

MAXIMIZE SELF-CARE POTENTIAL THROUGH ASIA REGULATORY HARMONIZATION

10th WSMI AP Regional Conference & 2nd APSMI General Assembly Meeting

20-22 October 2014, Phuket, Thailand



Thai Food and Drug Administration



WORLD self-MEDICATION INDUSTRY

PROVISIONAL PROGRAMME

Day 1: Tuesday 21 October 2014

08.30 – 09.00 Registration

Session 1: Opening Session

09.00 - 09.20	Welcome Remarks, Opening Speech “Maximizing Self-Care Potential in Thailand” Dr. Boonchai SOMBOONSOOK
09.20 - 09.40	Welcome Remarks, Opening Speech “The Role of Self-Care and OTCs in Healthcare” Ms. Erica MANN Ms. Eun Sun KIM Ms. Malinee UDITANANDA
09.40 - 10.00	Official Conference Photograph
10.00 - 10.15	Coffee Break
10.15 - 10.40	Keynote Speech: Set the Scene for the Conference - “Maximize Self-Care Potential Through Asia Regulatory Harmonization” Mr. Roberto FUNARI

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Session 2: Asia Self-Medication Market Trends, Health Policy, and Consumer Practice

10.40 - 12.00

Asia Pacific Health Policy on Self-Care

Chairperson: Dr. Gerald DZIEKAN

- Asia Pacific Consumer Practice in Self-Care: Market Trends

Mr. Vivek DHAWAN

- China Healthcare Reform and Its Impact on Self-Care

Mr. Carl REN

- Reform of Self-Care with New Malaysia Pharmacy Bill

Mr. Muhammad Lukmani Bin IBRAHIM

- Impact of Indonesia Universal Healthcare Coverage in Self-Care

Mr. Rachmadi JOESOEF

- Discussion

12.00-13.00

Lunch Break

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Session 3: Regional Economics, Industry, and Cooperation

13.00 - 13.40

Global Perspectives on Asia Pacific OTC Industry

Chairperson: Mr. Seiichi SATO

- Asia Pacific OTC Market – Trends and Proposals for Further Growth

Mr. Nicholas HALL

- APSMI - Country and Regional Cooperation Update & APSMI Activities

Mr. Yasuhiro TAGASHIRA

- The Future of OTC in Asia: Growth through Innovation

Mr. Andy TISMAN

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Session 4: Realization & Implementation of ASEAN Healthcare Harmonization in 2015 and Beyond

13.40 - 15.20

Chairperson: Dr. Yuppadee JAVROONGRIT

- ASEAN Regulatory Harmonization Scheme Overview

Dr. Yuppadee JAVROONGRIT

- ASEAN Pharmaceutical Regulatory Harmonization Update

Dr. Yuppadee JAVROONGRIT

- ASEAN Traditional Medicines and Health Supplements Regulatory Harmonization Update

Ms. Ornsurang TEERAWAT

- ASEAN Medical Devices Regulatory Harmonization Update

Ms. Yuwadee PATANAWONG

- ASEAN Cosmetics Regulatory Harmonization Update

Dr. Sumalee PORNKITPRASARN

15.20 - 15.35

Coffee Break

Session 5: Value and Potential of OTC

15.35 - 16.00

Experience with Measuring the Economic and Public Health Value of OTC: Examples from the EU and US

Dr. Hubertus CRANZ

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Session 6: Communication, Education, and Partnership in Self-Care

16.00 - 17.30

Self-Care Advertising in Asia Pacific Countries

Chairperson: Dr. Noppadon ADJIMATERA

- Comparison and Analysis of Various Global Regulatory Models: Pros and Cons of Each Model

Dr. Gideon SCHOOMBIE

- Advertising Challenges in China

Mr. James Fan QUN

- Advertising Challenges in Taiwan

Ms. Sylvia TSAI

- Advertising Challenges in Korea

Mr. Jae-Kook LEE

- OTC Advertising Regulation in Japan

Mr. Motohito NISHIZAWA

- Advertising Challenges in Malaysia

Mr. Muhammad Lukmani Bin IBRAHIM

18.30 - 19.00

Cocktail Reception

19.00 - 21.00

Gala Dinner

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ASIA PACIFIC SELF-MEDICATION INDUSTRY



WSMI
WORLD SELF-MEDICATION INDUSTRY

PROVISIONAL PROGRAMME

Day 2: Wednesday 22 October 2014

Session 6: Communication, Education, and Partnership in Self-Care (continue)

09.00 - 09.45

Experience in Consumer Education and Information Sharing
in Self-Care

Chairperson: Dr. David WEBBER

- Consumer Education and Community Pharmacy in Japan

Mr. Toshiaki YOSHINO

- Self-Care Day in China

Dr. David WEBBER

- Aor Yor Noi: Example of Health Education Program in Thailand

Mr. Nirat TIASUWAN

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Session 7: Regulatory Challenges and Opportunities in OTC Industry

09.45 - 11.05

Optimizing OTC Regulatory Processes in Asia Pacific for Better Access

Chairperson: Mr. Cheng Tiang NG

- Challenges with ASEAN Pharmaceutical Regulation Scheme

Mr. Rachmadi JOESOEF

- Challenges with New Drug Regulations in OTC Innovation Registration in Asia

Dr. Hidemi KATSURA

- Process Simplification in OTC Registration: Abridged Application

Mr. Cheng Tiang NG

- Review of Monographed OTC in Asia Pacific

Dr. Noppadon ADJIMATERA

11.05 - 11.20

Coffee Break

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Session 8: Rx to OTC Switches & Borderline Products

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|---------------|--|
| 11.20 - 11.40 | Global Trends in Switching <ul style="list-style-type: none">• The Case of Proven Economic and Social Benefit: Nicotine Switching Mr. Ian ADAMS |
| 11.40 - 12.20 | Managing Through Diversity of Product Classification <ul style="list-style-type: none">• Similarity & Difference in OTC Classification and their Borderlines among Asia Pacific• Border of Asia OTC Devices VS Medicines: Reality Check Dr. Noppadon ADJIMATERA
Ms. Chadaporn TANAKASEMSUB |
| 12.20 - 13.20 | Lunch Break |
| 13.20 - 13.45 | UK Guidelines on Switch and the Benefit-Risk Model
Ms. Sheila KELLY |

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Session 8: Rx to OTC Switches & Borderline Products (Continue)

13.45 - 15.20

Asia Pacific OTC Switching Regulation & Practices

Chairperson: Ms. J.S. Sunitha Devi SHANMUGAM

- China Experience in OTC Switching

Ms. Qing HAN

- Experience in OTC Switching in Taiwan

Ms. Li-Ling LIU

- Korea's GSL Medicines Initiative Update

Mr. Seog-Kyu YOON

- Singapore OTC Switching Regulation

Mr. Roy SHYNG

- Experience in Development of Thailand OTC Switching Guidelines

Ms. Charunee Krisanaphan

15.20 - 15.40

Introduction of Next WSMI & APSMI Meetings

15.40 - 16.00

Closing: Phuket Communiqué Declaration

16.00

End of Conference & Coffee Break