Onsite: May 21 – 23, 2013 Madrid, Spain Meliá Castilla Hotel

Online: In your own office or home live via the Internet with 24/7 access for six months

www.InternationalPharmaCongress.com

OTHER KEYNOTE SPEAKERS:

- Reinhard Angelmar, PhD, Emeritus Professor of Marketing, The Salmon and Ramnau Fellow of Healthcare Management, INSEAD, Fontainebleau, France
- Jose F. Zamarriego Izquierdo, Director, Spanish Code Surveillance Unit, FARMAINDUSTRIA, Madrid, Spain
- Tamara Music, Manager, Influenza Vaccines & Code Compliance, IFPMA, Geneva, Switzerland

CO CHAIRS:

- Ann Beasley Bacon, Vice President, Corporate Compliance, International, Biogen Idec. (as of March 1); Former Corporate Compliance, International, Biotech Companies
- Roeland Van Aelst, Vice President EMEA and Canada, Johnson & Johnson; Vice President, EMEA and Canada, Johnson & Johnson

OTHER KEYNOTE SPEAKERS:

- Marie-Claire Pickaert, Deputy Director General, European Federation of Pharmaceutical Industries and Associations (EFPIA), Brussels, Belgium
- Heather Simmonds, Director and Chair, Code of Practice Panel, Prescription Medicines Code of Practice Authority, London, UK
- Andy Powrie-Smith, Director for Trust and Reputation, Association of the British Pharmaceutical Industry (ABPI), London, UK

AND MINI SUMMITS:

I: Basic Compliance Training
II: Global Auditing and Monitoring Best Practices II
III: Annual MEA Compliance Roundtable
IV: Social Media, Apps and eDigital Space
V: Crucial Compliance Resources and Non-Material Support For Compliance Officers
VI: INSEAD Case Study Discussion
VII: Compliance Issues for Small-Mid Size Pharma and Biotech Companies
VIII: Annual CEE Compliance Update
IX: Advanced Issues In Global Transparency
X: Global Compliance Issues and Initiatives In The Medical Device Sector
XI: Global Anti-Bribery Compliance
XII: Global Auditing and Monitoring Best Practices II
XIII: Global Compliance Issues Update
XIV: Public Procurement and Pharma Pricing Update
XV: Global Compliance Codes Update
XVI: Pre- and Post-Transaction Due Diligence For Compliance
XVII: Making Use Of Case Studies As An Educational Tool
XVIII: Achieves Reel in Managing Global Corruption and Preventing Your Initiative’s Downfall
The first international Pharmaceutical Compliance Congress and Best Practices Forum was held in Brussels in June 2007 to bring together company compliance professionals, regulators, lawyers, and consultants working in this interesting and expanding field. The purpose was to hold a truly global conference, addressing the key issues of the day. The first international conference agenda was mainly developed by company compliance professionals around topics that they wanted to know more about, which is one of the great strengths of these conferences and continues to be one of their key features.

In addition to Brussels, other international conferences have been held in Paris (2008), Rome (2009), Berlin (2010), Istanbul (2011) and Budapest (2012). Over the years the international conference agendas have developed to focus particular streams on the European Union (EU), Central and Eastern Europe (CEE), and Middle East and Africa (MEA), in addition to plenary sessions on global topics. The 2013 conference continues this trend.

The Seventh International Pharmaceutical Compliance Congress and Best Practices Forum focuses on ethics, anti-bribery, transparency requirements and industry body code updates. In addition to the major topics, the whole conference agenda promises to deliver informative and useful discussions on the key topics that may be causing company compliance officers varied levels of concern. The speaker line-up for this conference is very impressive, as usual. Whether the discussions are led by those working in life science companies, industry bodies, regulators, or consultancy/solutions companies, the information imparted at these conferences is always of the highest quality. These conferences are also a great opportunity to network with fellow compliance professionals and build relationships that often last for many years of mutual support and assistance.

In 2013 the new International Society of Healthcare Ethics and Compliance Professionals (ethics) has become the Congress sponsor and the Pharmaceutical Compliance Forum (PCF) has become the Congress co-sponsor.
WHO SHOULD ATTEND:
- Pharmaceutical Manufacturers
- Generic Pharmaceutical Manufacturers
- Medical Device 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

SPONSOR:
INTERNATIONAL SOCIETY OF HEALTHCARE ETHICS AND COMPLIANCE PROFESSIONALS (ETHICS) is a new professional Society established in 2012 currently comprised of around 50 members, all active in major pharma and medical device companies. ETHICS intends to become the reference professional society for ethics and compliance practitioners in the healthcare sector with the ultimate goal to contributing to the professional development of individuals and the success of ethics and compliance organizations.

CO-SPONSOR:
THE PHARMACEUTICAL COMPLIANCE FORUM (PCF), www.PharmaComplianceForum.org, 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.

MEMBERSHIP APPLICATION FORM
Please complete and return a scanned copy/the original form to one of the addresses listed at the bottom of this application form. You can also apply online at: www.ethicspros.com.

1. Name:
2. Telephone:
3. Email:
4. Company:
5. Position:
6. Please specify whether you wish to join ETHICS as: □ A Benefactor Member (fee for 2013 is 1500€) □ An Active Member (fee for 2013 is 200€)
7. Please describe briefly your function and reporting line:
8. What is your level of Seniority in your current position?
9. What is your level of Seniority within the Compliance/Ethics functions?

RETURN completed application form to one of the following addresses:

a. Directly to our Association’s email: application@ethicspros.com
b. To our Secretary General: Arthur.muratyan@gmail.com
c. Via Post to: ETHICS c/o Clifford Chance
9 Place Vendôme • 75002 Paris • France

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 six months immediately following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROs: Live digital feed and 24/7 Internet access for the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.

At your office . . .

. . . or home
### TUESDAY, MAY 21, 2013

#### ENGLISH AGENDA:

**INVITATION-ONLY SPANISH COMPLIANCE ROUNDTABLE**

Sponsored by FARMAINDUSTRIA  
No cost; In Spanish with Spanish/English simultaneous translation

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| 09:30 am | **Welcome and Introductions**  
Jose F. Zamarriego Izquierdo, Director, Spanish Code Surveillance Unit, FARMAINDUSTRIA, Madrid, Spain (Host and Moderator) |
| 09:35 am | **Press Releases**  
Julian Zabala, Head of Communications, FARMAINDUSTRIA, Madrid, Spain |
| 10:05 am | **Patient Support Programs**  
Arancha Burgos, Spanish Code Surveillance Unit, FARMAINDUSTRIA, Madrid, Spain |
| 10:35 am | **Fees for Services Provided to Healthcare Professionals**  
Santiago Páramo, Spanish Code Surveillance Unit, FARMAINDUSTRIA, Madrid, Spain |
| 11:05 am | **Promotion of Medicines through Digital Channels**  
Olga Sanz, Spanish Code Surveillance Unit, FARMAINDUSTRIA, Madrid, Spain |
| 11:35 am | **Adjournment and Lunch on your Own** |

#### TUESDAY, MAY 21, 2013

**DAY I THEME — ETHICS:**

**MOVING FROM RULES-BASED ONLY “COMPLIANCE” PROGRAMS TO ETHICS AND COMPLIANCE CULTURES**

**INTERNATIONAL PHARMA CONGRESS:**

**DAY I: OPENING PLENARY SESSION**

(In Spanish and English with simultaneous translation)

<table>
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| 1:00 pm | **Welcome**  
Roeland Van Aelst, Vice President EMEA & Canada, Health Care Compliance and Privacy, Johnson & Johnson; Board Member and Co-chair, Strategic Committee, International Society of Healthcare Ethics and Compliance Professionals (ethics), Brussels, Belgium (Co-chair) |
| 1:10 pm | **International Pharma Congress Vision and Overview**  
Ann Beasley Bacon, Vice President Corporate Compliance, International, Biogen Idec; (as of March 1); Former Global Compliance Officer, Novartis Pharma AG; Board Member and Co-chair, Strategic Committee, International Society of Healthcare, Ethics and Compliance Professionals (ethics), Zug, Switzerland (Co-chair) |
| 1:30 pm | **Gabor Danielfy Memorial Keynote Address:**  
The Role of Global Compliance in the Pharmaceutical Enterprise  
Elvira Sanz, Presidente, Pfizer Spain, Presidente, Farmaindustria, Madrid, Spain |
| 2:00 pm | **Keynote Address and Roundtable:**  
Ethics, Culture and Compliance  
Paul Woods, BPharm, MA, MRPharmS, Independent Consultant; Former Global Compliance Director, AstraZeneca, Macclesfield, Cheshire, UK (Moderator) |
| 2:15 pm | **Keynote Address: Business Ethics for Pharma and Device Companies**  
Marc Le Menestrel, PhD, Visiting Professor of Ethics, INSEAD; Associate Professor, University Pompeu Fabra (Barcelona), Barcelona, Spain |

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**SPANISH AGENDA:**

**MESA REDONDA ACCESIBLE MEDIANTE INVITACIÓN: DESAFÍOS DEL COMPLIANCE OFFICER EN ESPAÑA**

Gratuito; en castellano con traducción simultánea Castellano/Inglés.

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| 09:30 am | **Bienvenida y Presentaciones**  
Jose F. Zamarriego Izquierdo, Director Unidad de Supervisión Deontológica, FARMAINDUSTRIA, Madrid, Spain (Moderador) |
| 09:35 am | **Notas de Prensa**  
Julian Zabala, Director de Comunicación, FARMAINDUSTRIA, Madrid, Spain |
| 10:05 am | **Programas de Apoyo a Pacientes**  
Arancha Burgos, Unidad de Supervisión Deontológica, FARMAINDUSTRIA, Madrid, Spain |
| 10:35 am | **Servicios Prestados por Profesionales Sanitarios**  
Santiago Páramo, Unidad de Supervisión Deontológica, FARMAINDUSTRIA, Madrid, Spain |
| 11:05 am | **Promoción de Medicamentos en Soportes Digitales**  
Olga Sanz, Unidad de Supervisión Deontológica, FARMAINDUSTRIA, Madrid, Spain |
| 11:35 am | **Fin de la Sesión y Comida Libre** |
WEDNESDAY, MAY 22, 2013

DAY II THEME — ON-GOING, EMERGING AND DEEP-DIVES INTO SUBSTANTIVE COMPLIANCE ISSUES

Registration Commences

Welcome and Overview

Dominique Laymand, Esq., Vice President Compliance and Ethics EMEA (Europe, Middle-East, Africa, Russia and Turkey), Bristol-Myers Squibb; President, International Society of Healthcare Ethics and Compliance Professionals (ethics), Paris, France (Co-chair)

Transparency International Keynote

Huguette Labelle, CC, PhD, LLB, Chair, Transparency International, Companion of the Order of Canada; Former Deputy, Canadian Secretary of State, Transport Canada, Public Service Commission and Canadian International Development Agency, Berlin, Germany

Anticorruption Roundtable

Lewis Morris, Esq., Senior Counsel, Adelman, Sheff and Smith LLC; Former Chief Counsel to the Inspector General, Office of Inspector General, US Department of Health and Human Services, Annapolis, MD, USA

Vivian Robinson, Esq., Partner, McGuire Woods; Former General Counsel of the UK Serious Fraud Office; Former Head, QEB Hollis Whiteman Chambers; Recorder of the Crown Court and Treasurer of Inner Temple, London, UK

Joseph B. Tompkins, Jr., Partner, Sidney Austin LLP; Former Deputy Chief of the Fraud Section, Criminal Division, United States Department of Justice, Washington, DC, USA

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)

EU Transparency Roundtable

Denmark

Carsten Blaesberg, Chief Consultant, Lif Denmark, The Danish Association of the Pharmaceutical Industry, Copenhagen, Denmark

France

Julie Bonhomme, Esq., Legal and Compliance Manager, Legal and Compliance Department, LEEM, Paris, France

Netherlands

Matthijs M. van Blokland, Esq., General Counsel, Prosensa; General Counsel and Senior Policy Advisor Legal Affairs, Association for Innovative Medicines, Nefarma; Board Member, Stichting CGR, Amsterdam, The Netherlands

United Kingdom

Heather Simmonds, Director, Prescription Medicines Code of Practice Authority, London, UK

Session continued next page
DAY II: AFTERNOON PLENARY SESSION

1:30 pm Congresses and the Realities: Practicalities of Cross-border Confluence, the Complexities of Territorial Issues vs. Global Activities, Mixing IFPMA/EFPIA Codes with Congress and Society Rules

Debra C. Forster, Esq., Global Compliance Officer, Novartis Pharma AG, Basel, Switzerland

Jose F. Zamarriego Izquierdo, Director, Spanish Code Surveillance Unit, FARMAINDUSTRIA, Madrid, Spain

Marie-Claire Pickaert, Deputy Director General, European Federation of Pharmaceutical Industries and Associations (EFPIA), Brussels, Belgium

Jeff Rosenbaum, Vice President, Chief Compliance Officer, Vertex Pharmaceuticals; Former Executive Director, Global Head of Ethics & Compliance, Novartis Oncology, Boston, MA

Christian-Claus Roth, Head of Congresses and Conventions, Novartis Pharma; Vice President, International Pharmaceutical Congress Advisory Association (IPCCA), Basel, Switzerland

Ann Beasley Bacon, Vice President Corporate Compliance, International, Biogen Idec. (as of March 1); Former Global Compliance Officer, Novartis Pharma AG; Board Member and Co-chair, Strategic Committee, International Society of Healthcare, Ethics and Compliance Professionals (ethics), Zug, Switzerland (Moderator)

2:15 pm Break

DAY II: AFTERNOON MINI SUMmits

MINI SUMMIT II: BASIC COMPLIANCE TRAINING

2:45 pm Welcome and Overview

Michael J. Morgan, Ethics and Compliance Officer, Australia, Canada and Europe, Eli Lilly and Company, Windlesham, Surrey, UK

Lewis Morris, Esq., Senior Counsel, Adelman, Shefl and Smith LLC; Former Chief Counsel to the Inspector General, Office of Inspector General, US Department of Health and Human Services, Ammon, MD, USA

Sue Egan, Director and Principal Consultant, Sue Egan Associates; Editor, Life Science Compliance; Former Vice President Compliance, AstraZeneca, Great Missenden, Buckinghamshire, UK (Moderator)

4:00 pm Transition Break

MINI SUMMIT II: GLOBAL AUDITING AND MONITORING BEST PRACTICES I — BEST PRACTICES IN GLOBAL AUDITING AND COMPLIANCE MANAGEMENT SYSTEMS

2:45 pm Welcome and Overview

Yogesh Bahl, MBA, Partner, National Practice Leader - Life Sciences, Deloitte Financial Advisory Services LLP, New York, NY, USA

Andy Bender, MS, MBA, President, Poloriam New York, NY, USA

L. Stephan Vince, JD, LLM, MBA, Director, Audit and Enterprise Risk Services, Deloitte & Touche LLP; Former Vice President, Ethics & Compliance Officer and Privacy Officer, TAP Pharmaceutical Products Inc., Boston, MA, USA (Moderator)

4:00 pm Transition Break

MINI SUMMIT III: ANNUAL MEA COMPLIANCE ROUNDTABLE

2:45 pm Annual MEA Compliance Update

Hulya Baran, Director, Ethics and Compliance TMEA - CS, Eli Lilly and Company, Istanbul, Turkey

Meltem Ozker Gunduz, Legal Affairs and Compliance Director, Business Area Near East, Novo Nordisk, Istanbul, Turkey

Laura Nassar, Regional Pharma HCC Officer Emerging Markets, Johnson & Johnson, Beirut, Lebanon

Joe Henein, President and Chief Executive Officer, NewBridge Pharmaceuticals; Former Regional Managing Director, Middle East and North Africa, Wyeth Pharmaceuticals, Dubai, United Arab Emirates (Moderator)

4:00 pm Transition Break

MINI SUMMIT IV: EMERGING COMPLIANCE ISSUES: SOCIAL MEDIA, APPS AND DIGITAL SPACE: OPPORTUNITIES AND CHALLENGES

2:45 pm Welcome and Overview

Bulent Becan, Managing Partner, Atuva Management Consultancy and Trade Ltd.; Consultant in Ethics Issues, Turkish Research Based Pharmaceutical Companies Association (AIFD), Istanbul, Turkey

Noelia de Miguel, PhD, Esq., Senior Associate and Head of Life Sciences Regulatory Spain, Hogan Lovells International LLP, Madrid, Spain

Olga Sanz, Spanish Code Surveillance Unit, FARMAINDUSTRIA, Madrid, Spain

Denise Silber, President, Basil Strategies Digital Consultancy and Organizers, Doctors 2.0 & You Conference, Paris, France

Philippe Cloarec, European Ethics and Compliance Associate - CCEP-I, Eli Lilly and Company, Geneva, Switzerland (Moderator)

4:00 pm Transition Break

MINI SUMMIT V: CRUCIAL COMPLIANCE RESOURCES AND NON-MATERIAL SUPPORT FOR COUNTRY COMPLIANCE OFFICERS; CROSS BORDER EXPERT ENGAGEMENTS

2:45 pm Crucial Compliance Resources and Non-material Support for Country Compliance Officers

Tomasz Kruk, LLM, MBA, Director Global Ethics and Compliance, Actavis, Zug, Switzerland

3:15 pm Effective Management of Cross-border Expert Engagements (Case Study)

Wayne Baker, Senior Vice President and Chief Sales Officer, AHM, New Providence, NJ, USA

4:00 pm Transition Break
MINI SUMMIT VI: INSEAD CASE STUDY DISCUSSION
2:45 pm Welcome and Overview
Reinhard Angelmar, PhD, Emeritus Professor of Marketing, The
Salmon and Rameau Fellow of Healthcare Management, INSEAD, Director,
INSEAD Healthcare Compliance Leadership Programmes, Fontainebleau,
France (Moderator)

4:00 pm Transition Break

MINI SUMMIT VII: COMPLIANCE ISSUES FOR SMALL-MID SIZE
PHARMA AND BIOTECH COMPANIES
2:45 pm Welcome and Overview
John Patrick Oroho, Esq., Executive Vice President and Chief Strategy
Officer, Porzio Life Sciences, LLC, Principal, Porzio, Bromberg & Newman
PC, Morristown, NJ, USA (Moderator)

4:00 pm Transition Break

MINI SUMMITS GROUP II

MINI SUMMIT VIII: ANNUAL CEE COMPLIANCE UPDATE
4:15 pm Annual CEE Compliance Update
Oleksiy Bezhevtsov, JD, MBA (Invited), Partner, ARCA Law Firm;
Partner, Legal Alliance Company, Ukraine
Tomasz Kruk, LLM, MBA, Director Global Ethics and Compliance,
Actavis, Zug, Switzerland
Paul J. Melling, Esq., Founding Partner, Baker & McKenzie - CIS,
Limited, Moscow, Russia
Madina Torchinova, Esq., (Invited), Regional Compliance Officer CEE,
Sandoz; Former Director Legal and Regulatory Affairs, Association of
International Pharmaceutical Manufacturers (AIPM), Munich, Germany
Mariusz Witalis, Partner, Fraud Investigation and Dispute Services,
Ernst & Young LLP, Warsaw, Poland (Moderator)

5:30 pm ADJOURNMENT

MINI SUMMIT IX: ADVANCED ISSUES IN GLOBAL
TRANSPARENCY, DISCLOSURE AND AGGREGATE
SPEND COMPLIANCE
4:15 pm Welcome and Overview
Andy Bender, MS, MBA, President, Polaris, New York, NY, USA
Daniel A. Kracov, Esq., Partner and Head, FDA and Healthcare Practice,
Arnold & Porter, Washington, DC, USA
Andrew Parks, Director, KPMG, McLean, VA, USA
Guillaume Roussel, Vice President, Compliance Solutions, EMEA,
Cegedim Relationship Management, Paris, France (Moderator)

5:30 pm ADJOURNMENT

MINI SUMMIT X: LESSONS FROM GLOBAL COMPLIANCE ISSUES
AND INITIATIVES IN THE MEDICAL DEVICE SECTOR
4:15 pm Welcome and Overview
Suzanne Durdevic, DEA, LLM, Senior Director, General Counsel,
EMEA, Boston Scientific International; Chair, Legal Affairs Group,
EUCOMED, Paris, France
Guillaume Génin, Esq. (Invited), Vice President Legal & Compliance
at Zimmer; Member, EUCOMED Legal Affairs and Code Committees, Paris,
France
Anthony McQuillan, Esq., Vice President Legal and Compliance EMEA,
Medtronic; Chair, EUCOMED Code Committee, Tolochenaz, Switzerland
Elisabethann Wright, Esq., Partner, Hogan Lovells; Former Senior
Legal Officer and Hearing Officer, EFTA Surveillance Authority, Brussels,
Belgium
Brian Riewerts, Partner, Global Pharmaceuticals and Life Sciences,
PwC LLP Baltimore, MD, USA (Co-moderator)
Roeland Van Aelst, Vice President EMEA & Canada, Health Care
Compliance and Privacy, Johnson & Johnson; Board Member and Co-chair,
Strategic Committee, International Society of Healthcare Ethics and
Compliance Professionals (ethics), Brussels, Belgium (Co-moderator)

5:30 pm ADJOURNMENT

MINI SUMMIT XI: ADVANCED ISSUES IN GLOBAL
ANTI-BRIBERY COMPLIANCE
4:15 pm Welcome and Overview
Gary F. Giampetruzzi, Esq., Vice President and Assistant General
Counsel, Head of Government Investigations, Pfizer Inc., New York, NY, USA
Edward F. Hanover, III, General Counsel, Novo Nordisk Region
International Operations A/S, Zurich, Switzerland
Marc L. Miller, Partner, KPMG LLP, New York, NY, USA
Vivian Robinson, Esq., Partner, McGuireWoods; Former General
Counsel of the UK Serious Fraud Office; Former Head, QEB Hollis Whiteman
Chambers; Recorder of the Crown Court and Treasurer of Inner Temple,
London, UK (Co-moderator)
Joseph B. Tompkins, Jr., Partner, Sidney Austin LLP; Former Deputy
Chief of the Fraud Section, Criminal Division, US Department of Justice,
Washington, DC, USA (Co-moderator)

5:30 pm ADJOURNMENT

MINI SUMMIT XII: GLOBAL AUDITING AND MONITORING
BEST PRACTICES II — THIRD PARTY AUDITS
4:15 pm Welcome and Overview
George Fife, Director, EMEA Compliance and Ethics, Bristol-Myers
Squibb, Paris, France
Melda Tanyeri, MS, MBA, Senior Manager, Fraud Investigation and
Dispute Services, Ernst & Young LLP, Paris, France (Moderator)

5:30 pm ADJOURNMENT

MINI SUMMIT XIII: GLOBAL COMPLIANCE ISSUES UPDATE
4:15 pm Welcome and Overview
John Auerbach, MA, Partner, Fraud Investigation and Dispute Services,
Ernst & Young, Shanghai, China
Joe Henein, President and Chief Executive Officer, NewBridge
Pharmaceuticals; Former Regional Managing Director, Middle East and
North Africa, Wyeth Pharmaceuticals, Dubai, United Arab Emirates
Vivian Lima-Barnett, OEC Director, Latin America, Abbvie; Co-chair,
Latin American Pharma Congress, Abbott Park, IL, USA
Madina Torchinova, Esq., (Invited), Regional Compliance Officer CEE,
Sandoz; Former Director Legal and Regulatory Affairs, Association of
International Pharmaceutical Manufacturers (AIPM), Munich, Germany
Juan Francisco Millán Soberanes, MD, Secretary and Executive
Director, CETIFARMA, Mexico City, Mexico
Keith M. Korenchuk, JD, MPH, Partner, Arnold & Porter LLP,
Washington, DC, USA (Moderator)

5:30 pm ADJOURNMENT
THURSDAY, MAY 23, 2013

DAY III THEME — TRANSFORMING THE COMPLIANCE PROFESSION: PROFESSIONAL STANDARDS, FUNCTIONAL OWNERSHIP AND EXCELLENCE

7:30 am Registration Commences

DAY III: MORNING PLENARY SESSION

8:30 am Welcome and Introductions
Michael J. Morgan, Ethics and Compliance Officer, Australia, Canada and Europe, Eli Lilly and Company; Board Member, International Society of Healthcare Ethics and Compliance Professionals (ethics), Windlesham, Surrey, United Kingdom (Co-chair)

8:45 am Keynote: The Role of the International Society of Healthcare Ethics and Compliance Professionals (ethics) in Transforming the Compliance Profession
Arthur Muratyan, Esq., Secretary General and Board Member, International Society of Healthcare, Ethics and Compliance Professionals (ethics); Former Vice President-Head of Legal Corporate, and Global Compliance Officer, Sanofi, Paris, France

9:15 am Roundtable: Compliance as a Profession: Common Body of Knowledge, Training, Professional Ethics and Professional Certification
Carl H. Coleman, JD, Professor of Law and Director of Global Initiatives, Center for Health & Pharmaceutical Law & Policy and Gibbons Institute of Law, Science & Technology, Seton Hall University School of Law; Former Bioethics and Law Adviser, World Health Organization (WHO), Newark, NJ
Michael Herz, Esq., Director, Audit and Enterprise Risk Services, Deloitte & Touche LLP; Former Vice President and Chief Compliance Officer, Victory Pharmaceuticals, Inc., Costa Mesa, CA, USA
Reinhard Angelier, PhD, Emeritus Professor of Marketing, The Salaman and Rameau Fellow of Healthcare Management, INSEAD, Fontainebleau, France (Moderator)

10:45 am Break

MINI SUMMITS GROUP III

MINI SUMMIT XIV: EMERGING COMPLIANCE ISSUE: PUBLIC PROCUREMENT AND PHARMA PRICING UPDATE

11:00 am Panel Discussion
Paola La Licata, Esq., Of counsel, Hogan Lovells International LLP, Rome, Italy
Hein van den Bos, Esq., Counsel, Hogan Lovells International LLP, Amsterdam, Netherlands

12:30 pm ADJOURNMENT

MINI SUMMIT XV: GLOBAL COMPLIANCE CODES UPDATE

11:00 am Panel Discussion
Asia Pacific Codes
John Auerbach, MA, Partner, Fraud Investigation & Dispute Services, Ernst & Young, Shanghai, China
Latin American Codes
Vivian Lima-Barnett, OEC Director, Latin America, Abbvie; Co-chair, Latin American Pharma Congress, Abbott Park, IL, USA
AIPM and IMEDA Codes (Russia)
Pavel Melling, Esq., Founding Partner, Baker & McKenzie - CIS, Limited, Moscow, Russia

12:30 pm ADJOURNMENT

MEA Codes
Joe Henein, President and Chief Executive Officer, NewBridge Pharmaceuticals; Former Regional Managing Director, Middle East and North Africa, Wyeth Pharmaceuticals, Dubai, United Arab Emirates

Mexico Codes
Juan Francisco Millán Soberanes, MD
Secretary and Executive Director, CEMIFARMA, Mexico City, Mexico

Turkish Code
Bülent Becan, Managing Partner, Atuva Management Consultancy and Trade Ltd.; Consultant in Ethics Issues, Turkish Research Based Pharmaceutical Companies Association (AIFD), Istanbul, Turkey

EFPIA Code
Marie-Claire Pickaert, Deputy Director General, European Federation of Pharmaceutical Industries and Associations (EFPIA), Brussels, Belgium

IFPMA Code
Tamara Music, Manager, Influenza Vaccines & Code Compliance, IFPMA, Geneva, Switzerland
Moderator

12:30 pm ADJOURNMENT

MINI SUMMIT XVI: BEST PRACTICES FOR PERFORMING PRE- AND POST-TRANSACTION DUE DILIGENCE FOR COMPLIANCE

11:00 am Panel Discussion
Brian E. Kowalski, Esq., Associate, Latham & Watkins, Washington, DC, USA
Greg Crouse, Principal, Ernst & Young LLP, Moscow, Russia (Moderator)

12:30 pm ADJOURNMENT

MINI SUMMIT XVII: MAKING USE OF CASE STUDIES AS AN EDUCATIONAL TOOL; COMPLIANCE CASE STUDIES

11:00 am Panel Discussion
Nancy A. Grygiel, LLM, Senior Director, International Business Compliance, Allergan, Irvine, CA, USA
Jonathon Kellerman, Principal, Pharmaceutical and Life Sciences Advisory Services, PwC LLP, Forham Park, NJ, USA (Co-moderator)
Gerard Geneen, Vice President, Compliance Officer, Pharma Europe GlaxoSmithKline, Brentford, Middlesex, UK (Co-moderator)

12:30 pm ADJOURNMENT

MINI SUMMIT XVIII: THE ACHILLES HEEL IN MANAGING GLOBAL CORRUPTION AND PREVENTING YOUR INITIATIVE’S DOWNFALL

11:00 am Panel Discussion
Gerry Fujimoto, CPA, Partner, Forensic & Dispute Services, Deloitte Financial Advisory Services, LLP, San Francisco, CA
Juan Valderas, Partner, Forensic & Dispute Services, Deloitte Financial Advisory Services, LLP, Madrid, Spain

12:30 pm ADJOURNMENT

VISA INFORMATION
US, EU, and Canadian citizens aren’t required to have visas to enter Spain but attendees from Turkey and Russia will need them. For other countries, go to http://cibtvisas.co.uk/ for more information.
SAVE THESE DATES IN 2013!

FIFTH ANNUAL SUMMIT ON DISCLOSURE, TRANSPARENCY AND AGGREGATE SPEND
SPONSORED BY Pharmaceutical Compliance Forum
MEDIA PARTNERS: Harvard Health Policy Review, Health Affairs, Life Science Compliance and Rx Compliance Report
February 19 - 21, 2013 • Washington, DC, USA • www.DisclosureSummit.com

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SPONSORED BY Asia Pacific Healthcare Industry Compliance Team
COSPONSORED BY Pharmaceutical Compliance Forum
MEDIA PARTNERS: Life Science Compliance and Rx Compliance Report
September 10 – 12, 2013 • Kuala Lumpur, Malaysia • www.AsianPharmaCongress.com

FOURTEENTH PHARMACEUTICAL REGULATORY AND COMPLIANCE CONGRESS
Transformational Learning — Effective Knowledge Exchange
SPONSORED BY Pharmaceutical Compliance Forum
MEDIA PARTNERS: Harvard Health Policy Review, Health Affairs, Life Science Compliance and Rx Compliance Report
October 28 – 30, 2013 • Washington, DC, USA • www.PharmaCongress.com
THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

PAYMENTS
All payments must be made in Euros. Payments are only accepted through credit card and 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. 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 1-800-503-8171 and 1-206-452-5528, or send an email to registration@hcconferences.com.

REGARDING WEBCAST REGISTRATIONS
1. Individuals or groups may register for Webcast access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. 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.
3. Webcast registrants will enjoy six (6) months access from date of issuance of user name and password.
4. 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 Webcast registrants choose to access post-conference content via Flash Drive, this individual use limitation applies. It is not permissible to share alternative media with third parties.
5. User name and password use will be monitored to assure compliance.
6. Each Webcast 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 the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
7. For Webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 1-800-503-8171 or 1-206-452-5528 for further information.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS
1. For onsite group registrations, full registration and credit card information is required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for “no-shows” or for cancellations. You may send a substitute or switch to the Webcast option. Please call the Conference Office at 1-800-503-8171 or 1-206-452-5528 for further information.

METHOD OF PAYMENT FOR TUITION
Make payment to Health Care Conference Administrators LLC by MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

REGISTRATION OPTIONS
Registration may be made online or via mail, fax or scan.
You may register through either of the following:
• Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, USA, or fax the completed form to 1-206-319-5303, or scan and email the completed form to registration@hcconferences.com.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

TAX DEDUCTIBILITY
Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

CONTINUING EDUCATION UNITS (CEUs)
The Congress does not offer pre-approved Continuing Education Credits (CEUs) directly. However, onsite attendees can request a Certificate of Attendance which they can file with appropriate entities for credit, and Webcast attendees can request a Webcast Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

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

INTELLECTUAL PROPERTY POLICY
Unauthorized sharing of Congress content via Webcast 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. If you have knowledge regarding the unauthorized Congress content sharing, contact the Congress registration office.

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 card dispute.

GENERAL TERMS AND CONDITIONS
Program subject to cancellation or change. If the program is cancelled the only liability of the Congress will be to refund the registration fee paid. The Congress shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

FOR FURTHER INFORMATION
Call 800-503-8171 (Continental US, Alaska and Hawaii only) or 206-452-5528, send e-mail to registration@hcconferences.com, or visit our website at www.InternationalPharmaCongress.com.

HOW TO REGISTER:
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: 1 800-503-8171 (Continental US, Alaska and Hawaii only) or +1-206-452-5528, Monday-Friday, 7 AM - 5 PM PST
E-MAIL: registration@hcconferences.com

CONTACT INFORMATION – INTERNATIONAL CALL CENTER:
LONDON, UK — The International Pharma Congress has engaged the UK firm of Bamboo Events Ltd. as agent to handle telephone and email enquiries.
Hours: 9:00 – 17:00 (UK time)
Phone: +44 (0)208 407 6167
Email: IPCCallcenter@hcconferences.com

HOTEL INFORMATION/RESERVATIONS
The Hotel Melia Castilla is the official hotel for the Seventh International Pharmaceutical Compliance Congress. A special group rate of €140.00 single/€150.00 double per night including breakfast (plus tax) has been arranged for Congress Attendees. Hotel reservations can be made by calling or emailing the Hotel Melia Castilla directly at reservas.grupos@hotelmeliacastilla.com or +34 91 5713311. Please refer to The Seventh International Pharma Congress ID# 2969663 when making your reservation. Information about making a reservation online may be found at www.Internationalpharmacongress.com by clicking on the hotel/travel page. Reservations at the group rate will be accepted while rooms are available or until the cut-off date of Thursday, May 9, 2013. After this, reservations will be accepted on a space-available basis at the prevailing rate.

Hotel Melia Castilla
Calle del Capitán Haya, 43      28020 Madrid, Spain      +34 915 67 50 00

FOR REGISTRATION QUESTIONS:
PHONE: 1 800-503-8171 (Continental US, Alaska and Hawaii only) or +1-206-452-5528, Monday-Friday, 7 AM - 5 PM PST
E-MAIL: registration@hcconferences.com

CONTACT INFORMATION – INTERNATIONAL CALL CENTER:
LONDON, UK — The International Pharma Congress has engaged the UK firm of Bamboo Events Ltd. as agent to handle telephone and email enquiries.
Hours: 9:00 – 17:00 (UK time)
Phone: +44 (0)208 407 6167
Email: IPCCallcenter@hcconferences.com
INTERNATIONAL PHARMA CONGRESS

COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

NAME

SIGNATURE OF REGISTRANT - REQUIRED

JOB TITLE

ORGANIZATION

ONSITE CONFERENCE ATTENDANCE

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

CONFERENCE

Standard Rate:

- Through Friday, March 15, 2013* 
  €1,695
- Through Friday, April 19, 2013** 
  €1,895
- After Friday, April 19, 2013 
  €2,095

ETHICS/PCF Member Rate***:

- Through Friday, March 15, 2013* 
  €1,295
- Through Friday, April 19, 2013** 
  €1,495
- After Friday, April 19, 2013 
  €1,695

GROUP REGISTRATION:

Ten or more registrations submitted from the same organization at the same time receive the following discounted rate for conference registration. To qualify, all registrations must be submitted simultaneously:

- Group Registration Rate: 
  €1,195

CONFERENCE ELECTRONIC MEDIA:

Onsite Attendees — Following the Congress, the video and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Congress registration:

- Flash Drive (€99 + €30 shipping) € 129
- 6 months’ access on Web € 99

Note that conference electronic media may be used by the individual purchaser only Terms and Conditions apply (see page 10).

APPLICABLE VAT:

Upon receipt by the Congress of its Spanish VAT number, you will be charged an additional VAT rate percentage of your total registration fees.

INVITATION-ONLY SPANISH COMPLIANCE ROUNDTABLE:

All Congress attendees are invited to attend the Invitation-only Spanish Compliance Roundtable sponsored by FARMA/INDUSTRIA on the morning of Tuesday, May 21, 2013 immediately prior to the Congress. Please check this box if you intend to attend:

WEBCAST CONFERENCE ATTENDANCE

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

As an alternative to post-conference archived Internet access, Webcast conference registrants may choose to access conference content via Flash Drive, which includes video of all sessions and synched PowerPoint presentations.

CONFERENCE

Standard Rate:

- Through Friday, March 15, 2013* 
  € 895
- Through Friday, April 19, 2013** 
  € 995
- After Friday, April 19, 2013 
  €1,095

ETHICS/PCF Member Rate***:

- Through Friday, March 15, 2013* 
  € 595
- Through Friday, April 19, 2013** 
  € 695
- After Friday, April 19, 2013 
  € 795

GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employee conference participation.

Conference Access: 

- 5 or more €395 each 
- 10 or more €349 each 
- 20 or more €329 each 
- 40 or more €295 each

See INTELLECTUAL PROPERTY POLICY, page 10.

CONFERENCE ELECTRONIC MEDIA:

Webcast attendees — Following the Congress, the video and presentations are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Congress registration:

- Flash Drive (€99 + €30 shipping) € 129

(All Webcast attendees automatically receive 6 months access on web.)

PAYMENT

TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:

Please enclose payment with your registration and return it to the Registrar at 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.

- Bank transfer (payable to Health Care Conference Administrators LLC)
- Payment by credit card: American Express Visa Mastercard

If a credit card number is being given to hold registration only until such time as a bank transfer is received 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 HealthCare (HC) Conf LLC.

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. For Webcast and onsite registrants there will be no refunds for “no-shows” or cancellations.

ACCOUNT #

EXPIRATION DATE

SECURITY CODE

NAME OF CARDHOLDER

SIGNATURE OF CARDHOLDER

E-MAIL

WEBCAST CONFERENCE ATTENDANCE

WEBCAST CONFERENCE ATTENDANCE

Special Subscription Offer for Both Onsite and Webcast Attendees:

You can purchase an annual subscription to Life Science Compliance, www.lifesciencecompliance.info, for only €778 (a 10% discount off of the regular subscription rate). Subscriptions cover 6 issues in 2013, of which one is a double issue. Subscriptions are on a calendar year basis. This special rate is based on a single user. The annual institutional subscription price is based on digital access to the journal. There is an additional charge for hard copy. For more than 1 user, site licenses and consortia please contact the publisher.

- Subscription to Life Science Compliance €778

* This price reflects a discount for registration and payment received through March 15, 2013.

** This price reflects a discount for registration and payment received through Friday, April 19, 2013.

*** To qualify for the ETHICS/PCF member rate an individual must be an individual member or an employee of a member company of the International Society of Healthcare Ethics and Compliance Professionals (ethics) or the Pharmaceutical Compliance Forum (PCF).
International Pharmaceutical Compliance Congress

Publications Printing Dept.
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USA

(Address for Return Mail Only)

www.InternationalPharmaCongress.com

THE SEVENTH INTERNATIONAL Pharmaceutical Compliance Congress and Best Practices Forum

A Hybrid Conference & Internet Event
See page 3

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May 21 – 23, 2013 • Madrid, Spain

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www.InternationalPharmaCongress.com