May 3 – 5, 2011
Istanbul, Turkey

Renaissance Polat Istanbul Hotel

THE FIFTH INTERNATIONAL
PHARMACEUTICAL
COMPLIANCE CONGRESS AND
BEST PRACTICES FORUM

www.InternationalPharmaCongress.com

CONGRESS
CO CHAIRS
Kelly B. Freeman, PhD, Ethics and Compliance Officer, Eli Lily and Company, Indianapolis, IN, USA
Dominique Laymand, Esq., Executive Director Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb, Paris, France
Roeland Van Aelst, Vice President EMEA & Canada, Office Health Care Compliance & Privacy, Johnson & Johnson, Brussels, Belgium

KEYNOTE SPEAKER
David Brennan, Chief Executive Officer, AstraZeneca, President, International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), Past Chairman, Pharmaceutical Research and Manufacturers of America (PhRMA), London, UK

OTHER KEYNOTE SPEAKERS
Philippa Foster Back, OBE, Director, Institute of Business Ethics, Chairman, UK Antarctic Heritage Trust, Past President, Association of Corporate Treasurers, London, UK
Prof. Dr. Cevdet Erdöl, Parliament Member and Chairman, Health, Family, Work & Social Works Commission, The Grand National Assembly of Turkey, Ankara, Turkey
Joe Henein, President and Chief Executive Officer, NewBridge Pharmaceuticals, Former Regional Managing Director, Middle East & North Africa, Wyeth Pharmaceuticals, Dubai, United Arab Emirates
Jose F. Zamarriego Izquierdo, Director Unidad de Supervision Deontologica, FARMAINDUSTRIA, Madrid, Spain
Philippe Montigny, Certification Committee President, ETHIC Intelligence International, President, ETHIC Intelligence France, Executive Director and Partner, International Development & Strategies - France, Paris, France
Marie-Claire Pickaert, Deputy Director General, European Federation of Pharmaceutical Industries and Associations (EFPIA), Brussels, Belgium
Mark Pieth, PhD, Professor of Criminal Law, Basel University, Chairman, Working Group on Bribery in International Business Transactions, Organization for Economic Co-operation and Development (OECD), Member, Swiss Federal Gaming Commission, Board Chairman, Basel Institute on Governance, Basel, Switzerland
Vladimir Shipkov, Chief Executive Officer, Association of International Pharmaceutical Manufacturers, Member, IFPMA Council, Former Head, Ministry of Health Pharmaceutical Inspectorate, Former Deputy Chief, Federal Service for Intellectual Property, Patents and Trademarks (Rospatent), Moscow, Russian Federation
Heather Simmonds, Director, Prescription Medicines Code of Practice Authority, UK

FEATURING TRACKS ON
• European Union Compliance Update
• Central and Eastern Europe Compliance Update
• Middle East and Africa Compliance Update
• Global Compliance Case Studies, Including Social Media, Third Party Due Diligence, Data Protection and Competition Law
• Global Compliance Auditing and Monitoring
• FCPA and Global Anti-Corruption
• Global Transparency, Disclosure and Aggregate Spend Issues
Evolution developments in law and regulation applied to the pharmaceutical industry, public opinion on standards of ethical behavior and the global economic situation make this a challenging time to be a compliance professional or legal counsel responsible for ensuring adherence to applicable laws, regulations and codes of practice within our industry. Worldwide, industry leaders emphasize the importance of ethical behavior, reputation and compliance activities in forming a cornerstone for building trust by government and the public in the global pharmaceutical enterprise. The Pharmaceutical Compliance Forum International Pharma Congress brings together senior global compliance and ethics professionals and legal counsel from the European Union (EU), Central and Eastern Europe (CEE) and Middle East and Africa (MEA) to share experiences and best practices to clarify these challenges and discuss potential responses to them.

Across Europe, the Middle East and Africa, regulators are increasingly active at both national and regional levels. In the USA, aggressive FCPA enforcement and the new Federal Sunshine Act are beginning to have a significant impact across the pharmaceutical industry in EU, CEE and MEA. Emerging markets and notably Russia, CIS and Turkey are attracting more direct investment to address growing unmet medical needs. The growing importance of new regulations like the UK Bribery Act or the Anti-Corruption bills in Russia, in conjunction with increasing FCPA enforcement, indicate that authorities are now going to deeply influence business practices in these regions. Local trade associations in those markets are starting to close the gap with their peers from more advanced markets in addressing ethics and compliance issues.

The Congress is keynoted by David Brennan, Chief Executive Officer, AstraZeneca and President, International Federation of Pharmaceutical, Manufacturers and Associations (IFPMA). Other keynote speakers include representatives of EFPIA, ETHIC Intelligence International, FARMAINDUSTRIA, the Institute of Business Ethics, the UK Prescription Medicines Code of Practice Authority and the OECD. Panel discussions will focus on disclosure and transparency; trust, reputation and the public perception of the global pharmaceutical enterprise; and the EFPIA Leadership Statement: one year’s experience. There also will be track discussions on European Union compliance update; Central and Eastern Europe compliance update; Middle East and Africa compliance update; global compliance audits and monitoring; FCPA and global anticorruption; global transparency, disclosure and aggregate spend; and global compliance case studies. Pharmaceutical compliance leaders will share their views in a closing session on envisioning pharma compliance in 2015: a compliance crystal ball session.

If you want to find out how to manage compliance in these challenging times, the PCF International Pharma Congress will give you the information that you need.

**Participation Options**

**Traditional Onsite Attendance**

Simply register, travel to the conference city and attend in person.

PROS: subject matter immersion; professional networking opportunities; faculty interaction.

**Live and Archived Internet Attendance**

Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for the six months following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

**Congress Co chairs**

Kelly B. Freeman, PhD, Ethics and Compliance Officer, Eli Lilly and Company, Indianapolis, IN, USA

Dominique Laymand, Esq., Executive Director Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb, Paris, France

Roeland Van Aelst, Vice President EMEA & Canada, Office Health Care Compliance & Privacy, Johnson & Johnson, Brussels, Belgium

**Who Should Attend**

- Pharmaceutical Manufacturers
- Generic Pharmaceutical Manufacturers
- Site Management Organizations
- Clinical Research Organizations
- Management Companies
- Wholesale, Retail, Mail Order and Internet Pharmacies
- Health Care Regulators and Policy Makers
- Pharmaceutical and Health Care Executives and Board Members
- Regulatory and Compliance Professionals
- Medical Directors
- Physicians
- Pharmacists
- Food and Drug Law Attorneys
- Health Care Attorneys and In-house Counsel
- Compliance Officers
- Privacy Officers
- Ethics Officers and Corporate Social Responsibility Personnel
- Pharmaceutical Consultants
- Investment Bankers
- Venture Capitalists
- Health Services Researchers and Academics
- Auditors
- Promotion Signatories/Approvers
- Risk Management Personnel

**About the Sponsor**

The Pharmaceutical Compliance Forum (PCF) is a coalition of senior compliance professionals and legal counsel from more than 50 of the largest research-based pharmaceutical manufacturers. The PCF was founded in early 1999 by compliance professionals from the pharmaceutical industry to promote effective corporate compliance programs. The members meet twice a year, for two days, focusing on open and informal sharing of compliance information, best practices, and current developments in the field, and sponsor a two-day international compliance congress in the Spring and a three-day US compliance congress each Fall.

**www.pharmacocomplianceforum.org**
International Pharma Congress Planning Committee

Co chairs:
Kelly B. Freeman, PhD, Ethics and Compliance Officer, Eli Lilly and Company, Indianapolis, IN, USA
Dominique Laymand, Esq., Executive Director Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb, Paris, France
Roeland Van Aelst, Vice President EMEA & Canada, Office Health Care Compliance & Privacy, Johnson & Johnson, Brussels, Belgium

Committee:
Ted Acosta, Esq., Principal, Ernst & Young LLP, Former Senior Counsel, Office of Inspector General, US Department of Health and Human Services, New York, NY, USA and Paris, France
Ann Beasley Bacon, Global Compliance Officer, Novartis Pharma AG, Basel, Switzerland
Wayne Baker, Senior Vice President, Advanced Health Media LLC, Bridgewater, NJ, USA
Karie Jo Barwind, Esq., Area Director Business Practices, Western Europe, Abbott Laboratories, Rungis Cedex, France
Bulent Becan, M.Sc., Managing Partner, Atuva Management Consultancy & Trade Ltd., Ethics Consultant to AIFD (Research-Based Pharmaceutical Companies Association), Consultant to IFPMA, Istanbul, Turkey
John T. Bentivoglio, Esq., Partner, Skadden Arps LLP, Washington, DC, USA
Gabor Danielyf, Senior Director, Health Care Compliance and Privacy EMEA, Johnson & Johnson, Issy-les-Moulineaux, France
Pierre E. Dupourque, Regional Compliance Director, Corporate Compliance, International Investigations and Programs, Pfizer Inc., Mannheim, Germany
Sue Egan, Director, Sue Egan Associates Limited, Former Vice President Compliance, AstraZeneca, London, UK
Sameh Farag, Regional Compliance Director, MEA, Merck, Member of the Pharma MEA Ethics Board, Dubai, United Arab Emirates
Gerard Geneen, Vice President, Compliance Officer, Pharma Europe, GlaxoSmithKline, Brentford, Middlesex, UK
Gary F. Giampetruzzi, Esq., Vice President and Assistant General Counsel, Head of Government Investigations, Pfizer Inc., New York, NY, USA
Keith M. Korenchuk, JD, MPH, Partner, Arnold & Porter LLP, Washington, DC, USA
Maxine Nogard, Senior Director, Global Corporate Compliance, Biogen Idec Inc., Weston, MA, USA
Brian Riewerts, Partner, Global Pharmaceuticals and Life Sciences, PricewaterhouseCoopers LLP, Baltimore, MD, USA
Jeffrey Rosenbaum, Global Head, Ethics & Compliance, Novartis Oncology, Florham Park, NJ, USA
Guillaume Roussel, Vice President, Compliance Solutions EMEA, Cegedim Relationship Management, Paris, France
Joseph B. Tompkins, Jr., Partner, Sidley Austin LLP, Former Deputy Chief of the Fraud Section, Criminal Division of the United States Department of Justice, Washington, DC, USA
Paul B. Woods, BPharm, MA, MRPharmS, Independent Consultant, Former Global Compliance Policy Director, AstraZeneca, Macclesfield, Cheshire, UK
Elisabethann Wright, Esq., Partner, Hogan Lovells International LLP, Former Senior Legal Officer and Hearing Officer, EFTA Surveillance Authority, Brussels, Belgium

Tuesday, May 3, 2011

DAY I: OPENING PLENARY SESSION

Noon Registration Commences

3:00 pm Welcome, Introductions and International Pharma Congress Vision and Overview
Kelly B. Freeman, PhD, Ethics and Compliance Officer, Eli Lilly and Company, Indianapolis, IN, USA (Co chair)
Dominique Laymand, Esq., Executive Director Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb, Paris, France (Co chair)
Roeland Van Aelst, Vice President EMEA & Canada, Office Health Care Compliance & Privacy, Johnson & Johnson, Brussels, Belgium (Co chair)

3:30 pm Turkish Welcome Keynote
Prof. Dr. Cevdet Erdöl, Parliament Member and Chairman, Health, Family, Work & Social Works Commission, The Grand National Assembly of Turkey, Ankara, Turkey
Bulent Becan, M.Sc., Managing Partner, Atuva Management Consultancy & Trade Ltd., Ethics Consultant to AIFD (Research-Based Pharmaceutical Companies Association), Consultant to IFPMA, Istanbul, Turkey (Moderator)

4:00 pm Reflections on My MEA Pharma Compliance Past; Looking Forward: From Corporate to Private Equity — Compliance is a Way of Life
Joe Henein, President and Chief Executive Officer, NewBridge Pharmaceuticals, Former Regional Managing Director, Middle East & North Africa, Wyeth Pharmaceuticals, Dubai, United Arab Emirates

3:00 pm OECD Bribery in International Business Transactions
Update
Mark Pieth, PhD, Professor of Criminal Law, Basel University, Chairman, Working Group on Bribery in International Business Transactions, Organization for Economic Co-operation and Development (OECD), Member, Swiss Federal Gaming Commission, Board Chairman, Basel Institute on Governance, Basel, Switzerland

3:30 pm CEE Keynote
Vladimir Shipkov, Chief Executive Officer, Association of International Pharmaceutical Manufacturers, Member, IFPMA Council, Former Head, Ministry of Health Pharmaceutical Inspectorate, Former Deputy Chief, Federal Service for Intellectual, Property, Patents and Trademarks (Rospatent), Moscow, Russian Federation

5:00 pm OECD Bribery in International Business Transactions
Update
Mark Pieth, PhD, Professor of Criminal Law, Basel University, Chairman, Working Group on Bribery in International Business Transactions, Organization for Economic Co-operation and Development (OECD), Member, Swiss Federal Gaming Commission, Board Chairman, Basel Institute on Governance, Basel, Switzerland

5:30 pm ADJOURNMENT AND NETWORKING RECEPTION

Hotel Information:
Special rates of €210.00 Standard Single Room/€220.00 Standard Double Room (including VAT and Buffet Breakfast) have been arranged. Buffet Breakfast is served in the Daphne Restaurant.

Please make reservations for the Renaissance Polat Istanbul Hotel by completing the hotel reservation form and emailing it directly to nayiri.bagdat@polatholding.com. Credit card details — credit card number and expiry date — must be provided at the time of booking. To book your hotel room online, please go to http://cwp.marriott.com/istrn/hea/.

Reservations will be accepted until April 12, 2011. After this date reservations will be accepted on a space-available basis at the prevailing rate.

RENAISSANCE POLAT ISTANBUL HOTEL
Sahil Yolu Caddesi No. 7 • Yesilyurt, 34149 Istanbul, Turkey
Fax: 0090 0212 414 19 72 for reservations • Email: nayiri.bagdat@polatholding.com
Tel: 0090 212 414 18 68
Wednesday, May 4, 2011

DAY II: MORNING PLENARY SESSION

8:30 am  Welcome and Overview
Roeland Van Aelst, Vice President EMEA & Canada, Office Health Care Compliance and Privacy, Johnson & Johnson, Brussels, Belgium (Co chair)

8:45 am  Keynote Address
David Brennan, Chief Executive Officer, AstraZeneca, President, International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), Past Chairman, Pharmaceutical Research and Manufacturers of America (PhRMA), London, UK

9:15 am  Overview of EU Pharma Compliance Issues and Initiatives
Gerard Geneen, Vice President, Compliance Officer, Pharma Europe, GlaxoSmithKline, Brentford, Middlesex, UK

Keith M. Korenchuk, JD, MPH, Vice President, Compliance Officer, Eli Lilly, Indianapolis, IN, USA (Co chair)

Jose F. Zamarriego Izquierdo, Director, Code of Practice Surveillance Unit, Farmaindustria, Madrid, Spain

Ted Acosta, Esq., Principal, Ernst & Young LLP, Former Senior Counsel, Office of Inspector General, US Department of Health and Human Services, New York, NY, USA and Paris, France (Moderator)

10:00 am  Break

10:30 am  Overview of CEE Pharma Compliance Issues and Initiatives
Olga Kozyr, Esq., Partner, Hogan Lovells International LLP, Moscow, Russian Federation

Artur Nagapetyan, Country Compliance Officer, Novartis Pharma LLC, Moscow, Russian Federation

Yuet-Ming Tham, Esq., Head of Asia Life Sciences Group, and Head of the Asia Regulatory, Compliance & Investigations Group, DLA Piper, Hong Kong. Former Regional Compliance Director, Pfizer, Inc., Former Deputy Public Prosecutor, Singapore (Co chair)

11:15 am  Overview of MEA Pharma Compliance Issues and Initiatives
Nabil Daoud, Managing Director, Eli Lilly, Beirut, Lebanon

Nidal Fakhoury, Regional Director, MEA, Merck, Dubai, United Arab Emirates

Liz MacGillivray, Head of Compliance AMAC Region (Asia Pacific, Middle East and African Countries), Novartis, Jumeirah Village, United Arab Emirates

Sameh Farag, Regional Compliance Director, MEA, Merck, Member of the Phrma MEA Ethics Board, Dubai, United Arab Emirates (Moderator)

Noon  NETWORKING LUNCHEON

Continuing Education Credits
For those attendees seeking continuing education credits, upon request the Congress will issue certificates of attendance which may be submitted to certification bodies.

DAY II: AFTERNOON PLENARY SESSION

1:15 pm  Introduction to Afternoon Plenary Session
Kelly B. Freeman, PhD, Ethics and Compliance Officer, Eli Lilly and Company, Indianapolis, IN, USA (Co chair)

1:30 pm  EFPIA Leadership Statement: One Year’s Experience
Marie-Claire Pickaert, Deputy Director General, European Federation of Pharmaceutical Industries and Associations (EFPIA), Brussels, Belgium

Jose F. Zamarriego Izquierdo, Director, Code of Practice Surveillance Unit, Farmaindustria, Madrid, Spain

Gabor Danielly, Senior Director, Health Care Compliance and Privacy MEA, Johnson & Johnson, Issy-les-Moulineaux, France (Moderator)

2:15 pm  Anti-Corruption Enforcement and Defense in the EU
Eugenio Fusco, JD, Senior Public Prosecutor, Public Prosecutor Office, Milan, Italy

Kai Hart-Hoenig, Esq., Rechtsanwälte, Former Prosecution Counsel, Prosecution’s Office Frankfurt am Main, Wiesbaden, Germany

Marco Sugarelli, Esq., Legal Affairs Associate Director, Pfizer Italia, Rome, Italy

Gary F. Giampetruzzi, Esq., Vice President and Assistant General Counsel, Head of Government Investigations, Pfizer Inc., New York, NY, USA (Moderator)

3:00 pm  The Latest Regulatory & Compliance Trends and Developments in Asia, and an Overview of Issues to be Discussed at the PCF Inaugural Asian Pharma Congress
John Auerbach, MA, Partner, Fraud Investigation & Dispute Services, Ernst & Young China, Shanghai, China

Yuet-Ming Tham, Esq., Head of Asia Life Sciences Group, and Head of the Asia Regulatory, Compliance & Investigations Group, DLA Piper, Hong Kong. Former Regional Compliance Director, Pfizer, Inc., Former Deputy Public Prosecutor, Singapore

3:30 pm  Break

DAY II: AFTERNOON TRACK SESSIONS

TRACK I: EU COMPLIANCE ISSUES UPDATE

4:00 pm  Welcome and Overview
Gabor Danielly, Senior Director, Health Care Compliance and Privacy MEA, Johnson & Johnson, Issy-les-Moulineaux, France (Co chair)

Paul B. Woods, BPharm, MA, MRPharmS, Independent Consultant, Former Global Compliance Policy Director, AstraZeneca, Macclesfield, Cheshire, UK (Co chair)

4:05 pm  Update on Commission Proposal on Information to Patients and Related Developments
Paul B. Woods, BPharm, MA, MRPharmS, Independent Consultant, Former Global Compliance Policy Director, AstraZeneca, Macclesfield, Cheshire, UK

4:25 pm  Roundtable on Pharmaceutical Company Participation in Conferences: Solving the Practical Challenges — Location, Venue, Etc.
Sylvia Fondaneche, Director, International Congresses & Events, sanofi-aventis, President, International Pharmaceutical, Congress Advisory Association (IPCAA), Paris, France
4:55 pm Roundtable on the Future of the Pharmaceutical Company Participation and Support for Continuing Medical Education

Bernard Maillot, MD, Secretary General, European Union of Medical Specialties (UEMS) and European Accreditation Council for Continuing Medical Education (EACCME), Brussels, Belgium

Thomas Kellner, MD, Global Academic and Professional Affairs, Merck & Co., Inc., Board of Directors, Global Alliance for Medical Education, Munich, Germany

5:30 pm Adjournment

TRACK II: CEE COMPLIANCE ISSUES UPDATE

4:00 pm Welcome and Overview

Olga Kozyr, Esq., Partner, Hogan Lovells International LLP, Moscow, Russian Federation (Co chair)

Madina Torchino, Esq., Director Legal and Regulatory Affairs, Association of International Pharmaceutical Manufacturers (AIPM), Moscow, Russian Federation (Co chair)

4:05 pm The Compliance Related Aspects, Peculiarities and Risks in the Russian Pharmaceutical Market

Artur Nagapetyan, Country Compliance Officer, Novartis Pharma LLC, Moscow, Russian Federation

4:30 pm Roundtable on CEE Compliance Issues Update

Track Faculty

Kersten Schmahl, Esq., Senior Manager Global Corporate Compliance, Biogen Idec Intl., Visiting Lecturer Health Care & FCPIA-Compliance, Business Law Institute, Leuphana University, Zug, Switzerland

Mariusz Witalis, Partner, Fraud Investigation and Dispute Services, Ernst & Young LLP, Warsaw, Poland

5:30 pm Adjournment

TRACK III: MEA COMPLIANCE ISSUES UPDATE

4:00 pm Welcome and Overview

Nabil Daoud, Managing Director, Eli Lilly, Beirut, Lebanon (Co chair)

Nidal Fakhoury, Regional Director, MEA, Merck, Dubai, United Arab Emirates (Co chair)

4:05 pm Culture and Translation: The Challenges Inherent in MEA Countries Adopting and Embedding the Ethical Standards set by Western Corporations

Liz MacGillivray, Head of Compliance AMAC Region (Asia Pacific, Middle East and African Countries), Novartis, Jumeirah Village, United Arab Emirates

4:30 pm MEA Pharma Compliance Legal Issues Update

Yasser A. Omar, LL.B., Partner, Shalakany Law Firm, Dubai, United Arab Emirates

4:55 pm South Africa Code Implementation Case Study

Kiriti Narsai, MSc(Pharm), MBA, Head: Scientific and Regulatory Affairs, Pharmaceutical Industry Association of South Africa, Vorna Valley, South Africa

5:20 pm Track Faculty Q&A

5:30 pm Adjournment

TRACK IV: GLOBAL COMPLIANCE CASE STUDIES, INCLUDING SOCIAL MEDIA, THIRD PARTY DUE DILIGENCE, DATA PROTECTION AND COMPETITION LAW

4:00 pm Welcome and Introductions

Sue Egan, Director, Sue Egan Associates Limited, Former Vice President Compliance, AstraZeneca, London, UK (Co chair)

Keith M. Korenchuk, JD, MPH, Partner, Arnold & Porter LLP, Washington, DC, USA (Co chair)

Maxine Nogard, Senior Director, Global Corporate Compliance, Biogen Idec Inc., Weston, MA, USA (Co chair)

Elisabethanne Wright, Esq., Partner, Hogan Lovells International LLP, Former Senior Legal Officer and Hearing Officer, EFTA Surveillance Authority, Brussels, Belgium (Co chair)

5:30 pm Adjournment
Thursday, May 5, 2011

7:30 am Registration Commences

DAY III: MORNING TRACK SESSIONS

TRACK V: GLOBAL COMPLIANCE AUDITING AND MONITORING
8:30 am Welcome and Introductions
Ted Acosta, Esq., Principal, Ernst & Young LLP, Global Leader, Life Sciences Fraud Investigation and Dispute Services, New York, NY, USA and Paris, France (Co chair)
Pierre E. Dupourque, Regional Compliance Director, Corporate Compliance, International Investigations and Programs, Pfizer Inc, Mannheim, Germany (Co chair)

8:45 am Perspectives on Auditing and Monitoring for Compliance
THE LEGAL BACKGROUND: UNITED STATES AND GERMANY
Bret A. Campbell, Esq., Partner, Business Fraud and Complex Litigation Practice, Cadwalader, Wickersham & Taft LLP, Washington, DC, USA
Dr. Peter Dieners, Rechtsanwalt, Clifford Chance, Frankfurt am Main, Germany

THE INDUSTRY’S EFFORTS
Jose F. Zamarriego Izquierdo, Director, Code of Practice Surveillance Unit, Farmaindustria, Madrid, Spain

EXAMPLES FROM TWO COMPANIES: BIOGEN IDEC AND PFIZER INC
Barbara R. Giddings, RN, MHA, CHC, Global Commercial Compliance, Biogen Idec, Weston, MA, USA
Pierre E. Dupourque, Regional Compliance Director, Corporate Compliance, International Investigations and Programs, Pfizer Inc, Mannheim, Germany
Ted Acosta, Esq., Ernst & Young LLP, New York, NY, USA and Paris, France (Moderator)

10:15 am Break

10:45 am Being in a Hundred Places at Once: A Scalable Approach to Assessing and Monitoring Risk in a Global Organization
Eileen E. Erdos, Principal, Fraud Investigations and Dispute Services, Ernst & Young LLP, Chicago, IL, USA

11:15 am Auditing and Monitoring Global Third Party and Distributor Due Diligence and Compliance Risk Management
Patricia A. Erzold, CPA, Partner, PricewaterhouseCoopers LLP, New York, NY, USA
Ryan Murphy, Director, PricewaterhouseCoopers LLP, Chicago, IL, USA

11:45 am Networking Luncheon

TRACK VI: FCPA AND GLOBAL ANTI-CORRUPTION
8:30 am Welcome and Introductions
John T. Bentivoglio, Esq., Partner, Skadden Arps LLP, Washington, DC, USA (Co chair)
Jeffrey Rosenbaum, Global Head, Ethics and Compliance, Novartis Oncology, Florham Park, NJ, USA (Co chair)

8:45 am Recent Developments in FCPA Enforcement
Joseph B. Tompkins, Jr., Partner and Global Coordinator, Complex Commercial Litigation Practice, Sidley Austin LLP, Former Deputy Chief of the Fraud Section, Criminal Division of the United States Department of Justice, Washington, DC, USA (Co chair)

8:45 am Recent Developments in FCPA Enforcement
Joseph B. Tompkins, Jr., Partner and Global Coordinator, Complex Commercial Litigation Practice, Sidley Austin LLP, Former Deputy Chief of the Fraud Section, Criminal Division of the United States Department of Justice, Washington, DC, USA

9:10 am Navigating Data Privacy Issues and Performing Computer Forensics in Corruption Investigations
SanDee Priser, MA, JD, Partner, Fraud Investigation and Dispute Services, Ernst & Young LLP, Frankfurt am Main, Germany

10:00 am Break
10:45 am  Roundtable on Practical Approaches to Anti-Bribery/Anti-Corruption (ABAC) Programmes

Track Faculty
John Parsons, Associate Director, Head of EUMEA Legal and Compliance, BioMarin Europe Limited, London, UK
John Wilson, Global Lead - AntiBribery and AntiCorruption Programme, AstraZeneca, London, UK
John T. Bentivoglio, Esq., Partner, Skadden Arps LLP, Washington, DC, USA (Moderator)

11:45 am  Networking Luncheon

10:15 am  Break
10:45 am  Roundtable on Operational Tips and Key Success Factors to Develop a Global Transparency Initiative

Track Faculty
Ronny Arijs, Vice President Global Sustainability and Chief Compliance Officer, Grünenthal Pharma, Aachen, Germany
Sue Egan, Director, Sue Egan Associates Limited, Former Vice President Compliance, AstraZeneca, London, UK
Guillaume Roussel, Vice President, Compliance Solutions EMEA, Cegedim Relationship Management, Paris, France (Moderator)
THE TWELFTH PHARMACEUTICAL COMPLIANCE CONGRESS
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DAY III: CLOSING PLENARY SESSION

1:00 pm Introductions and Overview
Dominique Laymand, Esq., Executive Director Compliance & Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb, Paris, France (Chair)

1:15 pm Envisioning Pharma Compliance in 2015: a Compliance Crystal Ball Session
Michael H. Friedland, Esq., Deputy Compliance Officer, Internal Investigations, and Assistant General Counsel, Pfizer Inc., New York, NY, USA
Stephen F. Mohr, Esq., Global Compliance Officer, AstraZeneca, Wilmington, DE, USA
Sheila E. Stranks, MBA, Senior Director and Deputy Compliance Officer, Shire Pharmaceuticals Group PLC, Hampshire, UK
Brian Riewerts, Partner, Global Pharmaceuticals and Life Sciences, PricewaterhouseCoopers LLP, Baltimore, MD, USA (Moderator)

2:15 pm Global Transparency Management: 2010 Industry Survey Key Findings
William E. Buzzo, MS, Vice President and General Manager Compliance, Solutions Division, Cegedim Relationship Management, Richmond, VA, USA
Guillaume Roussel, Vice President, Compliance Solutions EMEA, Cegedim Relationship Management, Paris, France

2:45 pm Closing Keynote Panel: Ethics and Compliance — Trust, Reputation and the Public Perception of the Global Pharmaceutical Enterprise
Philippa Foster Back, OBE, Director, Institute of Business Ethics, Chairman, UK Antarctic Heritage Trust, Past President, Association of Corporate Treasurers, London, UK
Philippe Montigny, Certification Committee President, ETHIC Intelligence International, President, ETHIC Intelligence France, Executive Director and Partner, International Development & Strategies - France, Paris, France
Paul B. Woods, BPharm, MA, MRPharmS, Independent Consultant, Former Global Compliance Policy Director, AstraZeneca, Macclesfield, Cheshire, UK (Moderator)

3:30 pm ADJOURNMENT

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY FOR THE INTERNATIONAL PHARMA CONGRESS:

PAYMENTS
All payments must be made in Euros. Payments are only accepted through credit card or bank transfer. A person will not be deemed to be formally registered until payment in full has been received. To receive the early bird discount, payment must be received by the early bird date. All payments must be made within 10 days of registration in order to reserve your seat at the conference. Delegates with outstanding payment balances will be asked for payment on site, proof of payment or a guarantee by credit card and seating will be subject to availability.

PRO FORMA INVOICES
Complete one of the online forms and generate a Pro Forma Invoice, or fill out the downloadable form to email, fax, or mail in your request for a Pro Forma Invoice. For questions about the registration process, contact the Registration Office at 800-503-8171 and +1 206-452-5528, or send an email to registration@hcconferences.com.

CANCELLATIONS/SUBSTITUTIONS
No refunds will be given for “no-shows” or for cancellations. You may send a substitute or transfer your onsite registration to an online registration. Please call the Conference Office at 800-503-8171 and +1 206-452-5528, or send an email to registration@hcconferences.com.

REGISTRATION BINDING AGREEMENT
Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute. There will be no refunds for “no-shows” or cancellations.

TERMS AND CONDITIONS
Program subject to change. Registration form submitted via fax, mail, email or online constitutes a binding agreement between the parties.

REGARDING ONLINE ATTENDANCE
Individuals or groups may register for Internet access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be provided a series of user names and passwords to distribute to participants. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts. Internet registrants will enjoy six (6) months access from date of issuance of user name and password.

Only one user (per user name and password) may view or access archived conference. It is not permissible to share user name and password with third parties. Should Internet registrants choose to access post conference content via alternative media (Flash Drive), this individual use limitation applies. It is not permissible to share alternative media with third parties. User name and password use will be monitored to assure compliance.

Continued next page
The Fifth International Pharma Congress

REGISTRATION FORM

HOW TO REGISTER: Fully complete the following (one form per registrant, photocopies acceptable). Credit card information or request for Pro Forma Invoice must accompany each registration.


FAX: +1 206-319-5303 (Include credit card information with registration)

MAIL: Conference Office, 22529 39th Ave SE, Bothell, WA 98021 USA

FOR REGISTRATION QUESTIONS:

PHONE: 800-503-8171 (Continental US, Alaska and Hawaii only) or +1 206-452-5528 (United States) or +44 (0)208 407 6167 (Outside US)

E-MAIL: registration@hcconferences.com (Registration not available by phone)

REGARDING VISA INFORMATION FOR FOREIGNERS ENTERING TURKEY, please refer to http://www.mfa.gov.tr/visa-information-for-foreigners.en.mfa. This has the list of countries with visa details. The drop down menu under “Visa Information” provides forms and pricing per country.

ONLINE CONFERENCE ATTENDANCE

Online conference registration includes the live Internet feed from the Congress, plus six months of continued archived Internet access, available 24/7.

INDIVIDUAL REGISTRATION — CONFERENCE REGISTRATION:

<table>
<thead>
<tr>
<th>Standard Rate:</th>
<th>€1295</th>
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<tr>
<td>Through Friday, February 18, 2011*</td>
<td>€1595</td>
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<td>Through Friday, March 25, 2011**</td>
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<td>PCF Member Rate***</td>
<td>€695</td>
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*** To qualify for the PCF member rate an individual must be an employee of a member company of the Pharmaceutical Compliance Forum (PCF), www.PharmaComplianceForum.com.

SELECT YOUR TRACK SESSIONS:

Wed. May 4 – 4:00 pm
- I: EU COMPLIANCE ISSUES UPDATE
- II: CEE COMPLIANCE ISSUES UPDATE
- III: MEA COMPLIANCE ISSUES UPDATE
- IV: GLOBAL COMPLIANCE CASE STUDIES...

Thurs. May 5 – 8:30 am
- V: GLOBAL COMPLIANCE AUDITING AND MONITORING
- VI: FCPA AND GLOBAL ANTI-CORRUPTION
- VII: GLOBAL TRANSPARENCY, DISCLOSURE AND AGGREGATE SPEND ISSUES

CONFERENCE ELECTRONIC MEDIA

Following the Congress, the video and presentations are made available in the following format. To take advantage of the discounted price below, you must reserve media WITH your Congress registration:

Conference Audio/Video and Powerpoint on:
- Flash Drive (€99 + €30 shipping) | €129
- Web (6 month access) | €99

Terms and Conditions, continued

Each Internet registration is subject to a “bandwidth” or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at start of next month so long as registration period has not lapsed and subject to same capacity cap.

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Unauthorized sharing of Congress content via Internet access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Congress aggressively pursues copyright infringers.

If a registrant needs the ability to share Congress content within his or her organization, multiple Congress registrations are available at discounted rates. The Congress will pay a reward for information regarding unauthorized sharing of Congress content. The reward will be one quarter (25%) of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of $25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery.

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COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

NAME

SIGNATURE OF REGISTRANT - REQUIRED

JOB TITLE

ORGANIZATION

ADDRESS

CITY/STATE/ZIP/COUNTRY

TELEPHONE

E-MAIL

Special Needs (Dietary or Physical)

ONLINE CONFERENCE ATTENDANCE

Online conference registration includes onsite attendance, professional networking, and live interaction with the faculty, plus a conference materials CD.

INDIVIDUAL REGISTRATION — CONFERENCE REGISTRATION:

<table>
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GROUP REGISTRATION

Group registration offers the substantial volume discounts set forth below.

All group registrants are enrolled in the full International Pharma Congress.

GROUP REGISTRATION

<table>
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<tr>
<th>Standard Rate:</th>
<th>€995 each</th>
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<tr>
<td>Through Friday, February 18, 2011*</td>
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REGISTRATION BINDING AGREEMENT

Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute. There will be no refunds for “no-shows” or cancellations.

PAYMENT

TOTAL FOR ALL OPTIONS, ONSITE OR ONLINE:

Please enclose payment with your registration and return it to the Registrar at The International Pharma Congress, 22529 39th Ave SE, Bothell, WA 98021, USA or fax your credit card payment to +1 206-319-5303.

You may also register online at www.InternationalPharmaCongress.com.

If a credit card number is being given to hold registration until funds have been transferred, it must be so noted. If payment is not received by seven days prior to the Congress, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to HCCA Conferences.

ACCOUNT #

EXPIRATION DATE

SECURITY CODE

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SIGNATURE OF CARDHOLDER
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