The Association of the European Self-Medication Industry

welcomes all participants to the
49th AESGP Annual Meeting

Realising the Self-Care Potential

Lisbon, Portugal
5-7 June 2013
PROGRAMME

Wednesday, 5 June 2013

12.00-14.00 Buffet lunch for all participants
Fernando Pessoa room (one floor below the ballroom),
Four Seasons Hotel Ritz Lisbon

14.00-15.45 INTRODUCTION TO THE CONFERENCE:
SETTING THE AGENDA FOR THE SELF-CARE SECTOR
The conference programme, structure and objectives are presented
in a session which will also provide an overview of where the self-care
sector currently stands. A focus on the latest market figures will
allow observations on the impact that policy and economic
developments have on the market from a global perspective.

Hans REGENAUER
President, AESGP

Emma WALMSLEY
President, GlaxoSmithKline Consumer Health

Andy TISMAN
Senior Principal, IMS Health

Brian McNAMARA
Division Head OTC, Novartis Consumer Health

15.45-16.15 Coffee/Tea Break

16.15-18.00 HOW TO BE SUCCESSFUL IN SELF-CARE: INDUSTRY
LEADERS’ VISION FOR THE SELF-CARE SECTOR’S FUTURE
Industry leaders will present their outlook on where the self-care
sector is headed and how to achieve success in a changing
environment. Challenges and opportunities for further
development in the marketplace will be presented in a session
where the sector’s leadership will provide conference participants
with informed insights.
Vincent WARNERY  
Vice President Consumer Healthcare Europe and  
Global Development, Sanofi

Udit BATRA  
President & CEO Consumer Healthcare, Merck KGaA

David WRIGHT  
Senior Vice President and Global Head,  
Boehringer Ingelheim Consumer Health Care

Brian DE BUITLEIR  
CEO, PGT Healthcare (Procter & Gamble/Teva Joint Venture)

Erica MANN  
Member of the Bayer Health Care Executive Committee and  
Head of the Consumer Care Division

18.45  
OPENING RECEPTION AND DINNER  
AT THE PALÁCIO NACIONAL DE QUELUZ

Buses depart at 18.45 for Opening Reception and Dinner at the  
Palácio Nacional de Queluz from the back entrance of the Four  
Seasons Hotel Ritz Lisbon. This entrance is situated opposite the  
main entrance of the Tiara Park Atlantic Lisboa Hotel. Return to  
the hotels from 22.30 onwards.

Thursday, 6 June 2013

09.00-10.30  MEETING CITIZENS’ INFORMATION AND  
COMMUNICATION NEEDS: DEFINING, NAMING  
AND PROMOTING SELF-CARE PRODUCTS

This session will focus on consumers’ self-care perceptions and  
expectations, and examine whether policy measures are aligned with  
the public’s needs. A case study on promoting awareness of  
self-care products will provide further practical insight as well as  
guide the discussion on whether policy measures are successfully  
meeting their objectives when translated into marketplace practices.

Chair:  
Joerg OHLE  
Vice President, AESGP and Head of Europe, Bayer Consumer Care
New research into the public’s perceptions of self-care
Anton van de PUTTE
Member of the Board,
Bundesverband der Arzneimittel-Hersteller (BAH), Germany

The consumer’s expectations
Ilaria PASSARANI
Senior Health Policy Officer, European Consumer Organisation (BEUC)

How best to communicate with consumers
Hélder MOTA-FILIPE
Vice President, Autoridade Nacional do Medicamento e Produtos de Saúde (Infarmed), Portugal

A 2.0 strategy to connect pharmacies and citizens
Albert PANTALEONI and Yolanda SANCHÍS
Almirall Pharmacy Club, Spain

10.30-11.00 Coffee/Tea Break

11.00-12.30 SWITCH: A KEY DRIVER OF INNOVATION IN SELF-CARE

How to respond appropriately to both public health and citizens’ needs for innovation and access to effective and safe products of high quality is addressed in this session. Four case studies on product re-classification and regulatory considerations on switches, together with the pharmacist’s perspective, provide a comprehensive overview of the challenges and opportunities driving innovation in self-care.

Roger SCARLETT-SMITH
Vice President, AESGP and President, GSK Consumer Healthcare Europe

A case study of a new self-care indication:
The Flomax Relief Rx-to-OTC switch in the United Kingdom
Paul CARTER
Global Head Consumer Health Care, Development, Medicine and Regulatory Affairs, Boehringer Ingelheim

Rx-to-OTC switch in the United States:
Oxytrol for Women to treat overactive bladder

Ed HEMWALL
MSD Consumer Care

Nancy MILLER-RICH
MSD Consumer Care
Regulatory considerations for reclassification
– the Portuguese case
João CRISTÓVÃO MARTINS
Director, Medicines Evaluation Department, Autoridade Nacional do Medicamento e Produtos de Saúde (Infarmed), Portugal

The pharmacist’s perspective on switches
Maximin LIEBL
President, Pharmaceutical Group of the European Union (PGEU)

12.30-14.00 Lunch

14.00-15.30 GETTING IT RIGHT: FINDING THE RIGHT BALANCE IN THE REGULATION OF HEALTH CLAIMS FOR SELF-CARE PRODUCTS
This session will cover developments in the areas of herbal medicines and food supplements. The impact of the 2006 health claims legislation will be examined, together with recent experience concerning the development of monographs and list entries for herbal substances.

Hubertus CRANZ
Director General, AESGP

Catherine GESLAIN-LANÉELLE
Executive Director, European Food Safety Authority (EFSA)

Basil MATHIOUDAKIS
Head of Nutrition, food composition and information, European Commission

Werner KNÖSS
Chair, Herbal Medicinal Products Committee (HMPC), European Medicines Agency (EMA)

Dagmar ROTH-BEHRENDT
Member of the European Parliament

15.30-16.00 Coffee/Tea Break

16.00-17.30 THE ROLE AND POTENTIAL OF THE MEDICAL DEVICES SECTOR IN SELF-CARE
Developments in the area of self-care medical devices will be covered in this session, which will also examine this growing sector’s role and potential in self-care in general.

Dagmar ROTH-BEHRENDT
Member of the European Parliament and Rapporteur for the European Parliament on the proposed Regulation on medical devices
Despina SPANOU  
Director for Consumer Affairs, European Commission

Gert BOS  
President, European Association of Notified Bodies for Medical Devices (TEAM-NB)

Maria CARLETON  
Irish Medicines Board (IMB)

Friday, 7 June 2013

09.00-10.30  **A POLICY FRAMEWORK FOSTERING INNOVATION AND EMPOWERING CITIZENS TO SELF-CARE**

A policy environment fostering innovation and empowering citizens to self-care is essential to realising self-care’s full potential in Europe. This session will examine whether self-care’s significant potential contributions are effectively communicated and understood. This is important to drive policy decision-making towards facilitating the practice of responsible self-care and promoting innovation through the sustainable development of the self-care sector. The session will include an update on important legislative developments in the pharmaceutical sector.

Hans REGENAUER  
President, AESGP

Guido RASI  
Executive Director, European Medicines Agency (EMA)

Dagmar ROTH-BEHRENDT  
Member of the European Parliament

Paulo MACEDO  
Minister of Health, Portugal

10.30-11.00  **Coffee/Tea Break**

11.00-12.30  **GOOD GOVERNANCE IN THE SELF-CARE SECTOR**

Results of the concrete work initiated by the European Commission on a new self-care policy will be presented in this session. Activities to ensure the establishment of a transparent and accountable environment in the pharmaceutical sector will complement the discussion.
**EMPOWERING CITIZENS TO PRACTISE RESPONSIBLE SELF-CARE**

A global perspective of actions that inform and educate citizens to practise responsible self-care will be provided through case studies. By demonstrating how to involve and empower citizens in the practice of responsible self-care, the session will put the importance and value of realising the full potential of self-care in context.

**Chair:**
**Hans REGENAUER**
President, AESGP

**A practice promoting better lives for all citizens across the world**
**Zhenyu GUO**
Chair, World Self-Medication Industry (WSMI)

**Self-care school education programmes in Japan**
**Akira UEHARA**
Chair and CEO, Taisho Pharmaceutical Co, Japan

**Self-care policy in Portugal**
**Maria De BELÉM ROSEIRA**
Member of Parliament, former Minister of Health, Portugal

**Making concrete progress: The UK Self-Care Week**
**Gill JENKINS**
Bristol Commissioning Group and Board Member of the Self-Care Forum, United Kingdom
15.40-16.00  REALISING THE SELF-CARE POTENTIAL

Conclusions and invitation to the 50th AESGP Annual Meeting and 
18th WSMI General Assembly in London, 3-5 June 2014

Sheila KELLY  
Executive Director, Proprietary Association of Great Britain (PAGB)

16.00  
Coffee/Tea

18.30  
CLOSING RECEPTION AND DINNER  
AT THE BÉLEM BAR CAFÉ

Buses depart at 18.30 for the Closing Reception and Dinner at 
the Bélem Bar Café from the back entrance of the Four Seasons 
Hotel Ritz Lisbon. This entrance is situated opposite the main 
entrance of the Tiara Park Atlantic Lisboa Hotel. Return to the 
hotels from 22.30 onwards.
ABOUT THE SPEAKERS

UDIT BATRA

has been President and CEO of Merck’s Consumer Health Care division since September 2011. He joined Merck from Novartis Vaccines & Diagnostics, where he was head of global public health and market access, based in Boston. Prior to that, Udit Batra served in a range of executive management positions, including global head of corporate strategy at Novartis headquarters in Basel, Switzerland, as well as country president in Australia. In 2001, Udit Batra joined McKinsey, where he worked across the healthcare, consumer and non-profit sectors. In 2004, he was appointed global brand director for the Wound Care Franchise at Johnson & Johnson, before joining Novartis in 2006. He holds a PhD in Chemical Engineering from Princeton University and a Bachelor degree in Chemical Engineering with distinction from University of Delaware.

GERT BOS

has 20 years of experience in life sciences – both devices and pharma – in university and industry as well as in four Notified Bodies. Gert Bos is Head of Regulatory and Clinical Affairs at BSI Healthcare and is certification manager at EUROCAT. He is president of the Notified Body association TEAM-NB, vice-chair of the Medical Notified Body forum NB-Med in Brussels, and participates in the Notified Body Recommendation group (NBRG), the Clinical Investigation and Evaluation Group (CIE), Medical Device Expert Group (MDEG) and the MDEG workgroups on animal tissue, MRAs, e-labelling, EUDAMED and IVDs. He is a member of the RAPS advisory committee.

MARIA CARLETON

is Operations Manager with the Irish Medicines Board (IMB). Maria Carleton is a Chartered Chemical Engineer and has been with the IMB for over a decade, supporting both the medical devices and the medicinal products sections. Her current role includes management of the pre-market medical devices assessment team and operations management for medicinal product applications. Prior to her work at the IMB, she was employed in several roles in the medical devices industry, including cardiovascular research and product development.
PAUL CARTER

is Global Vice President and Head of Boehringer Ingelheim’s Consumer Health Care (CHC) Department of Development, Medicine and Regulatory Affairs. He is also a member of the Management Team of Boehringer Ingelheim’s global CHC business. He joined CHC in 2010 having for the previous eight years been responsible for Boehringer Ingelheim’s Prescription Medicines development portfolio. Prior to joining Boehringer Ingelheim in 2000, he worked in R&D in Crop Protection for both Shell Research and American Cyanamid in the UK and Germany. Originally from the UK, but based in Germany, where he has lived and worked for over 20 years, he is an Organic Chemist by training and studied in the UK and the US. He is a member of the AESGP’s Economic Affairs and Public Relations Committee.

EURICO CASTRO ALVES

is President of the Portuguese National Authority of Medicines and Health Products (Infarmed). Eurico Castro Alves holds a degree in Medicine from the Medical School of the University of Porto. He is a consultant in General Surgery and holds a Postgraduate Certificate in Advanced Trauma Life Support. He is a member of the Portuguese Society of Surgery and Founder and Member of the Portuguese Association of Ambulatory Surgery, where he has held various management positions.

HUBERTUS CRANZ

is the Director General of the Association of the European Self-Medication Industry (AESGP). After having received Masters degrees in Pharmacy and Economics respectively at the universities of Tübingen and Hagen, he obtained a Doctorate in Natural Sciences at the University of Kiel (Institute for Pharmacology), Germany. After taking part in trainee programmes in pharmacies and the pharmaceutical industry (Ciba and Bayer), he joined the Institute for Health System Research in Kiel, a collaborating centre of the World Health Organization (WHO). Between 1985 and 1988, he worked for the German Association of the Pharmaceutical Industry in Frankfurt. Since 1991, and in addition to his responsibilities at AESGP, he has been Vice-Chairman for Europe and Africa of the World Self-Medication Industry (WSMI).
JOÃO CRISTÓVÃO MARTINS
has been Director of the Medicines Evaluation Department at the National Authority of Medicines and Health Products Portuguese (Infarmed) since February 2008. He is also a lecturer of Pharmaceutical Logistics at the Portuguese Catholic University, a Professor in Lusophone University, Portugal and a PhD student at the National School of Public Health, New University of Lisbon. Previously he was Assistant Professor in ERISA – Group Lusophone, Assistant Professor in FCT - University of Algarve and General Manager - BUM in DLA Pharmaceuticals.

SALVATORE D’ACUNTO
has been Head of Unit Food and Healthcare Industries, Biotechnology at the Directorate-General Enterprise and Industry at the European Commission since January 2012. He graduated from the University Roma II – Tor Vergata in 1989 (Dottore in Giurisprudenza). In 1992 he obtained his Degree in International Politics (CERIS-ULB, Brussels) and in 2000 his Degree in European Law (European Studies Institute - ULB, Brussels). Salvatore D’Acunto joined the European Commission in 1993 as Administrator in the Directorate-General Internal Market. In 2004, he became Deputy Head of Unit “Services 2” (Directorate-General for Internal Market). In February 2009, he took up duties as Head of Unit in the Directorate-General for Mobility & Transport.

MARIA DE BELÉM ROSEIRA
is a Portuguese politician, currently serving as President of the Socialist Party. She graduated in Law from the University of Coimbra in 1972. She was Portuguese Minister of Health from 1995 to 1999 and Minister for Equality from 1999 to 2000.
**BRAIIN DE BUITLEIR**

has been Chief Executive Officer of PGT Healthcare – the P&G/Teva Joint Venture – since 2011. He joined Procter & Gamble in the UK in 1985. In 2000, he became General Manager for the P&G Business in the Nordic Countries and was appointed Vice President in 2003. He became General Manager of the Pet Care Business for Europe, Middle East and Africa (EMEA) in 2005, and his responsibilities expanded to include the Asia region in 2006. Later, he was appointed to be General Manager for both the Pet Care and Snacks businesses across EMEA. In 2010, he became General Manager for the North America HealthCare Business. Briain de Buitleir was born and educated in Ireland. He graduated from University College Cork with a First Class Degree in Business Studies.

**CATHERINE GESLAIN-LANÉELLE**

is the Executive Director of the European Food Safety Authority (EFSA). Before taking over this position in July 2006, she was Regional Director of Agriculture and Forestry for the Ile de France region and was one of two Chairs of the EFSA Management Board. Prior to this, she was Director General of Food for the French Agriculture Ministry, and she also worked for the European Commission in the area of risk management and risk assessment. Active at the international level, she served as Chair of the Codex Alimentarius Committee on General Principles in 2001 and 2002.

**ZHENYU GUO**

is Chairman of the World Self-Medication Industry (WSMI). He was a tenured Professor at the George Washington University in the US. He is Chairman and Chief Executive Officer of Dihon Pharmaceutical Group and Vice President of the China Non-Prescription Medicines Association. He has a rich academic and pharmaceutical industry background and is interested in the promotion of self-care globally.
ED HEMWALL
is Global R&D Head of the Rx-to-OTC Switch and New Opportunity Evaluation groups within MSD Consumer Care. He has been with MSD for over 20 years, involved with many of pioneering switch efforts in the US and Europe; most recently Oxytrol for Women to treat overactive bladder, approved by the FDA in January 2013. Prior to joining MSD, Ed Hemwall worked for 10 years in drug development at SmithKline Beecham where he started his career as a research scientist. From 2003 to 2007, he served as Chair of the US Consumer Healthcare Products Association (CHPA) Scientific and Regulatory Affairs Committee. He earned an MS and PhD in Pharmacology from Hahnemann Medical School (now Drexel University) in Philadelphia and a BS in biochemistry from Pennsylvania State University.

GILL JENKINS
is a NHS GP in Bristol with a ‘portfolio career’ spanning several areas of medicine and also the media. Gill Jenkins works within the general practice in daytime and ‘Out-of-Hours’ surgeries and is now the Long Term Conditions clinical lead on the board of Bristol Clinical Commissioning Group (CCG). Gill Jenkins has a particular interest in diabetes and cardiovascular diseases. She is passionate about the importance of self-care in all disease areas to ensure that people can be empowered to manage their own disease, improving their confidence and their quality of life and maximising the resources of the NHS.

SHEILA KELLY
is the Chief Executive of the Proprietary Association of Great Britain (PAGB). A pharmacist by training, she has worked with PAGB since 1985 and has been its Chief Executive since 1990. Previously, she worked in the pharmaceutical industry in pharmaceutical research and development with Glaxo, followed by five years with the United Kingdom Department of Health in the Medicines Division (now MHRA).
WERNER KNÖSS
was elected Chair of the European Medicines Agency’s Herbal Medicinal Products Committee (HMPC) in November 2010. He is Head of the Department of Complementary and Alternative Medicines and Traditional Medicinal Products at the Federal Institute for Drugs and Medical Devices in Bonn, Germany. He studied Biology with a Diploma thesis on natural products in marine algae in 1986. His postgraduate studies were at the Institute for Pharmaceutical Biology at the University of Bonn from 1987-1990. Knöss’ PhD thesis in 1990 dealt with the metabolisation of natural products in marine algae. Afterwards he was scientific assistant at the Institute of Pharmaceutical Biology, University of Bonn, and assistant professor at the Institute of Pharmaceutical Biology, University of Bonn.

MAXIMIN LIEBL
is President of the Pharmaceutical Group of the European Union (PGEU). Since 2012, Maximin Liebl has been a member of the board of the Italian pharmaceutical chamber (FOFI), and since 2011, FOFI’s delegate at the PGEU. Owner of the Farmacia Madonna Apotheke Bozen – Bolzano since 2006, he has been president of the regional pharmaceutical chamber Bozen – Bolzano since December 1999. From 1999 to 2001, Maximin Liebl was a member of the board of the Federation of young pharmacist’s Associations (Fenagifar); from 1998 to 2000, President of the young pharmacist’s Association Trentino-Alto Adige-Südtirol (Agifar); and from 1997 to 1999, Vice-President of the regional pharmaceutical chamber Bozen – Bolzano.

PAULO MACEDO
is the Minister of Health of Portugal. He graduated in Business Organisation and Management from the Higher Institute of Economics and Management (ISEG), Technical University of Lisbon in 1986 and completed the Advanced Business Management Programme at AESE Business School of Lisbon in 2001. He was Vice-Chairman of the Banco Comercial Português (BCP) Executive Board of Directors from 2008 to 2011 and non executive Vice-Chairman of several companies in the BCP Group from April to June 2011. Paulo Macedo started his career at Arthur Andersen. From 1986 to 1999, he lectured at the Higher Institute of Economics and Management (ISEG), on the MBA Course at the AESE Business School and on Post-Graduate Courses in Taxation.
ERICA MANN

is Worldwide President of Bayer Consumer Care and a member of the Bayer HealthCare Executive Committee. Her career began in 1982 at Eli Lilly. After joining Wyeth, she served in roles of increasing responsibility, including as Managing Director for South Africa and Sub-Equatorial Africa and Australia and New Zealand. She eventually became Senior Vice President for Wyeth’s Global Nutritional Business. Upon Pfizer’s acquisition of Wyeth, Erica Mann served as President and General Manager of the Nutrition Division. Born in South Africa, Erica Mann holds an undergraduate degree in Analytical Chemistry and a Marketing Management Diploma. She serves on the Board of Directors of the World Self-Medication Industry (WSMI).

BASIL MATHIOUDAKIS

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

BRIAN McNAMARA

is Division Head at Novartis OTC, a role he assumed in February 2012. He is a permanent attendee of the Executive Committee of Novartis. Prior to this, Brian McNamara was President, Americas Region, for Novartis OTC. Since becoming Senior Vice President and General Manager of Novartis OTC North America in 2004, Brian McNamara has worked on a number of strategic initiatives, including acquiring the rights to the Prevacid® Rx-to-OTC switch in the US. He was President of Novartis OTC Europe from 2007 until 2010. He has served on the Board of Directors of the Consumer Healthcare Products Association (CHPA) in the US. He is also a former Board Member of the Association of the European Self-Medication Industry (AESGP) and Chairman of the AESGP Economic Affairs Committee.
JOERG OHLE

is Board Member of the worldwide Bayer HealthCare Consumer Care Management Team and Head of Region Europe for the Division since 1 July 2010. In 1977, he joined Bayer’s pharmaceuticals business in Germany, moving on to El Salvador and later becoming Regional Manager in Kenya. He was Marketing Manager in Germany for the Pharmaceuticals business for the Middle East and Africa regions, before heading to Chile as Country Division Head. He held several Consumer Care positions in Germany and Singapore, where he became Regional Head of the Bayer HealthCare business for the Asia-Pacific region. In 2005, he became President and North America General Manager of Bayer HealthCare’s Animal Health Division as well as a Board member of the worldwide Animal Health Management Team.

NANCY MILLER-RICH

is Global Commercial Head of Rx-to-OTC Switch, New Ventures and Business Development within MSD Consumer Care. She has been in the industry for 34 years and with MSD/SP for 23 years. Nancy Miller-Rich has led switch efforts at four OTC multinationals including MSD Consumer Care, Schering-Plough HealthCare Products, Sandoz (now Novartis) and Sterling Drug. She has been involved with switch brands including Gyne-Lotrimin, Claritin, Claritin Eye, Mira-LAX, Zegerid, Oxytrol for Women and many others. She has led both internal and external switch efforts. Her expertise includes identification of new switch opportunities, commercial opportunity analysis, rights negotiation – internal and external, commercialisation of select brands and partner governance (where appropriate) of these products.

HÉLDER MOTA-FILIPE

has been Vice-President of the Portuguese National Authority of Medicines and Health Products (Infarmed) since 2005. He is also Associate Professor of Pharmacology, Professor of Immunopharmacology and researcher in the Unit Pharmacotoxicology and Pharmacology at the Faculty of Pharmacy of the University of Lisbon. He has been a member of the Committee on Drug Evaluation, the National Ethics Committee for Clinical Research (CEIC), and the Directorate of the Portuguese Society Pharmacology, and contributed to EMEA as an expert, among other national and international activities. He is the author of more than 100 communications to scientific meetings and more than 40 articles in various international publications in the fields of pharmacology and experimental medicine.
ALBERT PANTALEONI
leads the relationship programme www.clubdelafarmacía.com in Almirall. As a pharmacist with a family history of pharmacy, he has dealt with patients from a very young age. His complementary training in marketing and communications has qualified him to lead marketing projects in the pharmaceutical industry (Organon Teknika and Almirall) and in publishing (Ediciones Mayo) within the healthcare sector, achieving national and international awards. He focuses more on the solution than the product, taking full advantage of multi-channels for maximum impact. An internet professional, he believes the pharmacist now has an excellent opportunity to connect with consumers via the 2.0 strategy. He complements his professional activity as a marketing lecturer and speaker at a variety of forums in the sector.

ILARIA PASSARANÍ
joined the European Consumers’ Organization (BEUC) in 2006. She is a member of the European Medicines Agency Working Party with Patients’ and Consumers’ Organizations (PCWP) and represents BEUC in the European Health Policy Forum, in the e-Health Users’ Stakeholders Group and in the EUnetHTA Stakeholder Forum. She is also a scientific researcher at the Faculty of Health, Medicine and Life Sciences of Maastricht University. She previously worked in the International Health and Social Affairs Office of the Veneto Regional Government and in the Health Department of the Italian Permanent Representation to the European Union. Ilaria Passarani studied Economics at Bocconi University in Milan, Italy, and health economics at the Harvard School for Public Health, US.

JUNE RAINE
trained in general medicine in Oxford after completing a Masters degree by research in Pharmacology. Her interest in drug safety led to a career in medicines regulation which has spanned a number of roles in assessment, management and strategic development within the UK national authority. Appointed in 1999 to head Pharmacovigilance in the Medicines Control Agency (now Medicines and Healthcare products Regulatory Agency), she was elected in 2005 to chair the CHMP’s Pharmacovigilance Working Party. She is also a member of the WHO Advisory Committee on Safety of Medicinal Products. Her special interests are in monitoring the outcomes of regulatory action, risk communication and patient involvement in the regulatory process.
GUIDO RASI
has been Executive Director of the European Medicines Agency (EMA) since 16 November 2011. From July 2008, he was Director-General of the Italian Medicines Agency and a member of the European Medicines Agency’s Management Board. Guido Rasi holds a degree in medicine and surgery with specialisation in internal medicine, allergology and clinical immunology from the University of Rome. From 1978 to 1990, he worked as a physician in hospital, research and private practice. From 1990 to 2008 he was a researcher at the Institute for Experimental Medicine of the National Research Council in Rome, latterly directing the molecular medicine section and then the Tor Vegata section. He was made full professor of microbiology at the University of Rome (Tor Vegata) in 2008.

HANS REGENAUER
has a degree in International Business Administration. He has 25 years of experience in various functions within marketing, sales and general management for OTC and consumer brands. He has held headquarters and operational responsibilities in Germany, Guatemala/Central America and the Caribbean, Austria and Spain. After serving as Boehringer Ingelheim Worldwide Head of Consumer Health Care, he became Vice President of Consumer Health Care Europe and Global Development with Sanofi-Aventis before joining the Management Team of Merz, Frankfurt, in June 2011. Hans Regenauer is the current president of the Association of the European Self-Medication Industry (AESGP). He was also Chairman of the World Self-Medication Industry (WSMI) between 2005 and 2008.

DAGMAR ROTH-BEHRENDT
is a Member of the European Parliament. She studied law at the University of Marburg, Germany. Between 1979 and 1989, she worked as a lawyer, and was later employed as legal advisor in the chancellery of the Governing Mayor of Berlin. Since becoming a Member of the European Parliament in 1989, Dagmar Roth-Behrendt has had several key responsibilities, including: spokeswoman of her political group for the Environment, Public Health and Consumer Protection from 1989-2004; and Vice-President of the European Parliament from 2004-2007 and again from 2007-2011. She was also a representative of the European Parliament at the High Level Pharmaceutical Forum and is the contact person for the European Parliament at the European Medicines Agency.
YOLANDA SANCHÍS

is Product Manager at Almirall, an international, R&D-based pharmaceutical company with its headquarters in Barcelona, Spain. With a degree in Pharmacy and a Masters in Marketing, she joined Almirall 18 years ago, starting as a regulatory affairs manager. She became medical advisor for OTC products and new projects and for the past 10 years has worked in the marketing department of the Healthcare Division. She has experience in the switch of Rx products to OTC and cosmetic status, as well as developing innovative and highly successful ways of promoting them, as acknowledged by several awards in the sector.

ROGER SCARLETT-SMITH

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

DESPINA SPANOUL

has been Director for Consumer Affairs at the Directorate-General for Health and Consumers since 16 February 2013. Previously, she served as Principal Adviser, responsible for reshaping the DG’s communication department and policy. She was also responsible for the EU’s nutrition and alcohol strategies and in this capacity chaired the Alcohol and Health Forum as well as the Platform for action on Diet, Physical Activity and Health and the High Level Group on Nutrition and Physical activity. Despina Spanou started her career at the European Commission’s Directorate General for Competition after having practised European competition law with the Brussels branch of a US law firm. She is a qualified lawyer and holds a Ph.D in European law from the University of Cambridge.
ANDY TISMAN

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

AKIRA UEHARA

has been Chairman of Taisho Pharmaceutical since June 2012. Akira Uehara joined Taisho Pharmaceutical in April 1977 and has since held various positions such as President and Representative Director in Taisho Toyama Pharmaceutical. He was also Chairman of the Japan Self-Medication Industry (JSMI) from May 1997 to April 2001 and Chairman of World Self-Medication Industry (WSMI) from June 1999 to November 2002.

ANTON VAN DE PUTTE

has been Vice President & Area General Manager at GlaxoSmithKline Consumer Healthcare North & West Europe since November 2010. He was previously VP International Sales at Beiersdorf and before that he was Partner in one of the largest independent advertising agencies in Germany. Anton van de Putte started his career in Unilever where he held various sales and marketing positions, both in the Netherlands and in Germany. In his current role, he is a Board Member of the BAH, the German Medicines Manufacturers’ Association, and of the industry association for personal care. He graduated as a lawyer from Leiden University, the Netherlands.
EMMA WALMSLEY

is President of GlaxoSmithKline (GSK) Consumer Healthcare and a member of GSK’s Corporate Executive Team. Emma Walmsley joined GSK in May 2010 becoming President of the Consumer Healthcare business in October 2011. Under her leadership, the business has a new strategic direction to become the first and best fast-moving consumer healthcare company, combining the best of GSK’s scientific knowledge with the speed and marketing excellence of the fast-moving consumer goods world. Prior to joining GSK, she worked with L’Oreal for 17 years where she held a variety of marketing and general management roles in Paris, London and New York. From 2007, she was based in Shanghai as General Manager, Consumer Products, L’Oreal China. She has a Classics and Modern Languages Degree from the University of Oxford.

VINCENT WARNERY

is a newcomer in the OTC world, having joined Sanofi as Vice President Consumer Health Care Europe and Global Development in May 2011. Graduating from ESSEC (École Superieure des Sciences Economiques et Commerciales) in 1991, he joined Procter & Gamble France. He was Group Product Manager at Bacardi and joined L’Oreal in 1996. After having been promoted to Europe Marketing Director Garnier/Maybelline in 1998, he held general management responsibilities in Portugal, Germany, Latin America and Japan, before coming back to France in 2008 with responsibility for L’Oreal Paris France and later L’Oreal Cosmetique Active Division. This last position, where he was in charge of pharmacy brands such as Vichy and La Roche Posay, was a perfect transition to join Sanofi.

DAVID WRIGHT

is Senior Vice President with Global responsibility for the Consumer Healthcare business at Boehringer Ingelheim. David Wright has extensive experience in sales, marketing and general management roles within the OTC industry, gained over the past 20 years. Since 1997, he has been with Boehringer Ingelheim, starting as Divisional Director responsible for the UK and Ireland business. In 2004, David Wright was appointed as Global Head of Marketing. In 2010, he was appointed as Worldwide Head of the Consumer Healthcare business. He is a board member of the Association of the European Self-Medication Industry (AESGP) and the World Self-Medication Industry (WSMI).
CONFERENCE VENUE

The 49th AESGP Annual Meeting entitled “Realising the self-care potential” will take place at the:

**Four Seasons Hotel Ritz Lisbon**
Rua Rodrigo da Fonseca, 88
1099-039 Lisbon, Portugal
Tel: +351 (21) 381 14 00
Fax: +351 (21) 383 17 83
E-mail: fourseasonslis@gmail.com
Website: http://www.fourseasons.com/lisbon

All conference sessions will take place in the hotel’s ballroom. Lunches will be served in the Fernando Pessoa room, one floor below the ballroom. Free internet access is available at the hotel’s business centre and in the conference room, coffee break and lunch areas. The password is: Ritzlisboa.

ADDITIONAL GUEST HOTELS

**Tiara Park Atlantic Lisboa Hotel**
Rua Castilho, 149
1099-034 Lisbon, Portugal
Tel: +351 (21) 391 87 00
Fax: +351 (21) 389 05 00
E-mail: sofia.fecha@tiara-hotels.com
Website: www.tiara-hotels.com

**Sana Lisboa Hotel**
Av. Fontes Pereira de Melo, 8
1069-310 Lisbon, Portugal
Tel: +351 (21) 006 43 00
Fax: +351 (21) 006 43 01
E-mail: grp2.lisboa@sanahotels.com
Website: www.lisboa.sanahotels.com

NEW AESGP PUBLICATION

A complimentary copy of the new AESGP study entitled “Economic and Legal Framework for Non-Prescription Medicines” (18th edition) will be handed to each participant registering for the conference at the welcome desk. Further copies can be ordered from: http://www.aesgp.eu/publications/studies/elf/.
REGISTRATION AND ACCESS TO THE MEETING HALL

The 49th AESGP Annual Meeting will open with a buffet lunch for all participants in the Fernando Pessoa room of the Four Seasons Hotel Ritz Lisbon on Wednesday, 5 June 2013 from 12.00 hours onwards. The conference will start at 14.00 hours. The event will end on Friday, 7 June 2013 with a reception and dinner in the Bélem Bar Café, Avenida Brasília Pavilhão Poente, 1300-598 Lisbon.

The AESGP welcome desk is situated at the entrance of the meeting hall, in the lower ballroom foyer of the Four Seasons Hotel Ritz Lisbon. The desk will be open on:

- Wednesday 5 June 2013 from 11.00 to 18.00 hours
- Thursday 6 June 2013 from 08.00 to 17.30 hours
- Friday 7 June 2013 from 08.00 to 16.30 hours

Access to the ballroom is only possible with a conference badge, which will be handed over to each participant at the AESGP welcome desk. During conference hours, guests staying at the Tiara Park Atlantic Lisboa Hotel can enter the Four Seasons Hotel Ritz Lisbon through a door situated at the back of the Ritz Hotel, opposite the Tiara Hotel’s main entrance.

CONFERENCE LANGUAGES

Presentations will be given in English. Simultaneous translation into French will be provided during all conference sessions.

OPENING RECEPTION AND DINNER

The opening reception and dinner on Wednesday, 5 June 2013 will be held at the Palácio Nacional de Queluz, Largo do Palácio, 2745-191 Queluz. Buses will depart at 18.45 hours from the back entrance of the Four Seasons Hotel Ritz Lisbon. This entrance is situated opposite the main entrance of the Tiara Park Atlantic Lisboa Hotel. Return to the hotels will be from 22.30 hours onwards.

Business attire is recommended for the opening event.

THE ANNUAL MEETING ONLINE AND CONFERENCE REPORT

Available presentations will be posted at: aesgp.eu/LMP.

The detailed programme, speaker profiles and practical information are available on the conference website at: aesgp.eu/49. The conference report will also be made available there shortly after the end of the Annual Meeting.
TOUR FOR ACCOMPANYING PERSONS

The guided tour for accompanying family members not attending the conference will take place on Thursday, 6 June 2013. The day will start with a drive north to Sintra, followed by a visit of the Palácio Nacional da Pena and a short guided tour of the historical town of Sintra and its Town Palace. Lunch will be served at the Café de Paris situated in the city centre. This will be followed by a drive in the Sintra Mountains, taking in Cabo da Roca, Guincho and Estoril. A short stop is foreseen in Cascais. Buses will depart at 9.00 hours from the back entrance of the Four Seasons Hotel Ritz Lisbon. This entrance is situated opposite the main entrance of the Tiara Park Atlantic Lisboa Hotel. Return to the hotels will be by 17.00 hours.

Comfortable shoes are recommended for this tour.

CLOSING RECEPTION AND DINNER

The closing reception and dinner will take place at the Bélem Bar Café, Avenida Brasília Pavilhão Poente, 1300-598 Lisbon, from 19.00 hours onwards. Buses will depart at 18.30 hours from the back entrance of the Four Seasons Hotel Ritz Lisbon. This entrance is situated opposite the main entrance of the Tiara Park Atlantic Lisboa Hotel. A shuttle bus service back to the hotel will be available from 22.30 hours onwards.

Casual dress is recommended for the closing event.

NEXT AESGP MEETING

The AESGP workshop entitled “Making the European marketing authorisation procedures work for non-prescription medicines” will take place at the Four Seasons Hotel, London Canary Wharf on Thursday, 24 October 2013. The workshop will be preceded by a reception on Wednesday, 23 October 2013. More information and updates on the conference programme will be posted on the conference website at: www.aesgp.eu/events/London2013/. 
LIST OF PARTICIPANTS
49th AESGP Annual Meeting

LISBON 5-7 JUNE 2013

INTERNATIONAL ORGANISATIONS

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ALMEIDA LOPES, João, Mr  Apifarma
ALVES, Frankelin, Mr  Secretary of State for Economy
CASTRO ALVES, Eurico, Prof.  Infarmed
<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation/Position</th>
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<tr>
<td>COSTA, Heitor, Mr</td>
<td>Apifarma</td>
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<td>COSTA, Paula, Mrs</td>
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<td>CRISTÓVÃO MARTINS, João, Dr</td>
<td>Infarmed</td>
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<tr>
<td>DE BELÉM ROSEIRA, Maria, Ms</td>
<td>Member of Parliament, former Minister of Health</td>
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<td>FREITAS, Pedro, Mr</td>
<td>Apifarma</td>
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<td>GAMINHA, Ana Beatriz, Dr</td>
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<td>LARA, João, Mr</td>
<td>Apifarma</td>
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<tr>
<td>LEAL DA COSTA, Fernando, Mr</td>
<td>Deputy Secretary of State for Health</td>
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<tr>
<td>LINO, Sandra, Mrs</td>
<td>Associação Nacional das Farmácias</td>
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<td>MACEDO, Paulo, Mr</td>
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<td>MARTELEIRA, Helena, Mrs</td>
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<td>MARTINS, Mafalda, Ms</td>
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<td>NUNES, Rita, Mrs</td>
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<td>TEIXEIRA, Manuel, Mr</td>
<td>Secretary of State for Health</td>
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<td>VORSTEVELD, Bas, Mr</td>
<td>Novartis Consumer Health</td>
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**SOUTH AFRICA**

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<tr>
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<tbody>
<tr>
<td>O’SULLIVAN, Siobhan, Ms</td>
<td>Adcock Ingram</td>
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**SPAIN**

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<tr>
<td>GAUXACHS CALVO, Carme, Ms</td>
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<td>Novartis Consumer Health</td>
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IRACHETA, Delia, Ms
ISBERT, Carmen, Ms
LÓPEZ-GIL, Maite, Ms
MADRID, Paloma, Ms
PANTALEONI, Albert, Mr
PEY, Jaume, Mr
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VOSSOS, Konstantinos, Mr

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Almirall Pharmacy Club
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ERLES, Susanne, Mrs
FUHRER, Hans-Rudolf, Mr & Mrs Martha
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OHLE, Joerg, Mr
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THEIMER, Ute, Mrs
TREPP, Gian, Mr
WENNG, Andreas, Dr & Mrs Petra

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GARAALI, Rached, Mr
JALEL, Abdallah, Mr
JELASSI, Mohamed Larbi, Mr
KILANI, Rafik, Mr
SIALA, Noura, Mrs

TURKEY
DEGER, Cetin, Mr
KOC, Kursad, Mr
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<tr>
<th>UNITED ARAB EMIRATES</th>
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<tr>
<td>ABDEL RAOUF, Mereal, Mr</td>
<td>MESMI</td>
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<tr>
<td>EL MAHDAWY, Mahmoud, Dr</td>
<td>MESMI</td>
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<td>RAGAB, Samah, Dr</td>
<td>MESMI</td>
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<tr>
<td>SAWIRIS, Ramez, Mr</td>
<td>GlaxoSmithKline</td>
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<td>WISSA, Magda, Mrs</td>
<td>Johnson &amp; Johnson</td>
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<tr>
<td>ADJIMATERA, Noppadon, Dr</td>
<td>Reckitt Benckiser Healthcare</td>
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<tr>
<td>ALLAN, Chris, Mr</td>
<td>Nicholas Hall &amp; Company</td>
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<td>BESSANT, Edwin, Mr</td>
<td>Ceuta Healthcare</td>
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<tr>
<td>BHATT, Aomesh, Dr</td>
<td>Reckitt Benckiser</td>
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<td>BURROWS, Peter, Mr</td>
<td>Ceuta Healthcare</td>
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<td>CARPENTER, Glenn, Dr</td>
<td>Johnson &amp; Johnson</td>
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<td>CHAMPION, Stephen, Mr</td>
<td>GlaxoSmithKline</td>
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<td>COX, Roz, Dr</td>
<td>NDA Regulatory Science</td>
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<td>DARRACOTT, Helen, Mrs</td>
<td>PAGB</td>
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<td>GARRITY, Keith, Mr</td>
<td>Ceuta Healthcare</td>
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<tr>
<td>GIBBONS, Stephen, Mr</td>
<td>Dew Gibbons</td>
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<td>GRIFFITHS, Mark, Dr</td>
<td>Pfizer Consumer Healthcare</td>
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<td>JENKINS, Gill, Dr &amp; Mr</td>
<td>Self-Care Forum</td>
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<td>Mr Stephen John NEWSAM</td>
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<td>KELLY, Sheila, Ms</td>
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<td>KERMANI, Faraz, Mr</td>
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<td>LEONARD, Joanna, Mrs</td>
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