led projects in a total of 58 countries.

With a wealth of marketing and general management experience gleaned from positions with Procter & Gamble, Vicks and GD Searle (Pfizer), in 1978 he set up his own consultancy. Nicholas Hall Group of Companies is a global marketing consultancy and business intelligence company, specialising in Self-Medication, Rx-to-OTC Switch, Pharmacy Point-of-Care, Emerging Markets especially Asia-Pacific, and mHealth. The NH Group has worked for all the major OTC players both globally, regionally and locally.

13-15 November 2024, Bangkok, Thailand



Nicola Brink

Chief Executive Officer,
Self-Care Association of South Africa

Nicola Brink is the Chief Executive Officer of the Self-Care Association of South Africa. She has 26 years of sales and marketing experience in the South African pharmaceutical industry. Nicola has filled various leadership and other industry roles over the years. She is widely networked in the pharmaceutical industry, and in the healthcare regulatory space.

Nicola is a Board Member of the Global Self-Care Federation based in Geneva, Switzerland.



13-15 November 2024, Bangkok, Thailand



Madam Nik Shamsiah Nik Salieh,
Senior Principal Assistant Director,
Head of Generic Medicines Section,
Center of Product and Cosmetic
Evaluation, National Pharmaceutical
Control Bureau, Malaysia

Nik Shamsiah is currently the Head of Generic Medicines Section, Centre of Product and Cosmetic Evaluation, National Pharmaceutical Regulatory Agency (NPRA).

She graduated with a B. Pharm (hons) in Pharmacy from the National University of Malaysia in 2001 and obtained her MSc. Analytical Chemistry & Instrumental Analysis from the University of Malaya in 2011. She started her services in the Cosmetic Section, National Pharmaceutical Regulatory Agency (NPRA) in 2002. In 2021, she was appointed as the Head of Generic Medicines section.



13-15 November 2024, Bangkok, Thailand



**Dr. Noppadon (Nhum) Adjimatera,
PhD, MBA, LLB, FACP**

- ASEAN & Japan/Korea Regulatory Affairs & Safety Director, Reckitt ASEAN, Thailand
- President of Thailand Self-Medication Industry Association (TSMIA)
- Executive Secretariat, Thailand Pharmacy Council

Dr Noppadon (Nhum) Adjimatera is a registered Thai pharmacist with PhD in Pharmacy from University of Bath, UK. Currently he leads the ASEAN & Japan/Korea Regulatory Affairs and Safety Department at Reckitt ASEAN, covering various healthcare product categories. Prior to this role, he has intensive experiences in global regulatory affairs, scientific affairs, product safety, and government relations. He is also the President of TSMIA, and positions in various industry & professional associations to drive for excellence in healthcare regulatory framework & RA professional. He is currently the Executive Secretariat of Thailand Pharmacy Council (National Pharmacist Board), covering the policy & standard development/implementation for pharmacy professionals and public health excellence.

13-15 November 2024, Bangkok, Thailand



Paranee Adulyapichet
Vice President
Thai Self-Medication Industry Association

Paranee Adulyapichet is a **Head of Public Affairs and Sustainability ASEAN at Bayer**, a Life Science company with core competencies in the fields of health care and agriculture that focuses on delivering innovative solutions to solve the major challenges of the future – from Pharmaceuticals through Consumer Health and Crop Science. Paranee has been working with Bayer for 13 years. She has various professional experiences in the Life Science area and she is currently responsible for government relations and policy engagement in the areas of agricultural policies as well as pharmaceuticals, consumer health, and environmental policies for the ASEAN region.

Paranee's educational background included a Bachelor's degree in Pharmacy, the Faculty of Pharmacy, Mahidol University, Thailand, and a Master's Degree of Management, Marketing, College of Management, Mahidol University, Thailand.

She is currently Vice President and Board member of the European Chamber of Commerce Thailand (EABC), Vice Chairman of the Chemical Industry Club, Federation of Thai Industries, Vice President of the Thai Self-Medication Industry Association, Treasurer and Board member of Pharmacy Association Thailand, and Board member of Regulatory Affairs Pharmacy Association Thailand.



13-15 November 2024, Bangkok, Thailand



Sak Segkhoonthod, Ph.D.

Advisor (Digital Transformation)
Electronic Transaction Development
Agency (ETDA), Thailand

Other works

- Member of The Risk Oversight Committee, The Bank of Thailand
- Board Member of the National Institute for Emergency Medicine
- Chairperson of the IT Committee of Thai Health Promotion Foundation
- Expert of the Personal Data Protection Agency
- Chairman of Cloud Security Alliance (Thailand Chapter)

Education background

- 1991-1996 Doctor of Philosophy, Electronics Systems Engineering, Essex University, UK
- 1990-1991 Master of Computer Studies, Essex University, UK
- 1987-1989 Bachelor of Industrial (Electronics), King Mongkut's Institute of Technology Ladkrabang, Thailand

Past Experience

1. Director of The Digital Government Development Agency (2012-2019)
2. Director of the Government Information Technology Services (2005-2012)
3. Researcher at The National Electronic and Computer Technology Center (1997-2005)

13-15 November 2024, Bangkok, Thailand



Seema Sundaresan

Senior Director for Procter & Gamble
Personal Health – Global Product
Stewardship across Africa, Middle East,
Asia-Pacific and China

Seema Sundaresan holds a Master's degree in Science (Microbiology) from the University of Mumbai, India. She has been with Procter & Gamble for over 28 years and has specialized in the Consumer Health category across multiple R&D disciplines. She is currently the Senior Director for Procter & Gamble Personal Health – Global Product Stewardship across Africa, Middle East, Asia-Pacific and China and is based in Singapore. Over the last 20 years, Ms. Sundaresan has specialized in Regulatory Affairs and leads a team across the region delivering compliance strategies for Base Business and Innovation. Her experience encompasses a wide portfolio including medicines, medical devices, electronic devices, supplements, food and cosmetics across diverse categories including Respiratory, Nerve Care, Anemia, Energy & muscle health, General Health, Digestive Wellness and Oral Care.

13-15 November 2024, Bangkok, Thailand



Sylvia Tsai

Chairperson, Asia Pacific Self-Medication Industry, APSMI/ Haleon

EMPLOYMENT HISTORY

R&D Lead SEAT & Regulatory Strategy Director, Wider Asia, Haleon
Current

Taiwan Regulatory Affairs & Wider Asia Regulatory Strategy Director, Haleon Taiwan

Regulatory & Product Development Director, GSK Consumer HealthCare Taiwan

Regulatory & Product Development Director at Pfizer Consumer Healthcare Taiwan (ex-Wyeth Taiwan)

Regulatory Affairs Associate at Char Der Pharmaceutical Co.

EDUCATION

Master of Business Administration (EMBA), National Taiwan University

Bachelor of Science in Pharmacy, Taipei Medical University

MEMBERSHIP

Board of Director, Taiwan Self Care Industry Association (TSCIA)

August 2023 — Present

- President, TSCIA
August 2023 — Present

Board of Director, Taiwan Pharmaceutical Marketing and Management Association (TPMMA)

January 2012 — Present

- Executive Director, TPMMA
Nov 2021 — Present

Board of Director, Asia Pacific Self-Medication Industry (APSMI)

January 2012 — Present

representing for TSCIA

- Chairperson, APSMI
Nov 2022 — Present

Board of Directors, Global Self Care Federation (GSCF)

January 2012 — Present

representing for TPMMA

13-15 November 2024, Bangkok, Thailand



Tamara Rogers

Global Chief Marketing Officer,
Haleon

Tamara Rogers is the Global Chief Marketing Officer for Haleon (formerly GSK Consumer Healthcare) – with a portfolio of brands including Sensodyne, Parodontax, Polident, Voltaren, Panadol, Advil, Otrivin, Theraflu and Centrum.

Tamara joined GSK Consumer Healthcare in 2018 as Region Head EMEA.

Prior to joining the Group, Tamara spent 25 years at Unilever having joined as a Management Trainee in the UK and rapidly assumed positions of seniority. She held significant leadership positions such as EVP Region Head Personal Care Unilever N America and prior to that EVP Global Deodorants Category.

Tamara has over 30 years' experience in FMCG with numerous commercial roles across marketing, advertising, customer development and general management, in local, regional and global capacities. Her experience includes the development of business growth strategies, strategic portfolio management, innovation development, branding, design, customer development and trade marketing.

Tamara studied Physiology at Edinburgh University and has a lifelong passion for science, health and wellness. She is married with two grown up children, loves all sports and has been a Chelsea Football Club season ticket holder for more than twenty-five years

13-15 November 2024, Bangkok, Thailand



Veronita Rusli

Associate Director,
Consumer Health Southeast Asia and
APAC HQs, IQVIA

Veronita Rusli, Associate Director of Consumer Health for Southeast Asia and APAC HQs at IQVIA, has 20 years of experience in the consumer health industry. She specializes in business development, innovation-driven growth strategies, and commercial viability assessment. Veronita holds a BSc in Biochemistry and Business Management from Stony Brook University and a Master's in Human Nutrition from the University of Illinois. She is fluent in English and Indonesian.



13-15 November 2024, Bangkok, Thailand



Dr. Volker Spitzer

Vice President of Global R&D / RWE Services, IQVIA

Dr. Volker Spitzer is the Vice President of Global R&D / RWE Services at IQVIA Consumer Health, with over 30 years of experience in the consumer health industry and academia. After his career start as a university professor in pharmaceutical sciences he extended his expertise across different areas, including Real World Evidence (RWE), regulatory strategies, digital health, Rx-to-OTC switch, innovation and portfolio strategies, product development, pharmaceutical research and thought leadership.

Professional Experience:

Volker has held several leading roles across the pharmaceutical and consumer health industries. His notable leadership positions include Roche: Group Leader R&D and Global Project Manager/ DSM Nutritional Products: Global Head of Scientific Affairs and Business Development Leader/ Bayer Consumer Health: Global Head of R&D Nutritionals, Head of R&D Merck M&A, and Head of Global Open Innovation, HCP marketing/ Zaluvida: Head of Innovation in Consumer Health/ Analyze & Realize: Managing Director / CEO

Throughout his career, Volker has spearheaded global projects related to R&D, medical marketing, and strategic partnerships, licensing, and M&A. He has contributed significantly to the development of a range of prominent consumer health brands. Furthermore, he developed expertise around HEOR and public health,

Academic Background:

Dr. Spitzer earned his PhD in Life Sciences and completed his studies in Chemistry, Food Chemistry, and Pharmaceutical Science at the University of Bonn, Germany. Additionally, he holds state certification as an expert in food, cosmetics, and consumer law.

13-15 November 2024, Bangkok, Thailand



Worasuda Yoongthong

Co-chair of Self-CARER
Director of Medicines Regulation
Division, Thai Food and Drug
Administration

Worasuda Yoongthong has over 20 years of experience at the FDA, having held various key roles, including overseeing the National Essential Drug List, serving as Director of the Health Products Innovation Division, and Director of the Food Division. She also pioneered the electronic submission process for drug registrations, which has since become a standard practice.



13-15 November 2024, Bangkok, Thailand



Dr. Yolanda R. Robles,
RPh Mpharm, PhD,
Professor and Former Dean,
University of the Philippines,
College of Pharmacy

Dr. Yolanda R. Robles obtained B.S. Pharmacy degree from the University of the Philippines and finished Masters and PhD in Pharmacy from the University of Tasmania in Australia.

She worked with the University of the Philippines for the last 34 years and at present, a Professor at the College of Pharmacy. She served as the Dean of the UP College of Pharmacy (2001-2007) and was also the President of the Philippine Association of Colleges of Pharmacy (PACOP) (2004-2006) and Chair of the Commission on Higher Education Technical Committee in Pharmacy Education (2007). She was one of two lead technical experts for the TESDA Pharmacy Services National Certificate III which prepared the training regulations for pharmacy support workforce.

At present, she is a member of the CHED Technical Panel for Pharmacy Education and the President of the Federation of Asian Pharmaceutical Associations (FAPA); a former President of the Philippine Pharmacists Association (PPhA); Former President and now Honorary Advisor of the Asian Association of Schools of Pharmacy (AASP); Former Country Chair and President and now, an Adviser of the Asian Conference on Clinical Pharmacy (ACCP), and is also a member of the International Pharmaceutical Federation (FIP). She used to be a member of the PRC Continuing Professional Development Council for pharmacy and had served the Philippine Department of Health as a member of the National Formulary Committee from 2006-2010, a member of the National Antibiotic Guidelines Committee, National AMS Steering Committee, and the National Mental Health Technical Working Group that prepared the pharmacotherapeutic guidelines. She currently serves as the focal person for the UP College of Pharmacy Heritage Book and currently, a member of the UPM-PGH Patient Safety Program.