

## Meeting and Conference Program

### Wednesday 12 Oct. 2016

8:00	<b>Registration</b>	
9:00	<b>APSMI Board of Directors Meeting</b> KIN 2F	<b>WSMI WG Meeting</b> GIN 2F
12:00		Lunch Break SEIUN 2F
13:30		<b>WSMI Board of Directors Meeting</b> GIN 2F
16:00		
18:30	<b>Welcome Reception</b> Contemporary Dining CROWN 11F	

### Thursday 13 Oct. 2016

	SEIUN 2F
8:00	<b>Conference Registration</b>
9:00	<b>Opening Session</b> Welcome Remarks, Opening Speech Keynote Speech
10:25	<b>Session 1-1</b> Self-CARER Open Session
11:10	Coffee Break
11:30	<b>Session 1-2</b> Self-CARER Open Session Panel Discussion
12:30	<b>Official Conference photo</b>
12:40	Lunch Break TENSU 2F
13:50	<b>Session 2</b> International Perspective: Involvement in Promotion of Self-Care
15:05	Coffee Break
15:25	<b>Session 3</b> Situation in the Asia-Pacific Region: Markets and Environments of Various Countries
16:20	<b>Session 4</b> How to Keep People and Country Healthy: An Economic Perspective to Promote Self-Care
17:30	
18:30	<b>Gala Dinner</b> TENSU 2F

### Friday 14 Oct. 2016

	SEIUN 2F
8:00	<b>Conference Registration</b>
9:00	<b>Session 5</b> ASEAN Healthcare Harmonization
10:05	Coffee Break
10:25	<b>Session 6</b> Measures to Promote Self-Care in the Asia-Pacific Region
12:10	<b>Closing Session</b> Next WSMI & APSMI Conference Introduction of the New APSMI Chairperson Closing Message
12:25	Lunch Break

Venue of Conference  
The WESTIN NAGOYA CASTEL



## Provisional Programme

### DAY 1 Thursday, 13 October 2016

9:00 - 10:25

#### Welcome Remarks, Opening Speech

##### Opening Session

Mr. Yoshihiro Miwa  
Mr. Suneet Varma  
Ms. Malinee Uditananda  
Mr. Toshihiko Takeda  
Mr. Hideaki Omura  
Mr. Takashi Kawamura

#### Keynote Speech

##### Session-chair

Mr. Seiichi Sato

##### Speakers

- Self-medication in the context of WHO  
Dr. Lembit Rägo
- Japan's Efforts in Promoting Self-Medication with the Utilization of OTC Drugs  
Mr. Toshihiko Takeda

10:25 - 11:10

#### Self-CARER Open Session

##### Session 1-1

##### Introduction

Mr. Yasuhiro Tagashira

##### Session-chair

Dr. Suchart Chongprasert  
Mr. Naoyuki Yasuda

##### Speakers

- Past Efforts of the Self-CARER  
Dr. Suchart Chongprasert
- Future Challenge of the Self-CARER  
Mr. Naoyuki Yasuda

11:10 - 11:30

Coffee break  
Sponsored by Sato Pharmaceutical

## List of Speakers



#### Mr. Yoshihiro Miwa

Chairman, Japan Federation of Self-Medication Industries (JFSMI), Japan



#### Mr. Suneet Varma

Chairperson, World Self-Medication Industry (WSMI), United States



#### Ms. Malinee Uditananda

Chairperson, Asia Pacific Self-Medication Industry (APSMI), Thailand



#### Mr. Toshihiko Takeda

Director-General, Pharmaceutical Safety and Environmental Health Bureau, Ministry of Health, Labor and Welfare, Japan



#### Mr. Hideaki Omura

Prefectural governor of Aichi, Japan



#### Mr. Takashi Kawamura

Mayor of Nagoya, Japan



#### Mr. Seiichi Sato

Vice Chairperson of Asia Pacific Self-Medication Industry (APSMI), Japan



#### Dr. Lembit Rägo

Secretary-General, Council for International Organizations of Medical Sciences (CIOMS) & Ex. Head of Regulation of Medicines and Other Health Technologies, World Health Organization (WHO), Switzerland



#### Mr. Yasuhiro Tagashira

Secretary General, Asia Pacific Self-Medication Industry (APSMI), Japan



#### Dr. Suchart Chongprasert

Director, System Development Division within the Bureau of Drug Control, Thai Food and Drug Administration, Thailand

#### Mr. Naoyuki Yasuda

Office Director, Office of International Programs, Pharmaceuticals and Medical Devices Agency (PMDA), Japan

11:30 - 12:30

**Session 1-2**

**Self-CARER Open Session  
Panel Discussion**

*Session-chair*

Dr. Suchart Chongprasert  
Mr. Naoyuki Yasuda

*Panelists*

ASIAN Regulator Experts

12:30 - 12:40

**Official Conference photo**

12:40 - 13:50

Lunch break

13:50 - 15:05

**Session 2**

**International Perspective:  
Involvement in Promotion of Self-Care**

*Session-chair*

Dr. Gerald Dziekan

*Speakers*

- Promotion of Self-Care in Europe  
Dr. Hubertus Cranz
- The Road Map of Self Care and Self-Medication in the Middle East  
Mr. Ramez Sawiris
- Grand Design for Japan OTC Industry  
- For Contributions to the Society with Healthy Longevity in 2025 -  
Mr. Masashi Sugimoto

15:05 - 15:25

Coffee break  
Sponsored by Eisai

## List of Speakers



**Dr. Suchart Chongprasert**

Director, System Development Division within the Bureau of Drug Control, Thai Food and Drug Administration, Thailand

**Mr. Naoyuki Yasuda**

Office Director, Office of International Programs, Pharmaceuticals and Medical Devices Agency (PMDA), Japan



**Dr. Gerald Dziekan**

Director General , World Self-Medication Industry (WSMI), Switzerland



**Dr. Hubertus Cranz**

Director General, Association of the European Self-Medication Industry (AESGP), Belgium



**Mr. Ramez Sawiris**

Chairman, Middle East Self-Medication Industry (MESMI), United Arab Emirates



**Mr. Masashi Sugimoto**

Chairperson, Japan Self-Medication Industry (JSMI), Japan

15:25 - 16:20

**Session 3**

**Situation in the Asia-Pacific Region:  
Markets and Environments of Various Countries**

*Session-chair*

Mr. Fan Qun

*Speakers*

- APSMI Country Report 2016  
Mr. Yasuhiro Tagashira
- Global and Local OTC Trends in Asia-Pacific and Beyond  
Mr. Nicholas Hall
- Similarities and Differences in Self-Medication Culture among 9 Promising Asian Countries  
Mr. Gaku Sasaki

16:20-17:30

**Session 4**

**How to Keep People and Country Healthy:  
An Economic Perspective to Promote Self-Care**

*Session-chair*

- Self-care Contributing in Society of Health and Longevity  
Mr. Akira Uehara

*Speakers*

- Impact of Promoting Self-Medication on Medical Costs in Japan: a New Research Proposal  
Prof. Koichi Kawabuchi
- Restoring OTC Medicines in Tax-Preferred Accounts  
Mr. Scott Melville
- The Health-Economic Value of Self Care  
Ms. Sheila Kelly

18:30

**Gala Dinner**

*List of Speakers*



**Mr. Fan Qun**

Executive Director of China Nonprescription Medicines Association (CNMA), China



**Mr. Yasuhiro Tagashira**

Secretary General, Asia Pacific Self-Medication Industry (APSMI), Japan



**Mr. Nicholas Hall**

Chairman & CEO, Nicholas Hall Group, United Kingdom



**Mr. Gaku Sasaki**

Board Director, Global Research & Consulting, Anterio Inc., Japan



**Mr. Akira Uehara**

Immediate Past Chair, Japan Federation of Self-Medication Industries (JFSMI), Japan



**Prof. Koichi Kawabuchi**

Professor, Health Care Economics, Tokyo Medical and Dental University, Japan



**Mr. Scott Melville**

President and Chief Executive Officer, Consumer Healthcare Products Association (CHPA), United States



**Ms. Sheila Kelly**

Regulatory Consultant, World Self-Medication Industry (WSMI), United Kingdom

## DAY 2 Friday, 14 October 2016

09:00 - 10:05

**Session 5****ASEAN Healthcare Harmonization***Session-chair*

Dr. Noppadon Adjimatera

*Speakers*

- Best Practice for Pharmaceutical Industry in Managing ASEAN Pharmaceutical Regulation Compliance  
Ms. Sunitha Devi Shanmugam
- ASEAN Regulatory Harmonization Scheme Overview & Pharmaceuticals Regulatory Harmonization Update  
Ms. Rosilawati Ahmad
- ASEAN Harmonization of Health Supplements: Background and Today's Status.  
Dr. Gert Krabichler

10:05 - 10:25

Coffee break      Sponsored by Takeda Pharmaceutical

10:25 - 12:10

**Session 6****Measures to Promote Self-Care in the Asia-Pacific Region***Session-chair*

Dr. Kyeong-ho Lee

Ms. Sylvia Tsai

*Speakers & Panelists*

- Take social responsibilities and promote the development of self-medication in China  
Dr. Wu Naifeng  
Dr. Zhenyu Guo (Panelist)
- The Self Medication Market in South Korea: Opportunities and Challenges  
Mr. JeaHak Ryu
- Past Efforts and Future Challenges in Taiwan  
Ms. Sylvia Tsai
- Past Efforts and Future Challenges in Thailand  
Dr. Noppadon Adjimatera
- Past Efforts and Future Challenges in Japan  
Dr. Tatsuo Kurokawa
- Challenge of Future Development  
Mr. Yasuhiro Tagashira

12:10 - 12:25

**Closing Session**

- Next WSMI & APSMI Conference
- Introduction from the New APSMI Chairperson
- Closing Message  
Ms. Malinee Uditananda

12:25

Lunch

## List of Speakers

**Dr. Noppadon Adjimatera**

Vice-President, Thai Self-Medication Industry Association (TSMIA), Thailand

**Ms. Sunitha Devi Shanmugam**

Regulatory Affairs Director – South East Asia, GSK Consumer Healthcare, Singapore

**Ms. Rosilawati Ahmad**

Head of Regulatory Coordination Section, Centre for Product Registration, National Pharmaceutical Control Bureau (NPCB), Malaysia

**Dr. Gert Krabichler**

Global Head, Regulatory Policy &amp; Intelligence, Merck Consumer Health, Germany

**Dr. Kyeong-ho Lee**

Chairman &amp; CEO, Korea Pharmaceutical Manufacturers Association (KPMA), Republic of Korea

**Ms. Sylvia Tsai**

Chairman, OTC Committee, Taiwan Pharmaceutical Marketing &amp; Management Association (TPMMA), Chinese Taipei

**Dr. Wu Naifeng**

Chairperson, China Nonprescription Medicines Association (CNMA), China

**Dr. Zhenyu Guo**

Executive President, China Nonprescription Medicines Association (CNMA), China

**Mr. JeaHak Ryu**

Executive Director, OTC Division, Daewoong Pharmaceutical Co., Republic of Korea

**Dr. Tatsuo Kurokawa**

President, Japan Federation of Self-Medication Industries (JFSMI), Japan

**Mr. Yasuhiro Tagashira**

Secretary General, Asia Pacific Self-Medication Industry (APSMI), Japan

**Ms. Malinee Uditananda**

Chairperson, Asia Pacific Self-Medication Industry (APSMI), Thailand