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Mexico City, Mexico

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KEYNOTE SPEAKERS:
Eduardo Bohórquez, Executive Director, Transparency Mexican, Mexico Chapter of Transparency International; Executive Director, Ete Pats, Mexico City, Mexico
Oscar Ferenczi, Senior Vice President Latin America, Grünenthal, Miami, FL, USA
Antonio Ferreira, International Vice President, Janssen Latin America, Miami, FL, USA
Gavin French, Vice President and General Manager Latin America, Edwards Lifesciences, Sao Paulo, Brazil
Carlos D. Garcia, MBA, President, Latin America and Canada, Novartis Latin America Services, Inc., Miami, FL, USA
Joanna Groves, Chief Executive Officer, International Alliance of Patients’ Organizations (IAP0), London, UK
Miguel Salazar Hernandez, President and Country Manager, Mexico, Central America and Dominican Republic, Boehringer Ingelheim Mexico S.A. de C.V., Mexico City, Mexico
Omar Kleiber, MD, PhD, Secretary General, World Medical Association, Ferney-Voltaire, France
Martin Mercier, Vice President, Latin America, Astellas Pharma, Northbrook, IL, USA
Alma Rocío Balcazar Romero, Esq., Representative, Transparency International; Independent Consultant on Governance, Compliance and Corruption Risks, Bogota, Colombia
Carlos Campillo Serrano, MD, President, Council of Ethics and Transparency of the Pharmaceutical Industry (CETIFARMA), Mexico City, Mexico
Russell Williams, President, R&D Canada; Chair, IFPMA Code Compliance Network; Former Member, National Assembly of Quebec, Ottawa, Canada

FEATURING THESE SPECIAL SESSIONS:
LATAM Compliance and Ethics — Perspectives from the C-Suite
LATAM Pharmaceutical Association Executive Roundtable
Establishing the Consensus Framework for Ethical Collaboration: Patients, HCPs and Industry
Mexico Regulatory and Compliance Roundtable

MINI SUMMITS:
Core Compliance Competencies Training I, II and III
MERCOSUR Region (Argentina, Brazil, Paraguay, Uruguay, Venezuela & Bolivia) Compliance Update
Northern LATAM, Central America and Caribbean Compliance Update
Impact of International Pharma Codes on Congresses
Public-Private Integrity and Pharma Pricing Update
Best Practices in Monitoring Compliance of Third Parties
Investigations in Latin America

CONGRESS CO-CHAIRS:
Imelda Alvarez, Integrity and Compliance Head for Latin America and Canada, Novartis Corporativo, S.A. de C.V., Mexico City, Mexico
Felipe Coronel, Esq., Chief Compliance Officer, Regional Head Office, Grünenthal Latin America, Panama City, Panama
Clevetty Martinez, PhD, Regional Vice President Latin America, Office of Healthcare Compliance and Privacy, Johnson & Johnson International, Miami, FL, USA

CONTINUING EDUCATION CREDITS:
Accountants: Approved for up to 17.0 NASBE CPE credits
Compliance Professionals: The Congress is currently pending approval to offer Compliance Certification Board CCB Credits.
Attorneys: The Congress is currently pending approval to offer California, Pennsylvania and Texas MCLE Credit.

FEATURING IFPMA CODE WORKSHOP AND ETHICAL PROMOTION ROUNDTABLE:

AND A MEXICAN COMPLIANCE ROUNDTABLE:
Sponsored by CETIFARMA and IFPMA on the morning of Tuesday, July 29, 2014.

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Latin America is one of the fastest growing economic regions in the world. This has made Latin America one of the hottest markets for pharmaceutical and medical device sector growth. Multi-national corporations are seeing near double digit growth in several countries and local companies are thriving in most of the region.

As local governments deal with this economic growth, many are also concerned with anti-corruption, anti-bribery and transparency. Local laws are being passed to address these issues in many countries. Local associations are creating codes of ethics and health care systems are becoming more vigilant. These developments present challenges for pharmaceutical and medical device companies to adapt, change and evolve faster to be able to respond with new internal processes and behaviors.

The First Latin American Pharmaceutical and Medical Device Compliance Congress was held in São Paulo, Brazil in October of 2012. The Second Latin American Pharmaceutical and Medical Device Compliance Congress moves to Mexico City.

The Second Latin American Pharmaceutical and Medical Device Compliance Congress offers a rare opportunity for pharmaceutical and medical device companies conducting business in Latin America to hear from industry experts on cutting edge practical approaches to help manage these challenges in this fast growing region. The Congress is sponsored by the Latin American Ethics and Compliance Network, a voluntary group of pharmaceutical and medical device compliance professionals and legal counsel with regional oversight or responsibility across the Latin American region and co-sponsored by a number of organizations listed here on the right.

The Congress will offer opportunities to hear from business leaders from the industry, to identify top trends in this sector from Medical and Patient Organizations, to benchmark best practices from multi-national pharmaceutical and medical device corporations, to hear from several Latin American Pharma associations and learn about the latest codes and laws. This is the must attend pharmaceutical and medical device compliance conference of the year.

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

ABOUT THE CONGRESS CO SPONSORS:
CETIFARMA, the Council of Ethics and Transparency of Pharmaceutical Industry, is an autonomous and independent institution born in 2005 and it is part of the National Chamber of Pharmaceutical Industry (CANIFARMA). CETIFARMA aims to promote and maintain ethical conduct and transparent practices for the benefit of society and the sustainability of the industry in Mexico. CETIFARMA has established a Code of Ethics and Transparency in Pharmaceutical Industry, a Code of Good Promotional Practices and a Code for the Interaction with Patient Organizations.

CANIFARMA, founded in 1946 under the Law of Chambers and Business Organizations, the National Chamber of the Pharmaceutical Industry (CANIFARMA), is an autonomous institution of public interest, in accordance with the provisions of that law and as an organ of consultation and cooperation of the State. Currently consisting of 187 companies, representing four specialties or branches of production essential for health: Human use medicine, Veterinary use medicine, Health Auxiliary Products and Reagents and diagnostic systems.

The National Bioethics Commission is a deconcentrated agency of the Secretariat of Health, with technical and operational autonomy, born in 1989. The Central object of the National Bioethics Commission is to promote bioethical culture in the country, which involves establishing that it is about boosting ethical development of the society as a whole, encouraging a thoughtful awareness in both individuals and society towards uncertain situations that techno-scientific advancements entail, as well as looking for a greater engagement in the context of a plural and respectful discussion, and regulations that look after the social benefit without damaging social groups that are in a vulnerable position.

The International Society of Healthcare Ethics and Compliance Professionals (ETHICS) is a 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.

The National Academy of Medicine in Mexico, was created nearly 150 years ago and is the oldest medical association in Mexico. It congregates 600 physicians and healthcare professionals of all specialties and branches of medicine, including both national and foreign members. It is involved in the promotion of the study, research and continuous education in all fields of medicine, analyzing and disseminating knowledge and guiding criteria among healthcare professionals. It is the most renowned medical association, and as such it has the moral standing to endorse issues related to ethics and transparency.

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.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES: Take advantage of this unique opportunity to expand your reach! The Congress is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader. For more information call 206-673-4815 or email exhibits@hconferences.com.

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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 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.
TUESDAY, JULY 29, 2014

LATIN AMERICAN PHARMA/DEVICE COMPLIANCE
CONGRESS DAY I: OPENING PLENARY SESSION

1:00 pm  Welcome
Carlos Campillo Serrano, MD, President, Council of Ethics and Transparency of the Pharmaceutical Industry (CETIFARMA), Mexico City, Mexico
Imelda Álvarez, Integrity and Compliance Head for Latin America and Canada, Novartis Corporativo, S.A. de C.V., Mexico City, Mexico (Co-chair)

1:10 pm  Latin American Pharma/Device Congress Vision and Overview
Imelda Álvarez, Integrity and Compliance Head for Latin America and Canada, Novartis Corporativo, S.A. de C.V., Mexico City, Mexico (Co-chair)
Felipe Coronel, Esq., Chief Compliance Officer, Regional Head Office, Grünenthal Latin America, Panama City, Panama (Co-chair)
Clivetty Martinez, PhD, Regional Vice President, Latin America Office of Healthcare Compliance and Privacy, Johnson & Johnson International, Inc.; Chair, Latin American Ethics and Compliance Network, Miami, FL, USA (Co-chair)
Ted Acosta, Esq., Principal, EF; Former Senior Counsel, Office of the Inspector General, United States Department of Health and Human Services, New York, NY, USA and Paris, France (Moderator)

1:40 pm  LATINAM Compliance and Ethics — Perspectives from the C-suite
Óscar Ferenczi, Senior Vice President, Latin America, Grünenthal; Former Head Latin America, Sandes; Former Vice President and General Manager Brazil and Former General Manager Chile, Peru, and Ecuador, Merck Sharp & Dohme, Miami, FL, USA
Antonio Ferreira, International Vice President, Janssen Latin America, part of Janssen Pharmaceutical Companies of Johnson & Johnson; Chairman, Johnson & Johnson Latin America Contribution Committee (LACC); Board Member, Council of the Americas, Miami, FL, USA
Gavin French, Vice President and General Manager, Latin America, Edwards Lifesciences, Sao Paulo, Brazil
Carlos D. Garcia, MBA, President, Latin America and Canada, Novartis Latin America Services, Inc., Miami, FL, USA
Miguel Salazar Hernandez, President and Country Manager, Mexico, Central America and Dominican Republic, Boehringer Ingelheim Mexico S.A. de C.V., Mexico City, Mexico
Martin Mercer, Vice President, Latin America, Astellas Pharma; Former President, International Regional, Valeant Pharmaceuticals International, Inc.; Former Vice President North Andes Zone, GlaxoSmithKline, Northbrook, IL, USA
Imelda Álvarez, Integrity and Compliance Head for Latin America and Canada, Novartis Corporativo, S.A. de C.V., Mexico City, Mexico (Moderator)

3:00 pm  Break

3:30 pm  Establishing the Consensus Framework for Ethical Collaboration: Patients, HCPs and Industry
Joanna Groves, Chief Executive Officer, International Alliance of Patients’ Organizations (IAPO), London, UK
Otmar Kloiber, MD, PhD, Secretary General, World Medical Association, Ferney-Voltaire, France
Russell Williams, President, Rx&D Canada; Chair, IFPMA Code Compliance Network; Former Member, National Assembly of Quebec, Ottawa, Canada (Moderator)

4:30 pm  Transparency International Keynote
Latin American Transparency Concerns and Expectations from the Pharmaceutical Industry
Alma Rocío Balcazar Romero, Esq., Representative, Transparency International, Independent Consultant on Governance, Compliance and Corruption Risks, Bogotá, Colombia
Sharing a Local Experience in a Latin American Country — Transparency International, Mexican Chapter
Eduardo Bohórquez, Executive Director, Transparency Mexicana, Mexico Chapter of Transparency International; Executive Director, Este País, Mexico City, Mexico

5:15 pm  Global Code Update Roundtable
Latin American Codes
Esther M. Flesch, Esq., Partner, Trench, Rossi & Watanabe, and Baker & McKenzie, São Paulo, Brazil
IFPMA Code
Tamara Music, Manager, Influenza Vaccines and Code Compliance, IFPMA, Geneva, Switzerland
EFPIA Code
Jose F. Zamarriego Izquierdo, Director Unidad de Supervision Deontologica, FARMAINDUSTRIA, Madrid, Spain
PhRMA Code
Keith M. Korenchuk, JD, MPH, Partner, Arnold & Porter LLP, Washington, DC, USA
AdvaMed/EUCOMED Codes
Rodrigo Salles Medina, JD, LLM, Legal Director, Latin America, Medtronic Inc, Miami, FL, USA
Moderator
Russell Williams, President, Rx&D Canada; Chair, IFPMA Code Compliance Network; Former Member, National Assembly of Quebec, Ottawa, Canada

6:30 pm  ADJOURNMENT AND NETWORKING RECEPTION
WEDNESDAY, JULY 30, 2014

7:30 am Registration Commences

DAY II: MORNING PLENARY SESSION

8:30 am Welcome and Overview

Clivetty Martinez, PhD, Regional Vice President, Latin America Office of Healthcare Compliance and Privacy, Johnson & Johnson International, Inc.; Chair, Latin American Ethics and Compliance Network, Miami, FL, USA (Co-chair)

8:45 am LATAM Pharmaceutical Association Executive Roundtable

Dr. Alfredo Héctor Ahuad, Medical Manager, Cámara Argentina de Especialidades Medicinales, Buenos Aires, Argentina

Rafael Gual Cosio, Ch.E., General Director, National Chamber of Pharmaceutical Industry (CANIFARMA), Mexico City, Mexico

Maria José Delgado, General Director, Brazilian Research-based Pharmaceutical Manufacturers Association (InterFarma), Sao Paulo, Brazil

Dr. Francisco de Paula Gómez, Executive President, Association of Pharmaceutical Research Laboratories (AFIDRO), Bogotá, Colombia

Dr. Rodolfo Lambour, Executive Director, Central American Federation of Pharmaceutical Laboratories (FEDEFARMA), Guatemala

Carlos Campillo Serrano, MD, President, Council of Ethics and Transparency of the Pharmaceutical Industry (CETIFARMA), Mexico City, Mexico (Moderator)

9:45 am New Business Models and New Compliance Challenges

Paul Curtain, Esq., (Invited), Executive Director, International Compliance, Forest Laboratories, New York, NY, USA

César Lara, Director, Pharmaceutical and Life Sciences Advisory, PwC, Mexico City, Mexico

Jonathon Kellerman, Principal, Pharmaceutical and Life Sciences Advisory, PwC, Florham Park, NJ, USA (Moderator)

10:15 am Break

10:45 am LATAM and Global Anticorruption Update

Michael R. Clarke, Esq., Vice President, Ethics and Compliance Americas, Actavis; Former Vice President and Compliance Officer, Biomet Spine and Bone Healing Technologies; Former Vice President, Chief Ethics and Compliance Officer, University of Medicine and Dentistry of New Jersey, Morristown, NJ, USA

Rodrigo Salles Medina, JD, LLM, Legal Director - Latin America, Medtronic Inc. Miami, FL, USA

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

Ted Acosta, Esq., Principal, EN; Former Senior Counsel, Office of the Inspector General, United States Department of Health and Human Services, New York, NY; USA and Paris, France (Moderator)

11:30 am How the US Sunshine Act and Global Transparency Trends will Impact Latin America

- Key Trends in Global Transparency
- Extraterritorial Impact of US and European Requirements on Latin American Operations
- Managing Data Privacy and Physician Consent
- Potential Developments in Latin America

Cecilia Abe, MBA, LATAM Regional Compliance Officer, Sanofi-Aventis; Former Senior Compliance Lead for LATAM, AstraZeneca Pharmaceuticals, Miami, FL, USA

Sandra Gonzalez, Esq., Associate, Porzio, Bromberg & Newman; Manager of Regulatory and Compliance Services, Porzio Life Sciences, LLC, Morristown, NJ, USA

Louis Ramos, Esq., Lead Compliance Counsel, Latin America, International R&D and Manufacturing, Pfizer Inc.; Former Assistant United States Attorney, United States Attorney’s Office for the District of Columbia, Washington, DC, USA

D. Jeffrey Campbell, Esq., Principal, Porzio, Bromberg & Newman PC; President and Chief Executive Officer, Porzio Life Sciences, Morristown, NJ, USA (Moderator)

12:15 pm NETWORKING LUNCHEON

DAY II: AFTERNOON MINI SUMMITS

MINI SUMMITS ROUND I

MINI SUMMIT I: CORE COMPLIANCE COMPETENCIES TRAINING I

- The Basics of a Compliance Program: The Global Standard for Effective Programs
- The Role of Values Based Ethics in a Compliance Program
- The Role of Governance, Decision Making and Escalation
- The Roles and Responsibilities of the Compliance Officer

1:30 pm Introductions, Panel Discussion and Q&A

Sergio Abreu, JD, Regional Compliance Officer, LATAM, Merck KgAa, Montevideo, Uruguay

Michael R. Clarke, JD, Vice President Ethics and Compliance Americas, Actavis; Former Vice President and Compliance Officer, Biomet Spine and Bone Healing Technologies; Former Vice President, Chief Ethics and Compliance Officer, University of Medicine and Dentistry of New Jersey, Morristown, NJ, USA

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

2:45 pm Transition Break

MINI SUMMIT II: MERCOSUR REGION (ARGENTINA, BRAZIL, PARAGUAY, URUGUAY, VENEZUELA AND BOLIVIA) COMPLIANCE UPDATE

1:30 pm Introductions, Panel Discussion and Q&A

Sergio Abreu, JD, Regional Compliance Officer, LATAM, Merck KgAa, Montevideo, Uruguay

Vanina Caniza, JD, LLM, Partner, Baker & McKenzie, Buenos Aires, Argentina

Fernando M. Caleiro Palma, Esq., Executive Director, Corporate Compliance, Assurance – FIDS, EY; Executive, Instituto dos Advogados de São Paulo (IASP) and Fundação Instituto de Administração, Business School (FIA); Former Divisional Compliance Officer, Americas, Stryker, São Paulo, Brazil

Esther M. Flesch, Esq., Partner, Trench, Rossi e Watanabe and Baker & McKenzie, São Paulo, Brazil (Moderator)

2:45 pm Transition Break
MINI SUMMIT III: NORTHERN LATAM, CENTRAL AMERICA AND CARIBBEAN COMPLIANCE UPDATE

1:30 pm Introductions, Panel Discussion and Q&A
Cecilia Abe, MBA, LATAM Regional Compliance Officer, Sanofi-Aventis; Former Senior Compliance Lead for LATAM, AstraZeneca Pharmaceuticals, Miami, FL, USA
Jonathan Edward Adams, JD, MBA, Partner, Baker & McKenzie, Mexico City, Mexico
Félix Coronel, Esq., Chief Compliance Officer, Regional Head Office, Grünenthal Latin America, Panama City, Panama
Claudia Hernández Loustalot Ladette, MA, Pharma and Country Compliance Head Mexico, Novartis Corporativo, S.A. de C.V.; Former Compliance and Ethics Director, Bristol-Myers Squibb; Former Compliance Manager, Eli Lilly; Mexico, City, Mexico
Karla Guillián, Regional Lead Officer, Pharma Latin America, Health Care Compliance and Privacy, Johnson & Johnson, Mexico City, Mexico (Moderator)

2:45 pm Transition Break

MINI SUMMIT IV: THE IMPACT OF INTERNATIONAL PHARMA CODES ON CONGRESSES: OUTLOOK AND TRENDS

1:30 pm Introductions, Panel Discussion and Q&A
Jose F. Zamarriego Izquierdo, PhD, Director Unidad de Supervisión Deontológica, FARMAINDUSTRIA, Madrid, Spain
Christian-Claus Roth, Head of Congresses and Conventions, Novartis Pharma; Co-President, International Pharmaceutical Congress Advisory Association (IPCAA), Berne, Switzerland (Moderator)

2:45 pm Transition Break

MINI SUMMIT V: DEBUNKING ANALYTICS: IMPLICATIONS OF DATA ON COMPLIANCE MONITORING

1:30 pm Introductions, Panel Discussion and Q&A
Brian Riewerts, Principal, Global Governance, Risk and Compliance Leader, Pharmaceutical and Life Sciences Advisory, PwC, Baltimore, MD, USA
David Wysocky, Principal, Pharmaceutical and Life Sciences Advisory, PwC, Florham Park, NJ, USA (Moderator)

2:45 pm Transition Break

MINI SUMMITS ROUND II

MINI SUMMIT VI: CORE COMPLIANCE COMPETENCIES TRAINING II
• The Basics of Anticorruption
• The Basics of Disclosure and Transparency
• The Basics of Pricing and Reimbursement
• Tendering and Public Procurement
• The Basics of Data Protection

3:00 pm Introductions, Panel Discussion and Q&A
Sergio Abreu, JD, Regional Compliance Officer, LATAM, Merck KgaA, Montevideo, Uruguay
Michael R. Clarke, JD, Vice President Ethics and Compliance Americas, Actavis; Former Vice President and Compliance Officer, Biomet Spine and Bone Healing Technologies; Former Vice President, Chief Ethics and Compliance Officer, University of Medicine and Dentistry of New Jersey, Morristown, NJ, USA
Keith M. Korenchuk, JD, MPH, Partner, Arnold & Porter LLP, Washington, DC, USA (Moderator)

4:15 pm Transition Break

MINI SUMMIT VII: PUBLIC PROCUREMENT AND PHARMA PRICING UPDATE, INCLUDING GOVERNMENT TENDERS AND REGULATORY (RÉGISTRATION PROCESS)

3:00 pm Introductions, Panel Discussion and Q&A
Patricio Marquez Macias, Esq., General Counsel, Covidien, Mexico City, Mexico
Patricia Miguel, Manager, Fraud Investigation and Dispute Service Practice, EY, São Paulo, Brazil
Fatima Wolff, Esq., Senior Compliance Counsel, Boston Scientific Corporation, Miami, FL, USA
Claudia Navarro, Senior Director RA/QA, Covidien, Miami, FL, USA (Moderator)

4:15 pm Transition Break

MINI SUMMIT VIII: INTERACTIONS WITH DISTRIBUTORS: BEST PRACTICES IN MONITORING COMPLIANCE OF THIRD PARTIES

3:00 pm Introductions, Panel Discussion and Q&A
Marlisa Escalante Andrade, Health Care Compliance Officer, Johnson & Johnson, Medical Device & Diagnostic, Mexico City, Mexico
Andrés Cedrón, Esq., Legal Counsel and Director of Compliance, Americas, Stryker, Miramar, FL, USA
Nancy A. Grygiel, JD, LLM, Vice President, Global Corporate Compliance, Allergan, Irvine, CA, USA
Ilana Shulman, Esq., Associate General Counsel, Legal and Compliance, Astellas US LLC, Northbrook, IL, USA
Gildas Durand, Senior Manager, EY, Miami, FL, USA (Moderator)

4:15 pm Transition Break

MINI SUMMIT IX: ADVANCED ISSUES IN GLOBAL TRANSPARENCY, DISCLOSURE AND AGGREGATE SPEND COMPLIANCE

3:00 pm Introductions, Panel Discussion and Q&A
Cecilia Abe, MBA, LATAM Regional Compliance Officer, Sanofi-Aventis; Former Senior Compliance Lead for LATAM, AstraZeneca Pharmaceuticals, Miami, FL, USA
Sandra Gonzalez, Esq., Associate, Porzio, Bromberg & Newman; Manager of Regulatory and Compliance Services, Porzio Life Sciences, LLC, Morristown, NJ, USA
Louis Ramos, Esq., Lead Compliance Counsel, Latin America, International R&D and Manufacturing, Pfizer Inc.; Former Assistant United States Attorney, United States Attorney’s Office for the District of Columbia, Washington, DC, USA
D. Jeffrey Campbell, Esq., Principal, Porzio, Bromberg & Newman; President and Chief Executive Officer, Porzio Life Sciences, Morristown, NJ, USA (Moderator)

4:15 pm Transition Break

MINI SUMMITS ROUND III

MINI SUMMIT X: CORE COMPLIANCE COMPETENCIES TRAINING III
• Conducting Effective Third-Party Due Diligence
• Developing Effective Commercial/Medical Boundaries in Interactions with HCPs
• The Role of Analytics in Monitoring and Program Oversight
• Building Effective Relationships with the Business

4:30 pm Introductions, Panel Discussion and Q&A
Sergio Abreu, JD, Regional Compliance Officer, LATAM, Merck KgaA, Montevideo, Uruguay
Michael R. Clarke, JD, Vice President Ethics and Compliance Americas, Actavis; Former Vice President and Compliance Officer, Biomet Spine and Bone Healing Technologies; Former Vice President/Chief Ethics and Compliance Officer, University of Medicine and Dentistry of New Jersey, Morristown, NJ, USA
Keith M. Korenchuk, JD, MPH, Partner, Arnold & Porter LLP, Washington, DC, USA (Moderator)

5:45 pm Adjournment
MINI SUMMIT XI: GLOBAL ANTI-BRIBERY MASTER CLASS
4:30 pm Introductions, Panel Discussion and Q&A
Gary F. Giampetruzzi, Esq., Partner, Paul Hastings; Former Vice President, and Assistant General Counsel and Head of Government Investigations, Pfizer Inc., New York, NY, USA
Ilana Shulman, Associate General Counsel, Legal and Compliance/Anti-corruption, Astellas US LLC, Northbrook, IL, USA
Ryan Murphy, Partner, Pharmaceutical and Life Sciences Forensics, PwC, Chicago, IL, USA (Moderator)
5:45 pm Adjournment

MINI SUMMIT XII: NEW LATAM BUSINESS MODELS AND THEIR RELATED COMPLIANCE CHALLENGES (I.E., INTEGRATORS, BDPs, LICENSING, ETC.)
4:30 pm Introductions, Panel Discussion and Q&A
Felipe Coronel, Esq., Chief Compliance Officer, Regional Head Office, Grünenthal Latin America, Panama City, Panama
Karla Guillén, Regional Lead Officer, Pharma Latin America, Health Care Compliance and Privacy, Johnson & Johnson, Mexico City, Mexico
Gildas Durand, Senior Manager, EY, Miami, FL, USA (Moderator)
5:45 pm Adjournment

MINI SUMMIT XIII: INVESTIGATIONS IN LATIN AMERICA
4:30 pm Introductions, Panel Discussion and Q&A
Adam Kozielec, CPA, Manager, Audit Specialist Group, Johnson & Johnson, New York, NY, USA
Louis Ramos, Esq., Lead Compliance Counsel, Latin America, International R&D and Manufacturing, Pfizer Inc.; Former Assistant United States Attorney, United States Attorney’s Office for the District of Columbia, Washington, DC, USA
Esther M. Flesch, Esq., Partner, Trench, Rossi e Watanabe and Baker & McKenzie, São Paulo, Brazil (Moderator)
5:45 pm Adjournment

THURSDAY, JULY 31, 2014
7:30 am Registration Commences
DAY III: CLOSING PLENARY SESSION
8:30 am Welcome and Introductions
Felipe Coronel, Esq., Chief Compliance Officer, Regional Head Office, Grünenthal Latin America, Panama City, Panama (Co-chair)

THE USE OF DATA ANALYTICS IN COMPLIANCE
9:15 am Vincent M. Walden, CFE, CITP, Partner, Fraud Investigation and Dispute Services, EY, New York, NY, USA

EVALUATION OF THE WORLDWIDE ENFORCEMENT ENVIRONMENT FOR PHARMA AND MEDICAL DEVICES
9:45 am Michael K. Loucks, Esq., Partner, Skadden Arps LLP; Former Acting United States Attorney, US Attorney’s Office for the District of Massachusetts, Washington, DC, USA
Maritza I. Munich, Esq., Chief Legal Officer, General Counsel and Corporate Secretary, Medical Card System, Inc.; Former General Counsel, Mexico & Central America, The Procter & Gamble Company; Former Vice President & General Counsel - International, Wal-Mart Stores, Inc., San Juan, Puerto Rico, USA

MANAGING THE GRAY AREAS OF COMPLIANCE
10:15 am Imelda Álvarez, Integrity and Compliance Head for Latin America and Canada, Novartis Corporativo, S.A. de C.V., Mexico City, Mexico
Andrés Cedrón, Esq., Legal Counsel and Director of Compliance, Americas, Stryker, Miramar, FL, USA
Mauro Diaz, MBA, Compliance Officer, Latin America Pharmaceuticals, GlaxoSmithKline, Rio de Janeiro, Brazil
Clivetty Martinez, PhD, Regional Vice President, Latin America Office of Healthcare Compliance and Privacy, Johnson & Johnson International, Inc.; Chair, Latin American Ethics and Compliance Network, Miami, FL, USA (Moderator)
11:00 am Transition Break

FOURTH ASIA PACIFIC PHARMACEUTICAL COMPLIANCE CONGRESS
SPONSORED BY Asia Pacific Healthcare Industry Compliance Team
COSPONSORED BY International Society of Healthcare Ethics and Compliance Professionals (ETHICS) and Pharmaceutical Compliance Forum (PCF)
September 16 – 18, 2014
Intercontinental Shanghai Pudong Hotel
Shanghai, China
www.AsianPharmaCongress.com

FIFTEENTH PHARMACEUTICAL REGULATORY AND COMPLIANCE CONGRESS
Transformational Learning - Effective Knowledge Exchange
SPONSORED BY Pharmaceutical Compliance Forum
MEDIA PARTNERS: Harvard Health Policy Review and Health Affairs
November 3 – 5, 2014
Hyatt Regency on Capitol Hill
Washington, DC
www.PharmaCongress.com

SAVE THE DATES
MINI SUMMITS ROUND IV

MINI SUMMIT XIV: EMBEDDING INTEGRITY WITH AND BEYOND COMPLIANCE TRAINING
11:15 am  Introductions, Panel Discussion and Q&A
Felipe Coronel, Esq., Chief Compliance Officer, Regional Head Office, Grünenthal Latin America, Panama City, Panama
Claudia Hernández Loustalot Laclette, Pharma and Country Compliance Head, Mexico, Novartis Corporativo, S.A. de C.V., Mexico City, Mexico
Elke Baumann, Global Integrity & Compliance Director, Novartis Pharma AG, Basel, Switzerland

12:30 pm  Congress Adjournment

MINI SUMMIT XV: GLOBAL/LATAM FAIR MARKET VALUE CONSIDERATIONS
11:15 am  Introductions, Panel Discussion and Q&A
Keith M. Korenchuk, JD, MPH, Partner, Arnold & Porter LLP, Washington, DC, USA
David Stainbeck, Director Pharmaceutical and Life Sciences Advisory, PwC, Atlanta, GA, USA (Moderator)

12:30 pm  Congress Adjournment

MINI SUMMIT XVI: MONITORING ACTIVITY AND THE CONCEPT OF LINE DEFENSE
11:15 am  Introductions, Panel Discussion and Q&A
Hervin Aguilar, Area Compliance Officer, LatAm, Takeda, México City, Mexico

3:00 pm  Adjournment

POST CONFERENCE SESSION: COMPLIANCE AS A STRATEGIC FUNCTION
(Participation Optional; Separate Registration required.)
1:00 pm  Compliance as a Strategic Function
As the Compliance function has become more critical for pharmaceutical firms, it has become more specialized and compliance leaders have developed deep expertise in the intricacies of compliance. The core capabilities of compliance leaders can be divided into three distinctive but complimentary competencies. The first competency is in the area of compliance which incorporates skills such as risk management, policy development, regulatory knowledge, investigation and monitoring/auditing. Compliance leaders have strong competencies in this area. The second competency is in the area of leadership with skills associated with leading and motivating compliance teams. Compliance leaders are beginning to develop deep expertise in this area. The third area and focus of the workshop are the strategic skills required to give flight to the business and elevate the role of the compliance function within pharmaceutical firms. Compliance leaders have traditionally had very low expertise in this area.

The two-hour workshop will help the participants understand:
- Pharmaceutical market trends in Latin America and the role of multinational, regional and domestic firms.
- How compliance leaders can provide a strategic advantage to firms through innovations in compliance strategies that enhance business (within the tenets of an ethical policy)?
- How multinational firms compete when their compliance policies do not match the policies of local competitors? How can compliance leaders better understand their customers and develop innovative non-duplicable compliance strategies such as brand leveraging to help their firms grow rapidly in developing markets?
- How can compliance leaders recognize the emerging changes in the environment and be the first-to-market with innovative compliance strategies?

Arun Sharma, MBA, PhD, Professor and Executive Director, JAE Leadership Institute, School of Business Administration, University of Miami, Miami, FL, USA

Dr. Arun Sharma is Executive Director of the JAE Leadership Institute and Professor in the Marketing Department at the School of Business Administration, University of Miami. Arun has extensive knowledge of the Pharmaceutical Industry and the Compliance function through his experience in consulting and conducting seminars. He has worked for over two decades in this industry and he has conducted compliance studies for multiple pharmaceutical firms. He has worked with industry leaders such as AstraZeneca, Novartis, Sandoz, Grünenthal, and Johnson & Johnson.

HOTEL INFORMATION/RESERVATIONS

The Krystal Grand Reforma Uno is the official hotel for the Second Latin American Pharmaceutical and Medical Device Compliance Congress. A special group rate of $140.00 single/$166.00 double per night (plus tax) has been arranged for Congress Attendees. The room rate includes Complimentary Wireless Internet Access, Breakfast and VAT. Reservations can also be made by calling the hotel at +52 55 5128-5060 and asking for reservations. Please refer to the Latin American Pharma Congress to receive the group rate. Reservations at the group rate will be accepted while rooms are available. After this, reservations will be accepted on a space-available basis at the prevailing rate.

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For reservations call: +52 55 5128-5060 or email at reservaciones.reforma1@krystal-hotels.com

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AGENDA AT A GLANCE

MONDAY, JULY 28, 2014

IFPMA CODE WORKSHOP AND ETHICAL PROMOTION ROUNDTABLE An Independent Event Sponsored by International Federation of Pharmaceutical Manufacturers & Associations (IFPMA).

8:00 am Registration
8:30 am Welcome & Introduction
8:45 am Setting the Scene: The Future of Marketing, Compliance and Ethics: The Expanding Role of the Compliance Officer
9:15 am The Spirit of the Code: Our Values and Principles
10:00 am Part 1: Interactions with HCPs: Meetings, Sponsorship and Fees for Service
11:00 am Coffee Break
11:15 am Part 2: Interactions with HCPs: Gifts and Other Items
12:15 pm Working with Patient Organizations: Gifts and Other Items
1:00 pm Networking Lunch
2:00 pm Business Simulation Compliance Game: Fees for Service
3:45 pm Coffee Break
4:00 pm Congress Organization: How to Interact & Practical Cases
4:45 pm Thermometer Game — How Hot is this issue?
5:30 pm Interactive Discussion and Q&A
6:00 pm Adjournment

TUESDAY, JULY 29, 2014

MEXICAN COMPLIANCE ROUNDTABLE An Independent Event Sponsored by CETIFARMA and IFPMA on the morning of Tuesday, July 29, 2014.

7:30 am Registration
8:30 am Welcome
8:35 am Ethics and Transparency Dialogue between Industry, Authority and Medical Profession Roundtable (Session 1)
10:10 am Break
10:20 am Ethics and Transparency Dialogue between Industry, Authority and Medical Profession Roundtable (Session 2)
12:00 pm Adjournment and Lunch on your Own

TUESDAY, JULY 29, 2014

LATIN AMERICAN PHARMA/DEVICE COMPLIANCE CONGRESS DAY I: OPENING PLENARY SESSION

1:00 pm Welcome
1:10 pm Latin American Pharma/Device Congress Vision and Overview
1:40 pm LATAM Compliance and Ethics — Perspectives from the C-suite
3:00 pm Break
3:30 pm Establishing the Consensus Framework for Ethical Collaboration: Patients, HCPs and Industry
4:30 pm Transparency International Keynote
5:15 pm Global Code Update Roundtable
6:30 pm Adjournment and Networking Reception

WEDNESDAY, JULY 30, 2014

DAY II: MORNING PLENARY SESSION
8:30 am Welcome and Overview
8:45 am LATAM Pharmaceutical Association Executive Roundtable
9:45 am New Business Models and New Compliance Challenges
10:15 am Break
10:45 am LATAM and Global Anticorruption Update
11:30 am How the US Sunshine Act and Global Transparency Trends will Impact Latin America
12:15 pm Networking Luncheon

DAY II: AFTERNOON MINI SUMMITS
1:30 pm MINI SUMMITS ROUND I
I: Core Compliance Competencies Training I
II: MERCOSUR Region Compliance Update
III: Northern LATAM, Central America and Caribbean Compliance Update
IV: Impact of International Pharma Codes on Congresses
V: Debunking Analytics: Implication of Data on Compliance Monitoring

2:45 pm Transition Break

3:00 pm MINI SUMMITS ROUND II
I: Public Procurement and Pharma Pricing Update
II: Compliance in Monitoring of Third Parties
III: Best Practices in Monitoring Compliance of Third Parties
IV: Advanced Issues in Global Transparency, Disclosure and Aggregate Spend

4:15 pm Transition Break

4:30 pm MINI SUMMITS ROUND III
I: Core Compliance Competencies Training II
II: Global Anti-Bribery Master Class
III: New LATAM Business Models and Related Compliance Challenges
IV: Investigations in Latin America

5:15 pm Transition Break

THURSDAY, JULY 31, 2014

DAY III: CLOSING PLENARY SESSION
8:30 am Welcome and Introductions
8:45 am Transforming the Compliance Profession
9:15 am The Use of Data Analytics in Compliance
9:45 am Evaluation of the Worldwide Enforcement Environment for Pharma and Medical Devices
10:15 am Managing the Gray Areas of Compliance
11:00 am Transition Break
11:15 am MINI SUMMITS ROUND IV
I: Embedding Integrity with and beyond Compliance Training
II: Global/LATAM Fair Market Value Considerations
III: Monitoring Activity and the Concept of Line Defense

12:30 pm Congress Adjournment

POST CONFERENCE: COMPLIANCE AS A STRATEGIC FUNCTION
1:00 pm – 3:00 pm
MIRADA RÁPIDA AL DEL CONGRESO LATINOAMERICANO DE COMPLIANCE EN LA INDUSTRIA FARMACÉUTICA Y DISPOSITIVOS MÉDICOS

LUNES 28 DE JULIO 2014
TALLER SOBRE EL CÓDIGO IFPMA Y MESA REDONDA SOBRE PROMOCIÓN ÉTICA. Evento independiente patrocinado por la Federación Internacional de la Industria del Medicamento (IFPMA).

8:00 am Registro
8:30 am Bienvenida e Introducción
8:45 am Planteando el escenario: El futuro del Marketing, Compliance y Ética: El rol en expansión del Responsable de Compliance
9:15 am El espíritu del Código: Nuestros valores y principios
10:00 am 1era parte: Interacción con profesionales de la Salud: Reuniones, Patrocinios y Pagos por Servicios
11:00 am Descanso
11:15 am 2da parte: Interacción con profesionales de la Salud: Regalos y otros artículos
12:15 pm Trabajo con organizaciones de pacientes: Regalos y otros artículos
1:00 pm Comida
2:00 pm Simulación de Negocio, Juego de Compliance: Pago por Servicios
3:45 pm Descanso
4:00 pm Organización de Congresos: Cómo interactuar y casos prácticos
4:45 pm Termómetro (simulador de juego): ¿Cuál es la temperatura de este tema?
5:00 pm Receso
5:30 pm Tiempo de Discusión, preguntas y respuestas
6:00 pm Cierre del Taller

MARTES 29 DE JULIO 2014
MESA REDONDA SOBRE COMPLIANCE EN MÉXICO. Evento independiente patrocinado por CETIFARMA e IFPMA mañana del martes 29 de julio de 2014.

7:30 am Registro
8:30 am Bienvenida
8:35 am Primera sesión de la mesa redonda Ética y Transparencia: diálogo entre Industria, Autoridad y Médicos
10:10 am Receso
10:20 am Segunda Sesión de la mesa redonda Ética y Transparencia: diálogo entre Industria, Autoridad y Médicos
12:00 pm Suspensión de actividades y comida por cuenta propia

MARTES 29 DE JULIO 2014
CONGRESO LATINOAMERICANO DE COMPLIANCE EN LA INDUSTRIA FARMACÉUTICA Y DISPOSITIVOS MÉDICOS DÍA I: SESIÓN PLENARIA INICIAL

1:00 pm Bienvenida
1:10 pm Gestionando las áreas grises del compliance
1:30 pm Capacitación en competencias Esenciales para el Compliance I
2:15 pm Receso
2:45 pm Capacitación en competencias Esenciales para el Compliance II
3:00 pm Receso
3:45 pm Descanso
4:15 pm Receso
4:30 pm Capacitación en competencias Esenciales para el Compliance III
5:15 pm Receso
6:00 pm Cierre del Congreso

MIÉRCOLES 30 DE JULIO 2014
DÍA II: SESIÓN PLENARIA MATUTINA

8:30 am Bienvenida y visión de conjunto
8:45 am Mesa redonda: Asociaciones de la Industria Farmacéutica en Latinoamérica
9:45 am Nuevos modelos de negocios y nuevos retos para el compliance
10:15 am Receso
10:45 am Actualización en temas de anticorrupción en Latinoamérica y a nivel global
11:30 am Posibles impactos del “Sunshine Act” y las tendencias globales en transparencia en América Latina
12:15 pm Comida

DÍA II: MINI CUMBRES VESPERTINAS

1:30 pm MINI CUMBRES RONDA I
I: Capacitación en competencias Esenciales para el Compliance I
II: MERCOSUR Actualización de la situación del compliance a nivel regional
III: Actualización de la situación en la región de Norteamérica, Centroamérica y el Caribe
IV: Impacto de los códigos internacionales de la Industria Farmacéutica en la organización de los Congresos
V: Desacreditando el Análisis de los datos en el monitoreo del compliance
2:45 pm Receso
3:00 pm MINI CUMBRES RONDA II
VI: Capacitación en competencias Esenciales para el Compliance II
VII: Evaluación de licitaciones Públicas y establecimiento de precios
VIII: Mejores Prácticas en el monitoreo de compliance a terceros involucrados
IX: Temas de vanguardia en transparencia global, declaración de conflictos de intereses y gastos agregados

4:15 pm Receso
4:30 pm MINI CUMBRES RONDA III
X: Capacitación en competencias Esenciales para el Compliance III
XI: Sesión sobre el combate al soborno a nivel global
XII: Nuevos modelos de negocios en Latinoamérica y retos relacionados en compliance
XIII: Investigaciones en Latinoamérica
5:15 pm Receso
6:00 pm Cierre del Congreso

MARTES 31 DE JULIO 2014
DÍA III: SESIÓN PLENARIA DE CIERRE

8:30 am Introducción y bienvenida
8:45 am Transformando la profesión del compliance
9:45 am Evaluación del ambiente global del cumplimiento mandatorio en la Industria Farmacéutica y Dispositivos Médicos
10:15 am Gestionando las áreas grises del compliance
11:00 am Receso
11:15 am MINI CUMBRES RONDA IV
XIV: Asumiendo la integridad con y a través de la capacitación en compliance
XV: Actualidades en el tema de valor justo de mercado a nivel global y latinoamérica
XVI: Monitoreo y el concepto de línea de defensa
12:30 pm Receso

CONFERENCIA EPÍLOGO: COMPLIANCE COMO FUNCIÓN ESTRATÉGICA

1:00 pm – 3:00 pm
THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

PAYMENTS
All payments must be made in US Dollars. 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 1-800-503-2390 and 1-206-452-5662, 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 1-800-503-2390 or 1-206-452-5662 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 1-800-503-2390 or 1-206-452-5662 for further information.

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REGISTRATION OPTIONS
Registration may be made online or via mail, fax or scan.
You may register through either of the following:
• Fax/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.
For registrants awaiting company bank transfer, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Congress, credit card payment will be processed.

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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.

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A recommended maximum of 17.0 credits based on a 50-minute hour will be granted for the entire learning activity. This program addresses topics that are of a current concern in the compliance environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 425-233-5075 or email pgrants@hcca.com.

PENDING CONTINUING EDUCATION CREDITS
The Congress is currently pending approval to offer Compliance Certification Board (CCB) Credit.
The Congress is currently pending approval to offer California, Pennsylvania and Texas MCLE Credit.

CERTIFICATE OF ATTENDANCE
Onsite attendees can request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request an Online Certificate of Attendance on which they can certify the number of hours they watched and 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 1-800-503-2390 and 1-206-452-5662, 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 800-503-2390 (Continental US, Alaska and Hawaii only) or 206-452-5528, send e-mail to registration@hcconferences.com, or visit our website at www.LatinAmericanPharmaCongress.com.

HOW TO REGISTER:
• Fully complete the form on page 11 (one form per registrant, photocopies acceptable). Payment must accompany each registration (US Dollars, payable to Health Care Conference Administrators, LLC).
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: 1-800-503-2390 (Continental US, Alaska and Hawaii only) or +1-206-452-5662, Monday-Friday, 7 AM - 5 PM PST
E-MAIL: registration@hcconferences.com

VISA INFORMATION
Some attendees may require a Visa to enter Mexico. Please contact the Mexican Embassy in your country or visit the following link: http://consultmex.sre.gob.mx/washington/index.php/en/component/content/article/182
**Register for IFPMA Code Workshop and Ethical Promotion Roundtable**


- **IFPMA Workshop**
  - $195

Note that this workshop is an independent activity of IFPMA. The Congress is collecting registration fees on behalf of IFPMA. This workshop is open to pharmaceutical industry representatives only, which includes company compliance professionals, in-house counsel and related staff. This session will not be included in the online broadcast and archive.

**Preconference Registration**

**CETIFARMA/IFPMA Mexican Compliance Roundtable**

- **Morning of Tuesday, July 29**
  - Complimentary — No cost

**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, June 13, 2014* $1,895
- Through Friday, July 4, 2014** $2,195
- After Friday, July 4, 2014 $2,495

**Special LatAm E&C/IFPMA/ETHICS/PCF/IFPMA Individual Registration***:

- Through Friday, June 13, 2014* $1,695
- Through Friday, July 4, 2014** $1,995
- After Friday, July 4, 2014 $2,295

**Special LatAm E&C/IFPMA/ETHICS/PCF/IFPMA GROUP Registration***:

(Does not include Preconference. Rates are per person.)

- 5 or more, per person $1,595
- 10 or more, per person $1,495

**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** ($129 + $30 shipping): $159
- 6 months’ access on Web: $129

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

**Postconference Registration**

**Compliance as a Strategic Function**

- **Afternoon of Thursday, July 31** $595

**Select Your Mini-Summits** — (One from each group):

**Wednesday, July 30**

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<th>Round II – 3:00 pm</th>
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<td>1. CORE COMPETENCE TRAINING</td>
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<td>2. MERIDOR REGION UPDATE</td>
<td>6. PUBLIC PROCUREMENT AND PHARMA PRICING UPDATE</td>
<td>7. GLOBAL ANTI-BRIBERY MASTERCLASS</td>
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<td>3. LATIN AMERICA AND CARIBBEAN COMPLIANCE UPDATE</td>
<td>8. BEST PRACTICES IN MONITORING COMPLIANCE OF THIRD PARTIES</td>
<td>8. NEW LATAM BUSINESS MODELS AND THEIR RELATED COMPLIANCE CHALLENGES (IE. INTEGRATORS, BIDS, LICENSING, ETC.)</td>
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<td>4. THE IMPACT OF INTERNATIONAL PHARMA CODES</td>
<td>9. ADVANCED ISSUES IN GLOBAL TRANSPARENCY</td>
<td>11. REGULATORY CHALLENGES</td>
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<td>5. DEBUNKING ANALYTICS</td>
<td>12. MONITORING ACTIVITY AND THE CONCEPT OF LINE DEFENSE</td>
<td>12. MONITORING ACTIVITY AND THE CONCEPT OF LINE DEFENSE</td>
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**Thursday, July 31**

<table>
<thead>
<tr>
<th>Round IV – 11:15 am</th>
<th>Round V – 12:15 pm</th>
<th>Round VI – 1:30 pm</th>
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<tbody>
<tr>
<td>1. EMBEDDING INTEGRITY WITH AND BEYOND COMPLIANCE TRAINING</td>
<td>1. INTERNATIONAL PHRMA CODES FROM A COMPARATIVE PERSPECTIVE</td>
<td>1. COMPETENCIES OF A LEAD COMPLIANCE OFFICER</td>
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<tr>
<td>2. GLOBAL/LATAM FAIR MARKET VALUE CONSIDERATIONS</td>
<td>2. INTERNATIONAL PHRMA CODES FROM A COMPARATIVE PERSPECTIVE</td>
<td>2. INTERNATIONAL PHRMA CODES FROM A COMPARATIVE PERSPECTIVE</td>
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<tr>
<td>3. MONITORING ACTIVITY AND THE CONCEPT OF LINE DEFENSE</td>
<td>3. INTERNATIONAL PHRMA CODES FROM A COMPARATIVE PERSPECTIVE</td>
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</table>

**Webcast Conference Attendance**

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

**Conference**

**Standard Rate:**

- Through Friday, June 13, 2014* $795
- Through Friday, July 4, 2014** $995
- After Friday, July 4, 2014 $1,195

**Special LatAm E&C/CETIFARMA/CANIFARMA/ETHICS/PCF/IFPMA Individual Registration***:

- Through Friday, June 13, 2014* $950
- Through Friday, July 4, 2014** $950
- After Friday, July 4, 2014 $950

**Group Registration:**

Group registration offers the substantial volume discounts set forth below. All group registrants are enrolled in the full Latin American Pharma Congress.

Conference Access:

- 5 or more $595 per person
- 10 or more $495 per person
- 20 or more $395 per person

See INTELLIGENT 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** ($129 + $30 shipping): $159

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

**Airport Transfers:**

Attendees interested in hiring a secure car for pick-up at the airport may send their name and arrival airline, date and time of arrival to Corad at avera@corad.com.mx. Adriana will make the arrangements and request a credit card for payment. A one way transfer in a private vehicle is $90.00 for an Acura and $100.00 for an Expedition or Suburban. Attendees will be met outside of customs and Immigration with a sign marked Pharma + Last name of attendee. Please mention the LATAM Pharma Congress when you email her.

**Payment**

The use of a registration discount code cannot be the basis of requesting a partial refund of fees already paid.

**Total for all options, onsite or webcast:**

Please enclose payment with your registration and return it to the Registrar at Latin American Pharma Congress, 22292 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.LatinAmericanPharmaCongress.com.

- **Check/money order enclosed (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 (HHC) 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**
THE SECOND

Latin American Pharmaceutical and Medical Device Compliance Congress

July 29 – 31, 2014
Mexico City, Mexico

www.LatinAmericanPharmaCongress.com