Third Latin American Pharmaceutical and Medical Device Compliance Congress

With a combination of keynote addresses, plenary panel discussions, practical breakout sessions and executive roundtables, attendees will have the opportunity to:

- **Benchmark** with Chief Compliance Officers and industry leaders
- **Update** compliance programs to align with the latest local codes and regulations
- **Hear** directly from the leadership of key pharmaceutical and medical device regulatory associations
- **Engage** in solutions-based working groups to address key industry challenges and gather market-specific intelligence
- **Network** with your counterparts throughout Latin America

**The Congress is also proud to serve as a platform for the launch of Transparency International's Anti-Corruption Principles for the Latin American Pharmaceutical Industry**

**Conference Co-Chairs**

- **Imelda Alvarez**
  Regional Integrity & Compliance Officer, Latin America and Canada
  Novartis

- **Andrés Cedrón**
  Senior Legal Counsel & Senior Director of Compliance
  Stryker Corporation

- **Karla Guillen**
  Regional Lead Officer, Pharma Latin America, Health Care Compliance & Privacy
  Johnson & Johnson

**Exclusive Working Groups**

- **A. Anti-Bribery Compliance**
- **B. Sponsorships and Congresses Compliance**

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Confirmed Speakers to Date

Alberto de Lago  
Global Regulatory Affairs Director/ Clinical and Cosmetics Studies  
Genomma Lab

Alma Rocio Balcazar Romero  
Representative, Independent Consultant  
Transparency International

Andrés Cedrón  
Senior Legal Counsel & Senior Director of Compliance  
Stryker Corporation

Angelica Morales Quezada  
Vice President  
IMEF Ethics Committee

Ariadna Quesada  
Compliance Manager International  
MicroPort Orthopedics Inc.

Carlos Lanardonne  
Regional Compliance Officer  
Sandoz

Carrie Ashcom  
Director, Global Compliance Monitoring  
Zimmer Biomet

Cécile Gousset  
Chair, Sponsorship & Congresses Working Group, IFPMA  
Sanofi

Cecilia Abe  
LATAM Regional Compliance Officer  
Sanofi-Aventis

Christian-Claus Roth  
Global Medical Affairs – Head Global Event Governance  
Novartis

Eunice Alcantara  
Compliance and Ethics Director  
Brystol Meyers Squibb

Felipe Arboleda Marquez  
Legal Director – Latin America  
Smith & Nephew

Imelda Alvarez Estrada  
Integrity & Compliance Head LACan  
Novartis Corporativo S.A. de C.V.

Jaime Robledo  
VP & General Manager  
Bristol Myers Squibb Latin America

Juan Francisco Millan  
General Director  
CETIFARMA

Karla Guillén  
Regional Lead Officer, Pharma Latin America, Health Care Compliance and Privacy  
Johnson & Johnson

Lina Cortes Zepeda  
Health Care Compliance Officer MD&D North Cluster  
Johnson & Johnson

Luis Villalba  
Executive Director  
FIFARMA

Mauricio Joffily Pinheiro  
Head International Counsel Latin America, Senior Legal Director  
Shire Pharmaceuticals

Nuria Gonzalez  
Head of Compliance South America  
Takeda Pharmaceutical Co Ltd

Ricardo Moreno  
Ethics and Business Integrity Director for Colombia and PAC  
Sanofi

Sergio Abreu  
Regional Compliance Officer, LATAM  
Merck KGaA

Exclusive Room Rates
American Conference Institute is pleased to offer our delegates a limited number of hotel rooms at a preferential rate. Please contact the hotel directly and mention the “Pharma & Medical Device Compliance Congress” or visit the online reservation page.

Venue: Hilton Panama
Address: Balboa Avenida & Aquilino De La Guardia, Panama City, Panama
Reservations: +507-280-8680
Online Reservation: tinyurl.com/PharmaCongress16
### August 23, 2016 | Pre-Congress Working Groups

**A** 8:30–12:30  
Anti-Bribery Compliance Working Group

12:30 Networking Luncheon  
(provided for attendees of both morning and afternoon Working Groups)

**B** 14:00–18:00  
Sponsorship and Congresses Compliance Working Group

18:00 Working Groups End

### August 24, 2016 | Main Congress Day 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event/Panel/Session</th>
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</thead>
<tbody>
<tr>
<td>8:30</td>
<td>Conference Co-Chairs Opening Remarks and Congress Vision</td>
</tr>
<tr>
<td>8:45</td>
<td>Panel Presentation and Q&amp;A Launch of Transparency International’s Anti-Corruption Principles for the Latin American Pharmaceutical Industry</td>
</tr>
<tr>
<td>9:30</td>
<td>LATAM CEO Roundtable The Tone from the Top: LATAM CEOs Discuss Compliance Priorities and the Role Ethics Play in the Reputation of the Healthcare Industry</td>
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<tr>
<td>10:15</td>
<td>Panel Discussion The New Normal for Anti-Corruption Compliance Programs and Internal Controls: What Are Effective Controls Amid Fast Evolving Enforcement and Regulatory Landscape in Latin America</td>
</tr>
<tr>
<td>11:00</td>
<td>Networking Break</td>
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</table>
| 11:15 | LATAM Marketing Director and Compliance Officer Roundtable How to Effectively Balance Sales and Compliance Objectives  
- Off label promotion post Amarin and Pacira |
| 12:00 | Panel Discussion Beneficiary Ownership Post “Panama Papers”: How to Identify Who Is the Actual Owner of Your Counterparties |
| 12:45 | Networking Luncheon                                                                   |

### COMPLIANCE THINK TANKS

<table>
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<th>Time</th>
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| 14:00 | Breakout Track I  
Core Components of an Effective Distributor Management Program for LATAM Operations |
| 15:00 | Breakout Track II  
Best Practices in Metrics and Accountability Models  
What Leading Companies Are Doing to Measure and Monitor the Success of Their LATAM Compliance Initiatives |
| 16:00 | Networking Break                                                      |
| 16:15 | Breakout Track III  
Where Life Sciences Companies Face the Greatest Risk of Anti-Corruption Enforcement  
A Practical Review of the Latest US DOJ and SEC Enforcement Cases |
| 17:15 | Congress Adjourns to Day 2                                           |

### EXECUTIVE ROUNDTABLES

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| 10:15 | Panel Discussion  
The New Normal for Anti-Corruption Compliance Programs and Internal Controls: What Are Effective Controls Amid Fast Evolving Enforcement and Regulatory Landscape in Latin America |
| 11:00 | Networking Break                                                      |
| 11:15 | LATAM Marketing Director and Compliance Officer Roundtable  
How to Effectively Balance Sales and Compliance Objectives  
- Off label promotion post Amarin and Pacira |

### REGIONAL UPDATES

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| 14:00 | Mexico Update  
What the National Anti-Corruption System and Supporting Secondary Legislation mean for LATAM Companies |
| 15:00 | Brazil Update  
“Operation Car Wash”, the Clean Company Act, and Tightening Anti-Corruption Enforcement |
| 16:00 | Networking Break                                                      |
| 16:15 | Breakout Track III  
Where Life Sciences Companies Face the Greatest Risk of Anti-Corruption Enforcement  
A Practical Review of the Latest US DOJ and SEC Enforcement Cases |
| 17:15 | Congress Adjourns to Day 2                                           |

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### MEDIA PARTNER:

Life Science Compliance Update

Join the Conversation   @ACI_Pharma #LATAMcongress  | ACI: Pharmaceuticals/Biotech/Medical Device
8:30  Conference Co-Chairs
Opening Remarks

8:45  Panel Discussion
Building Compliant Relationships: Practical Discussion on the Do’s
and Don’ts of Interacting with HCPs in Latin America

9:30  Global CCO Interview
The Structure of Global Ethics: Interview with Senior CCOs
from US and Europe

10:15 Networking Break

10:30 Panel Discussion
Transparency and Disclosure
in Transfers of Value: How to Satisfy Reporting Requirements
and Assess the Risks Posed by Disclosure Amid Higher
Government Expectations

11:15 LATAM Pharmaceutical and
Medical Device Association
Roundtable
Enhancing LATAM Ethical
Practices and Raising Standards
for the Industry

12:15 Keynote Address
12:35 Networking Luncheon

COMPLIANCE THINK TANKS  EXECUTIVE ROUNDTABLES  PRACTICAL SCENARIOS

14:00 Breakout Track IV

How to Avoid Internal and External
“Conflicts of Interest”
Minimizing Risks from Political
Contribution, Donations, Gifts and
Entertainment

Roundtable on the Evolution of the
Compliance Function, the Push Toward
Individual Liability
and How to Groom the Next Generation
of Compliance Executives

Third Parties Under the Microscope
Practical Scenarios When Conducting
Third Party Audits

15:00 Breakout Track V

Chief Compliance Officers Think Tank
How to Localize Compliance without
Compromising Integrity

Data Analytics in Practice
Examples of How to Leverage Big Data
to Detect Non-Compliance Risks and
Improve Investigative and Audit Outcomes

How to Properly Respond to Requests
for Payment, Kickbacks or a Bribe

16:00 Networking Break

16:15 Breakout Track VI

Compliance in Social Media
Best Practices when Promoting Medical
Devices and Pharmaceuticals using
Electronic and Mass Media

How to Ensure Integrity, Ethics and
Transparency in Clinical Trials

Training Best Practices and Benchmarking
Case Studies on The Life Cycle of an
Effective Ethics and Compliance Training
Program

17:15 Congress Adjourns

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is not required to attend this conference.

Course objective: Engage in a dialogue encompassing the most pertinent
challenges and opportunities in life sciences ethics and regulatory compliance.
Prerequisite: None. Level of knowledge: Beginner/Intermediate. Teaching Method:

To request credit, please check the appropriate box on the Registration form.

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