Dr. Noppadon Adjimatera

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

Dr Noppadon (Nhum) Adjimatera is the Thai pharmacist and regulatory professional in Consumer Healthcare with more than 15 years' experience. He is currently the ASEAN/Japan/Korea & South Asia Regulatory & Medical Affairs Director at Reckitt Benckiser (RB), based in Thailand. He is responsible for regulatory and medical/scientific affairs for all RB products (health, hygiene and home categories) in the region. He previously held the position of Global Regulatory Affairs Director for Health Category at RB Global Technical Centre (UK), and Head of Asia Regulatory & Medical Affairs for RB Asia. Nhum is a registered Thai pharmacist and obtained his PhD in Pharmacy at University of Bath, UK. He also has a Laws degree and MBA from Thailand. Prior to RB, he held various positions in scientific and regulatory affairs, human/environment safety, and government relations for various FMCG and healthcare categories at P&G and PepsiCo in Asia. In his current role, he heads the development of Asia regulatory strategy and operation for OTC medicines, medical devices, health supplement and cosmetics, as well as regulatory compliance within the region. He proactively works with various health authorities and trade associations to lead the development of OTC regulatory framework, including self-care and OTC switching policy within Asia Pacific.

Ms. Rosilawati Ahmad

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

Madam Rosilawati Binti Ahmad is the Head of Regulatory Coordination Section, Centre for Product Registration, National Pharmaceutical Regulatory Agency (NPRA). She obtained her Bachelor Science of Pharmacy (Hons) in 1998 and MSc (Analytical Chemistry & Instrumental Analysis) in 2004. She has served in several places within the Ministry of Health Malaysia including Pharmacy Enforcement Johor and the State Hospital Tangkak. She currently serves as a Secretariat to the Drug Control Authority (DCA) Meetings.

Dr. Suchart Chongprasert

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

Dr. Suchart Chongprasert is a registered pharmacist by profession. He was the recipient of the Royal Thai Scholarship to pursue his advanced degree in the US in the area of industrial pharmacy. He earned his doctorate degree from School of Pharmacy, Purdue University, US. His areas of expertise include the solid state chemistry of pharmaceuticals, particularly drug polymorphism and its influences on the dynamics of freeze-drying process either at ambient or sub-ambient condition. Immediately after graduation, he entered a post-doctoral program at the University of Colorado Health Sciences Center, CO, US in the area of freeze-drying of biotechnology-derived pharmaceuticals, and the roles of polyhydroxy-based stabilizers in protein formulations during freeze drying. In addition, the impacts of excipient polymorphism on the stability of freeze-dried protein formulations have been intensively investigated. He was also graduated a bachelor's degree in law (LLB) from the Faculty of Law, Thammasat University, Thailand.

He has served for several positions in the Thai Food and Drug Administration since his doctorate graduation in 1998. His present post is Director, System Development Division within the Bureau of Drug Control, Food and Drug Administration. He also officially represents the Thai FDA as member of the PIC/S Committee since Thai FDA became the 49th Participating Authority of the PIC/S in August 2016. His roles in the Thai FDA currently have involved more in building up and strengthening the capacities of the GMP Inspectorate and Surveillance Office to keep pace with a rapidly changing demand for GMP inspection of domestic and international drug manufacturers according to the latest PIC/S GMP Guide.

In addition to the current aforementioned role, he is in charge of developing and proposing a health policy related to IPR, in particular access to medicines, in the bilateral or multilateral Free Trade Agreements (FTAs) between Thailand and other trade partners including EU. He is responsible for building up IPR capacities for the local pharmaceutical industry to ensure that the industry can potentially take advantages of this trade-related issue in favor of their growth. Dr. Chongprasert has provided scientific and technical advice for the local pharmaceutical industry for the development of rapid and stable freeze-dried formulations, especially biotechnology-derived products, and for solid-state polymorphism characterization and interpretation.

Dr. Hubertus Cranz

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

Hubertus Cranz has Masters' degrees in Pharmacy and Economics and obtained a Doctorate in Natural Sciences at the University of Kiel, Germany. After taking part in different trainee programmes in pharmacies and the pharmaceutical industry (Ciba, Bayer), he worked for the Institute for Health System Research in Kiel, a collaborating centre of the World Health Organization (WHO), and for the German Association of the Pharmaceutical Industry (BPI) in Frankfurt. Afterwards, he became Director General of AESGP and established an organization in Brussels representing the full range of the European consumer health industry.

Dr. Gerald Dziekan

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

Dr. Gerald Dziekan is Director-General of the World Self-Medication Industry (WSMI), a non-profit, non-governmental membership organization of around 50 national and regional associations and manufacturers of consumer health products on all continents. In his role as Director-General, Dr. Dziekan brings more than 15 years of national and international experience in health programme management and leadership in public health, quality of care, and health economics. Dr. Dziekan received his MD from the University in Freiburg, Germany, specializing in infectious disease prevention and control, where he also obtained his doctorate. He received an MSc in Health Policy, Planning, and Financing from the London School of Hygiene and Tropical Medicine and the London School of Economics and Political Science in London, UK, and completed his Executive Business Education with INSEAD in France and Singapore. Before his current position, he was Programme Coordinator of the Patient Safety Programme at the World Health Organization in Geneva, Switzerland, and head of the Infection Control unit of the WHO Western Pacific Regional Office in Manila, Philippines, where he applied his experience in outbreak prevention and pandemic preparedness. Dr. Dziekan is author of over 100 scientific papers and conference contributions and has worked and lived in many countries including Australia, China and the Philippines.

Dr. Zhenyu Guo

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

Dr. Zhenyu Guo currently serves as the Chairman of BOTANEE GROUP CO.,LTD based in China and Senior Consultant of Bayer HealthCare China, he is also the Executive President of China Nonprescription Medicines Association (CNMA), the initiator of the International Self-Care Day and the Chairman of the International Self-Care Foundation based in Britain. Dr Guo was the Chairman of the World Self-Medication Industry (WSMI) from 2010 to 2014.
Before 2002, Dr. Guo was the tenured Professor in Electrical Engineering and Director of the Laboratory of Biomedical Engineering, at The George Washington University, Washington DC, USA. Dr. Guo received a number of academic and business awards including the “China Outstanding Entrepreneur Award” (2007), “60 Influential Medical Industry People of the last 60 years in China (2009)”, the “Confucius Entrepreneur Award” (2011), “Top Ten Leaders of Pharmaceutical Industry in China” (2012), “Top Ten Economic Leaders in China” (2012) etc. Dr. Guo is interested in and has been devoting to the promotion of Self-Care globally.

Mr. Nicholas Hall

Chairman & CEO, Nicholas Hall Group, United Kingdom

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.

Prof. Kouichi Kawabuchi

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

Koichi Kawabuchi graduated in the department of commercial science from Hitotsubashi University in 1983 and received his MBA in Health Administration from the University of Chicago Graduate School of Business in 1987. He worked in Department of Health Economics (1989-1995)and became Senior Researcher of Department of Health Economics at National Institute of Health Services Management(1996). He was assigned to Chief Researcher of Japan Medical Association Research Institute(1998). He worked in Faculty of Economics, Nihon Fukushi University as Professor of Management Development in 1998-2000. He was accepted as Professor of Health Care Economics from Tokyo Medical and Dental University in 2000.
He also involved variety of activities, i.e. member of JCER-NBER for study of Medical and Welfare Insurance system, Research Institute of Economy, Trade and Industry(RIETI), Adjunct Associate, Center for Health Policy, Stanford University, a member of Study group for Deregulation of Medical etc.

Dr. Gert Krabichler

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

Dr. Gert Krabichler, born in 1952 in Germany, holds a Diploma (MSc.) in Biology, a Diploma in Physics, and a PhD in Physical Chemistry.
After 7 years in the diagnostic industry in R&D and management functions, finally as divisional head of Roche Diagnostics Germany, he joined Roche's Vitamins Division as Head Regulatory Affairs and Scientific Communication for Central and Eastern Europe, representing Roche Vitamins in national and European industry associations (Food, Pharmaceutical and Chemical industry).
In cooperation with the European Commission and several EU Member States bodies he developed a training program (1995/96) for the "not yet Candidate Member States" (like Poland, Hungary, Czech Republic, etc.) on food, food supplement and dietetic food legislation to facilitate the integration of these future Member States into the EU legal framework. Since 1994, he is member of the German delegation of the Codex Alimentarius Committee CCNFSDU.
Continuing in 1999 as Head External and Scientific Affairs of Roche Vitamins Europe (from 2003 on DSM Nutritional Products Europe), he was founding member or initiator of several national and European food supplement associations. Since the beginning in 2003 up to today he is vice-chair of the German BLL AK NEM, and from 2003 to January 2010 he was chairman of ERNA.
During those years he was strongly involved in the development of the ERNA risk management model for Vitamins and Minerals, in the development of industry position papers related to the EU Health Claims Regulation, and in the IADSA training program for South East Europe.
After 3 and a half years as Head of Marketing and Business Development of Capsugel EMEA, Gert joined in February 2010 Merck Consumer Health as Head Global Regulatory Affairs, focussing besides Europe strongly on developments in Asia and Latin America.
He is representing Merck CH in the IADSA Company Council, he is member of several IADSA working groups, and he is again strongly involved in the global IADSA scientific and regulatory training programs. Since the foundation of Food Supplements Europe (FSE), he was Member of the Board and since 2014 Treasurer of FSE, ending his term in June 2016.
Since April 2016, he holds the position of Global Regulatory Policy and Intelligence at Merck CH focussing strongly on Industry Associations activities.

Dr. Tatsuo Kurokawa

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

Dr. Kurokawa graduated from Chiba University, Faculty of Pharmaceutical Sciences, in 1973 and started his career as a government official of MHW (later MHLW). After 7 years of experience in GMP and drug safety/monitoring,
he was dispatched to the WHO Geneva and Manila Office as an associate expert. After returning to Japan in 1982, he dealt with science and technology policy (such as Summit project). In MHW, Dr. Kurokawa worked for the promotion of bi-lateral and multi-lateral international collaboration, including trade issues among industrialized countries.
In 1989, Dr. Kurokawa was transferred to New Drug Division and involved in anti-cancer drug evaluation, and then participated in launching work of ICH with EC, USA and industry colleagues. He devoted himself as a member of ICH Steering Committee up to ICH-3, 1995. In 1994, he became Director of Office of Appropriate Use of Drug, which was responsible for drug safety and then became Director of Food Chemical Division. After 2 years of KIKO's director experience, Dr. Kurokawa was again assigned as Director of Safety Division, MHLW. With an experience of short duration assignment at PMDA, in 2004, he was appointed as Councilor, Minister's Secretariat on Pharmaceutical Affairs, MHLW. In 2008, he retired from MHLW at Councilor. Dr. Kurokawa became professor of drug development and regulation in Chiba University and then Keio University. He retired from academia in March 2016 and now he is President of Japan Self-Medication Industry. Dr. Kurokawa is a pharmacist and earned his doctorate in 1995 at Chiba University.

Dr. Kyeong-ho Lee

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

■**Date of Birth** January 28, 1950
■**Educational Background**
· Aug. 1993 : Ph. D in Public Health, Seoul National University
· Dec. 1983 : Master Degree in Environmental Studies, University of Montana, U.S.A.
· Feb. 1973 : Bachelor's Degree in Law, Seoul National University
■**Career**
· Sept. 2010~Present : Chairman, Korea Pharmaceutical Manufacturers Association
· Jan. 2007~Present : Chairperson, Korea Health Forum
· Jan. 2007~Aug. 2010 : President, Inje University
· Nov. 2003~Dec. 2006 : President, Korea Health Industry Development Institute
· Sept. 2002~Nov.2003 : Guest professor, Yonsei University and Inje Univ.
· Apr. 2001~Jul. 2002 : Vice Minister, Ministry of Health and Welfare, MOHW
· Nov. 1999~Apr. 2001 : Assistant Minister for Planning and Management, MOHW
· Jun. 1999~Nov. 1999 : Assistant Minister for Social Welfare Policy, MOHW
· Mar. 1998~Jun. 1999 : Secretary to the President(Health, Environment & Welfare), Office of the President
· May. 1997~Mar. 1998 : Director General, Food Policy Bureau, MOHW
· Jun. 1995~May 1997 : Director General, Pharmaceutical Affairs Bureau, MOHW
· May. 1992~Jun. 1995 : Counsellor for Health and Welfare, Embassy of the Republic of Korea, U.S.A.
· Nov. 1991~May 1992 : Director General, The National Training Institute of Social Welfare, MOHW
· Jan. 1991~Nov. 1991 : Director General for Public Information, MOHW
· May. 1985~Dec. 1990 : Director(Administrative Management Division, Planning and Budget Division, Pharmaceutical Policy Division), MOHW
· Aug. 1980~May 1985 : Director(Environmental Impact Assessment Division, Minister's Secretary, Legal Affairs Division, Waste Management Policy Division), Ministry of Environment(MOE)
· Sept. 1974~Aug.1980 : Deputy Director(Division of Health and Social Planning, Environmental Planning), MOHW
· Nov. 1973 : Passing the 14th Senior Gov't Official's Exam

Dr. Kyeong-ho Lee has been the Chairman and C.E.O of Korea Pharmaceutical Manufacturers Association since September, 2010. Based on his thorough knowledge and in-depth experience in the field of health policy and administration, Dr. Lee has been one of the international leaders in the health and pharmaceutical industry whose pivotal role has contributed to the domestic pharmaceutical industry's advancement into the global market. Since 1973, Dr. Lee has served as a government officer for over 30 years, including positions as a Public Health Officer at the Embassy of the Republic of Korea in Washington D.C., 1992 to 1995; the Secretary to the President of the Republic of Korea in charge of Health, Environment and Welfare in 1998; the 8th Vice Minister of the Ministry of Health and Welfare in 2001; and the President of KHIDI. 2003~2006. As experienced academic administrator, he also served as president of Inje University from 2007 to 2010. Currently he is a member of the National FTA Committee. Dr. Lee received his bachelor's degree in Law in 1973 and earned his Ph.D. in Public Health and Economics at Seoul National University. Additionally he received a M.A. degree in Environmental Studies from Montana State University.

Mr. Scott Melville

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

Scott Melville is the president and chief executive officer of the Consumer Healthcare Products Association (CHPA) and leads the organization's efforts to empower consumer self-care by preserving and expanding choice and availability of consumer healthcare products. With a diverse background in pharmaceuticals, association management, public policy and law, Melville has advocated before Congress, the U.S. Food and Drug Administration, state legislative and regulatory bodies, and the media. Prior to joining CHPA, Melville served as senior vice president for government affairs and general counsel for the Healthcare Distribution Management Association, the national association representing pharmaceutical wholesale distributors, where he was responsible for federal and state legislative, regulatory, legal, and political affairs. Previously, Melville served as an attorney and head of government relations for Cephalon, Inc., an international biopharmaceutical company, since acquired by TEVA Pharmaceuticals, and in public policy and government affairs positions at Hoffmann-La Roche and Sterling Winthrop, Inc. He is a former chair of the Pennsylvania Biotechnology Association. Prior to joining the pharmaceutical industry, Melville served as legislative counsel and Appropriations Committee associate on the staff of retired U.S. Congressman Jerry Lewis (R-Calif.).
Melville earned his bachelor's degree from Bucknell University, and his juris doctorate from George Mason University School of Law. He serves on the boards of the World Self-Medication Industry association, the CHPA Educational Foundation, and the Food & Drug Law Institute.

Mr. Yoshihiro Miwa

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

Yoshihiro Miwa is President and CEO of Kowa Company, Ltd. (since August 1995). He is also Chairman of Japan Federation of Self-Medication Industries (JFSMI) (since May 2016), appointed as Royal Thai Honorary Consul-General of Nagoya (since May 2016), Member of the Policy Board of Japan Business Federation (since June 2012), Chairman of Japan Self-Medication Industry (JSMI) (from May 2007 to May 2011), Director of World Self-Medication Industry (WSMI) (since June 2006), Chairman of Divisional Assembly, International Trade, Nagoya Chamber of Commerce and Industry, (since February 2005), Director of Federation of Pharmaceutical Manufacturer's Association of Japan (since May 2002), Executive Director of Japan Foreign Trade Council Inc. (since August 1996), Director of Japan Pharmaceutical Manufacturers Association (since August 1995).

Dr. Wu Naifeng

Chairperson, China Nonprescription Medicines Association (CNMA), China

Dr. Naifeng Wu is the President of Tasly Holding Group. Dr. Wu holds positions in a number of organizations and institutions, including: Chairperson of China Nonprescription Medicines Association, Member of World Self-Medication Industry, Vice Chairperson of China Enterprise Confederation, Vice Chairperson of China Enterprise Directors Association, Honorary Vice Chairperson of China Association of Women Entrepreneurs, Standing Director of Chinese Medical Doctor Association, Member of the 7th Board of Chinese Association of Integrative Medicine, Part-time Professor and Research Student Supervisor of College of Economics and Management from Nanjing Agricultural University, Honorary Professor and Part-time Specialized Research Student Supervisor of Tianjin University of Traditional Chinese Medicine.

Mr. Fan Qun

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

James Fan founded JOWIN Communications (A Healthcare Business Consulting and Marketing Support Firm in China) in 1996 and he has been working with more than 50 international / local pharmaceutical and OTC consumer healthcare companies on projects covering strategic business development, marketing planning and researching, brand management, sales management, marketing training, and marketing communications, new product launch support.
James also acts as a Senior Consultant for Nicholas Hall & Company (NHC) in the China market, support China local market research and consulting services to global OTC clients.
Prior to his creation of JOWIN, from 1986 to 1992, James worked for Tianjin Smithkline & French (TSKF) as the company's first Brand Manager for Contac and other OTC / RX product line in China.
In 2008, JOWIN (China) Group was established including JOWIN Communications, JOWIN CHOTC Consulting and JOWIN Medipharma Service, the later is now providing R&D research, regulatory, clinical services to international consumer healthcare product registration and clinical study management.

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

Dr. Lembit Rägo, PhD, is Secretary-General of Council for International Organizations of Medical Sciences (CIOMS). During 1991 to 1999 he was a Professor of Clinical Pharmacology (Tartu University) and founder and first Director General of the Estonian Drug Regulatory Authority, State Agency of Medicines. In December 1999 he joined World Health Organization (WHO) Headquarters in Geneva as Coordinator of Quality Assurance and Safety of Medicines (QSM) team. From September 2013 he was promoted to be Head of the newly formed unit, Regulation of Medicines and Other Health Technologies, which covers norms and standards, safety, prequalification and regulatory systems strengthening for medicines, vaccines and diagnostics. Since 2000 he has been a WHO observer to the ICH Steering Committee, ICH Global Cooperation Group (GCG), International Pharmaceutical Regulators Forum (IPRF) and International Coalition of Medicines Regulatory Authorities (ICMRA).

Mr. JeaHak Ryu

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

Personal information
· Date of birth May 29, 1976
· E-mail jaihag@daewoong.co.kr

Education
· 1999.07-2001.06 Chung-Ang University, Pharmaceutical Chemistry / Master of Science (MSc)
· 1995.03-1999.02 Chung-Ang University, Pharmacy / Bachelor

Industry Experience (16 years)
· 2016. 07-Present Executive Director of OTC Division, Daewoong Pharmaceutical
· 2015.04-2016.06 Head of OTC Marketing & Development Team, Daewoong Pharmaceutical
· 2013.03-2015.03 Head of Clinical Team in the Development Division, Daewoong Pharmaceutical
· 2010.03-2013.02 Head of Global Wound Marketing Team in the Healthcare Division, Daewoong Pharmaceutical
· 2009.02-2010.02 Head of Strategy Business Development Team in the Development Division, Daewoong Pharmaceutical
· 2007.03-2009.01 Head of Regulatory Affairs & Pricing Team in the Development Division, Daewoong Pharmaceutical

Academic Article
- Pharmacy related
"Synthesis and Anti-Cancer Activity of Aromatic Alkylureido Derivatives", Ryu JaeHak, 중앙대학교 대학원, 2001.8, TM 615.19
- Speaker in the congress
5th International Workshop on Wound Technology, 20-22 January 2013, Paris, France, Ryu JaeHak, Team Head, Daewoong Pharmaceutical Co., Korea
"Negative Pressure Wound therapy system in Korea: Advanced NPWT Dressing Kits-CuraVAC"

Mr. Gaku Sasaki

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

Gaku Sasaki is Board Director, Global Research & Consulting at Anterio, a leading healthcare market research based consulting firm in Asia.
He has 20+ years experience in international healthcare market research, positions including Executive Director of international research at SSRI (1995-2005), General Manager Custom Research at Synovate Healthcare Japan (2005-2007), and General Manager TNS Healthcare Japan (2007-2010). In 2010 he set up his own boutique research agency PharmaForesight, and in 2013 he sold this business to Anterio and became a board member.
Over these years, Gaku has devoted to be a trusted advisor for Japanese pharma companies in their decision making and strategic planning for expanding their business into international market.
Through these experience he has gained extensive knowledge of international healthcare markets, with focus on the US and Europe in early days, and increasingly focusing more into Asia in recent years.
Gaku has considerable experience in understanding dynamics and differences of situations across markets, derive deep insights from research and analytics to improve clients R&D, licensing, brand and corporate strategies.

Mr. Seiichi Sato

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

Seiichi Sato is President and CEO of Sato Pharmaceutical Co., Ltd. He is also Vice Chairperson of Asia Pacific Self-Medication Industry (APSMI) (the first Chairperson) which has been established in November 2010, Vice Chairman of Japan Self-Medication Industry (JSMI) (since 1997). His careers have included positions with SmithKline Beecham in Toronto, Canada (which he joined in 1985), with the New-York branch of the Mitsubishi Bank in the USA (which he joined in 1986). He returned to Japan in September 1986 to join Sato Pharmaceutical Co., Ltd. in Tokyo. He took on the position of Executive Vice President of Sato Pharmaceutical Co., Ltd. in October 1990 and has been President and CEO of the company since October 1995.

Mr. Ramez Sawiris

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

Mr. Ramez Sawiris is the regional Regulatory Affairs Director for GlaxoSmithKline Consumer Healthcare for Middle East North Africa Turkey and Pakistan region since year 2003 and the Chairman of the Middle East Self Medication Industry MESMI that was established in United Arab Emirates in year 2004 as a member of the WSMI.
Through number of years of lobbying activities the Middle East went through so many changes from the creation of OTC classification system, advertising laws, distribution in none pharmacy sector and liberalisation of prices of some category products. These types of changes in legislation was achieved through partnership with the health authorities in the region to reach what is best for consumer and improve awareness on Self Medication and Self Care.
Mr. Sawiris was born in Cairo, Egypt and is based in the UAE. He holds a Bachelor of Pharmacy and Pharmaceutical science in 1993and later obtained a Master of Business Administration from Bradford University, UK.
His first appointment was with Eli Lilly and Company in 1993 where he spent 11 years in different commercial and regulatory Affairs management roles.
Mr. Sawiris is a proud father of two boys. In his free time he enjoys travelling and exploring new places as well as different sports such as swimming, sailing and scuba diving

Dr. Deon Schoombie

CEO, Australian Self Medication Industry (ASMI), Australia

With a 30 year background in health and the pharmaceutical industry, Deon Schoombie has led the Australian Self Medication Industry (ASMI), the peak body for the non-prescription medicines industry, as its CEO for the past five years. He is also a member of the Board of the world body of the industry, the World Self Medication Industry (WSMI).
During this time he has advocated for the establishment of an Australian Self Care Alliance to pursue the adoption of self care in national health policy. He believes responsible self care is vital in improving individual and public health outcomes and contributing towards creating a sustainable healthcare system.
Deon qualified as a medical practitioner and worked in a variety of clinical settings in South Africa and London before moving to Australia. His career journey moved through hospital management, private business management, Traditional Chinese Medicine, healthcare advertising and the pharmaceutical industry.

Ms. Sunitha Devi Shanmugam

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

J.S. Sunitha Devi Shanmugam is the Regulatory Affairs Director – South East Asia, GSK Consumer Healthcare. She is knowledgeable in Consumer Healthcare/Food regulatory management and facilitate in various Regulatory/Technical Working
groups in the industry associations with top priority to focus on strategic regulatory work working with the various Regulatory Agencies across ASEAN, Hong Kong & Taiwan. This includes Environment Modification – i.e. Switch, Advertising Efforts and
in the harmonization work proactively pursued by the ASEAN, Hong Kong & Taiwan Regulators for Pharmaceuticals, Health Supplements, Medical Devices and Cosmetic products.

Mr. Masashi Sugimoto

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

Masashi Sugimoto is the President of Japan Consumer Healthcare Business Unit (JCHBU) in Takeda Pharmaceutical Company Ltd. After graduating from Tokyo University of Pharmacy and Life Sciences with Bachelor's Degree, he joined Takeda in 1984 and took several positions in Ethical Pharmaceutical Division and the Union before joining JCHBU.
He is also serving as Chairperson at Japan Self-Medication Industry (JSMI) since May 2015, where he has been leading JSMI to draw "Grand Design for Japan OTC Industry toward 2025. He was born in Mie prefecture, close to Nagoya and currently based in Tokyo.

Mr. Yasuhiro Tagashira

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

Mr. Yasuhiro Tagashira was born in 1950 at Hiroshima, Japan. After graduated at Saitama University, the faculty of science (biochemistry), he had joined Kowa Co., Ltd. in 1974.
His main job careers in Kowa were Director of Clinical Planning and Control Dept., Director of International Product Development Dept., Vice President of Kowa Research Europe (UK), Director of Regulatory Affairs, and Chairman of Kowa (Shanghai) Pharma Consulting Co., Ltd.
He was the chairman of International Development Group of Clinical Evaluation Committee in Japan Pharmaceutical Manufacturers Association from 1998 to 2004, and the chairman of Shanghai Japanese Pharmaceutical Committee by June 2010.
He was the Senior Advisor of Japan Self-Medication Industry for Asia-Pacific Self-Medication Industry from July to October 2010.
From November 2010, he is the secretary general of APSMI

Mr. Toshihiko Takeda

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

After graduating the University of Tokyo, Mr. Takeda has spent his entire career working in the government, chiefly in the health policy and health care systems in the MHLW.
Mr. Takeda has served in numerous positions in the ministry, including Director for Economic Affairs Division in Health Policy Bureau, Director for National Health Insurance Division and Director for General Affairs Division, both in Health Insurance Bureau. He has also been assigned to temporary positions in other Japanese government organizations such as Deputy Director-General in the Fire and Disaster Management Agency of the Ministry of Internal Affairs & Communications. After serving as Deputy Director-General for Health Insurance and Director-General for Policy Planning and Evaluation (Social Security), he has taken the current position since June 2016.

Ms. Sylvia Tsai

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

Chairman, OTC Committee, Taiwan Pharmaceutical Marketing & Management Association (TPMMA), REPUBLIC OF CHINA
Sylvia possess a Bsc. Pharmacy of Taipei Medical University and MBA from National Taiwan University.
She is currently the Regulatory & Product Development Director for GlaxoSmithKline (GSK) Consumer Healthcare Taiwan. Prior to joining GSK, Sylvia had spent more than 15 years working in Pfizer Consumer Healthcare (ex-Wyeth) and Char Der pharmaceutical company for regulatory affairs and new product development and with experience in the regulations for various classifications (Rx, OTC, medical device, food supplement, cosmetics and general commodity). Industry experience, Sylvia had actively worked with different pharmaceutical associations as a role of Chairman of OTC committee with the focus on working with government to promote the self-medication environment in Taiwan. Urged by the industry, TFDA started a delegated project to form a task force working for better OTC regulations since 1997. Sylvia becomes a key member in the task force and work for: OTC Monograph update, Switch regulations, OTC registration simplifications and advertisement regulations.

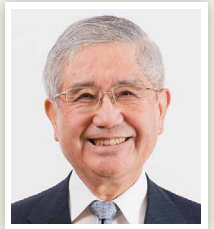
Ms. Malinee Uditananda

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

Current positions:
1. President, Asia Pacific Self-Medication Industry (APSMI)
2. President, Thai Self-Medication Industry (TSMIA) - TSMIA works on promoting consumer education in self-care and self-medication via the use of OTC drugs, herbal supplements, health supplements, and Thai traditional household remedies.
3. President and Founder, Regulatory Affairs Pharmacy Association Thailand (RAPAT) - RAPAT consists of pharmacists working in the areas of regulatory affairs concerning pharmaceutical products, biologics, health supplements, cosmetics, foods, medical devices and toxic substances. RAPAT works on problem solving, knowledge sharing, and provide advice on regulatory affairs and relevant product laws to members.
   Both TSMIA and RAPAT work closely with the Food and Drug Administration (FDA), Ministry of Public Health of Thailand, in pushing forward new rules and regulations and easing and adjusting current rules and regulations to assist the industries to move forward in the fast growing world of innovative technology and products.
4. Executive Consultant for Regulatory Affairs Services Department, Baker & McKenzie, Bangkok
   Ms. Uditananda has been working in regulatory affairs for more than 40 years. She has been leading and taking parts in various working groups, convened by both the FDA and the Associations, to initiate new and to simplify the rules and regulations. Her expertise and exceptional connection with the FDA can assist not only the pharmaceutical industry, but also for healthcare industry as a whole.

Mr. Akira Uehara

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



Akira Uehara has been Chairman of Taisho Pharmaceutical Co., Ltd. since June 2012 and has also been Chief Executive Officer of Taisho Pharmaceutical Holdings Co., Ltd. since June 2011.
He graduated from Missouri Valley College in 1964 and learned in the Business School of Dartmouth College between 1964 and 1965. Akira Uehara started his career at NEC Corporation in April 1966 after graduating from Faculty of Economics, Keio University, Japan. In April 1977, he joined Taisho Pharmaceutical Co., Ltd. and he became President in June 1982.
Regarding his posts in industry associations, Akira Uehara has been Vice-Chairman of JSMI (Japan Self-Medication Industry) after serving as Chair between 1997 and 2001. Also, he was Chair of WSMI (World Self-Medication Industry) between 1999 and 2002. Until May 2016, he chaired Japan Federation Self-Medication Industry for almost 5 years.

Mr. Suneet Varma

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

Suneet Varma is President and General Manager of Pfizer Consumer Healthcare, and is responsible for all aspects of the business unit's global operations, including the development and marketing of major household brands such as Advil, Centrum, Caltrate, ChapStick, Nexium OTC, Robitussin, ThermaCare, and many others.
Pfizer Consumer Healthcare is a $~4 billion business and is among the largest over-the-counter (OTC) health care products companies in the world. Its mission is to improve the lives of people around the world by empowering them to take health and wellness into their own hands.
Suneet Varma has 25 years of experience as a global enterprise leader. He is recognized for successfully building businesses around the world. Most recently, he served as Regional President, North America, for Pfizer Consumer Healthcare, and previous roles included Regional President, Asia Pacific and President of Pfizer Consumer Healthcare in Canada. Prior to joining Pfizer's consumer healthcare business, Suneet was Vice President and Global Business Manager of Neuroscience at Wyeth Pharmaceuticals where he had broad commercial responsibility for the neuroscience portfolio.
During his career, Suneet held many leadership positions across several industries including professional services, manufacturing, industrial and consumer products and health care. An energetic leader, Suneet is known for creating high performing leadership teams, engaging talent and mobilizing large scale organizations behind a new vision and strategy. He is able to inspire diverse teams, connect with all levels of the organization and operate across cultures with ease.
Suneet serves as Chair of the World Self Medication Industry and is a former Board and Executive Committee member of the Consumer Healthcare Products Association in the U.S. He has been featured in various publications including *Pharmaceutical Executive, Pharmaceutical Executive Europe, PharmaVoice, The Hill, Guide to Careers in Marketing* and *How to Get the Best Creative Work From Your Agency* and has spoken at Fordham University, Fairleigh Dickinson University, the Stern School of Business at New York University, Wilfrid Laurier University and the Johnson School of Business at Cornell University.
Suneet received his Master of Business Administration from the Harvard Business School and a Bachelor of Science in Engineering from Tufts University.

Mr. Naoyuki Yasuda

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

Mr. Naoyuki Yasuda is currently Office Director, Office of International Programs in Pharmaceuticals and Medical Devices Agency (PMDA), Japan. He took his current position from July 2015. He works as a representative of most of the multilateral meetings on pharmaceuticals and medical devices including as one of the Japanese representatives of Assembly and the Management Committee of ICH.
He graduated from Osaka University, Faculty of Pharmaceutical Sciences in 1991 and joined Ministry of Health and Welfare (former Ministry of Health, Labour and Welfare (MHLW)). His career includes chemical safety assessment work as OECD Secretariat in 1998, Medical devices evaluation policy in MHLW in 2003, Narcotics and Psychotropic Substance control as First Secretary, Permanent mission of Japan to the international organizations in Vienna in 2005, Blood and Blood Product supply as Planning Director for Blood and Blood Products in 2010, the international pharmaceuticals and medical devices policy in MHLW as International Planning Director in 2011, and GLP/GCP/GPSP compliance as Office Director, Office of Non-Clinical and Clinical Compliance, PMDA.

Ms. Sheila Kelly

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

Sheila Kelly was the Chief Executive of the Proprietary Association of Great Britain from 1990 until April 2014 and was on the board of WSMI.
A pharmacist by training, previously, she worked in the pharmaceutical industry in pharmaceutical research and development with Glaxo and with the UK regulatory agency (now MHRA)
She has led many programmes relating to the economic value of self care and the switch of products from prescription control including the European Commission' s Process on Corporate Responsibility.
Her work with PAGB led to strong government support for self care which has facilitated the development of programmes which have made medicines more widely available without prescriptions.
She is currently a regulatory consultant to WSMI and a non executive director of Quantumpharma, a specialist pharmaceutical company in UK.