



Advancing Self-Care and Responsible Self-Medication for a **Healthier Future**

An AFAMELA & WSMI Conference

Mexico City • October 5–6, 2015 • Camino Real Hotel
Meeting Room: Monterrey A



Introduction

Self-Care is now widely recognized as the first step in healthcare. Governments around the world are starting to promote Self-Care in recognition of the growing participatory role consumers and patients have in healthcare, to support a greater emphasis on preventative measures and to ensure the sustainability of healthcare systems by reducing the economic burden of Non-Communicable Diseases (NCD) caused by a rapid shift in demographics.

Around the world, programs have been developed to promote Self-Care and inform consumers about how to manage common health problems and symptoms with the use of nonprescription medicines. Apps are redefining healthcare by helping consumers become aware of, and monitor, their health. In addition, industry associations have promoted the development of programs to establish modern regulatory frameworks as well as initiatives to improve the accessibility to nonprescription medicines.

Objective of the Conference

The **Advancing Self-Care and Responsible Self-Medication for a Healthier Future Conference** organised by AFAMELA, the Mexican nonprescription association, with the support of the World Self-Medication Industry (WSMI), aims to deepen the understanding and acceptance of Self-Care and Responsible Self-Medication and to open a dialogue about the best regulatory practices for nonprescription products. Speakers will present an update of the benefits that these practices are bringing to individuals and the healthcare sector in different countries. A section of the Conference will be devoted to discuss the roles that advertising and switching medicines from prescription to non-prescription status play as key drivers for the development of Responsible Self-Medication.

Conference Speakers

Speakers include high level officials of the Mexican Ministry of Health and COFEPRIS, representatives of consulting companies and associations affiliated to WSMI and executives responsible for the operation of local and international levels. All of the speakers are recognized as opinion leaders and experts in their respective fields.

17:00–17:10	Welcome and Opening Remarks	Erica Mann WSMI Chair Global President Consumer Care Division Bayer Healthcare
17:10–17:30	How regulatory frameworks may lead to improve accessibility to nonprescription medicines	John O’Mullane Head of Innovation and R&D Bayer Consumer Care
17:30–19:00	Examples of best regulatory practices around the world	Participants: Mikel Arriola–Peñalosa Federal Commissioner COFEPRIS Dr Hubertus Cranz General Director Association of the European Self-Medication Industry Europe Deon Shoombie Executive Director Australian Self-Medication Industry Australia Motohito Nishizawa Executive Director Japan Self-Medication Industry Japan Scott Melville President & CEO Consumer Healthcare Products Association United States Karen Proud Executive Director Consumer Healthcare Products Association of Canada Canada
19:00–19:15	Closing Remarks	Juan–Antonio Guerrero AFAMELA President Commercial Corporate Director Laboratorios Sanfer

Program Day Two. The Role of Self-Care for Healthcare Tuesday, October 6th, 2015

8:30–8:40	Welcome and Opening Remarks	Juan–Antonio Guerrero AFAMELA President Commercial Corporate Director Laboratorios Sanfer
8:40–9:05	Keynote Address	Mikel Arriola–Peñalosa Federal Commissioner COFEPRIS
9:05–9:35	Main results of the National Strategy for the Control and Prevention of Overweight, Obesity and Diabetes	Dr Eduardo Jaramillo Health Promotion Director General Ministry of Health
9:35–10:05	The role of the Pharmaceutical Industry within the National Development Plan	Rafael Gual Director General CANIFARMA
10:05–10:35	Redefining the profile of the consumer in Health and Wellness – Trends in Self-Care	Monica Feldman Head of Industry Research – Consumer Health Euromonitor International
10:35–11:00	Opportunities for the Consumer Health Sector	Erica Mann WSMI Chair Global President Consumer Care Division Bayer Healthcare
11:00–11:30	Coffee break	
11:30–12:15	What do Self-Care and Self-Medication mean for consumers	Dr Gerald Dziekan WSMI Director General Carlos Sampaio ILAR President Regional President LATAM – Pfizer Arturo Sánchez AFAMELA Vicepresident Consumer Care Director General Bayer de Mexico

Program Day Two. The Role of Self-Care for Healthcare Tuesday, October 6th, 2015

12:15–13:30	Successful activities on Self-Care and Responsible Self-Medication around the world	Dr Hubertus Cranz Director General Association of the European Self-Medication Industry Deon Schoombie Executive Director Australian Self-Medication Industry Motohito Nishizawa Senior Advisor Japan Self-Medication Industry Emily Skor CHPA VP of Communications and Executive Director CHPA Educational Foundation Karen Proud Executive Director Consumer Healthcare Products Association of Canada Héctor Bolaños Executive Director AFAMELA
13:30–15:00	Lunch	
15:00–16:45	Improving the agenda for Advertising and Switching for Nonprescription products	Dr Gerald Dziekan WSMI Director General David Skinner Heuristix Consultant to WSMI Sheila Kelly WSMI Consultant Juan–Carlos Gallaga COFEPRIS Sanitary Authorization Commissioner Benjamin Carrick Director – Global Consumer Policy Johnson & Johnson Luis–Guillermo Cortés AFAMELA Vicepresident Pfizer Consumer Healthcare Director General
16.45–17:00	Closing Remarks	Erica Mann WSMI Chair Global President Consumer Care Division Bayer Healthcare Juan–Antonio Guerrero AFAMELA President Commercial Corporate Director Laboratorios Sanfer

Who should attend?

General Directors and professionals working in the commercial, regulatory affairs, business development, public affairs areas and all other parties involved or interested in Self-Care and Responsible Self-Medication.

Simultaneous Translation

The official languages of the Conference are Spanish and English. Simultaneous translation will be available throughout the Conference.

Conference Information

Host City: Mexico City

One of the biggest metropolitan areas in the world, Mexico City is a truly cosmopolitan city, where you will find colonial buildings and modern skyscrapers, pre-Columbian and modern art museums, handcrafts markets, high-street shops and a great variety of traditional Mexican cuisine and top class international restaurants.

Outside Mexico City you will be able to explore the mystery and richness of pre-Columbian civilizations, colonial style-towns and attractive beaches, as well as enjoy Mexican food while meeting warm, friendly people.

Venue and Accommodation

The venue of the Conference is the Camino Real Hotel, a five-star hotel located in Polanco one of the nicest areas of Mexico City. The hotel is close to the Anthropology Museum, one of the most famous museums in the world.

Camino Real Polanco Hotel

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11500, México, D.F.
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www.caminoreal.com/mexico

Registration and Hotel Reservations

Registrations and hotel reservations can be made through AFAMELA's website (www.afamela.org).

Reservations can be made by [clicking here](#) or directly with Alejandra Ruiz, Sales Manager, by Email: alejandra.ruiz@caminoreal.com.mx or phone: (+52) 55-5263-8838 and (+52) 55-5263-8888.

Several rooms have been blocked at the hotel for Conference attendees (October 4–7, 2015).

Booking before September 21st is recommended, as reservations after this date are not guaranteed.

Fee

Conference participation's fee: USD \$525.00 MXN \$7,500.00

Registration fee includes participation in all sessions, copies of presentations delivered at the Conference, lunch and coffee breaks.

No registrations will be accepted after 30th September, 2015.

Questions?

All questions about the Conference should be made to:

AFAMELA – Dirección Ejecutiva

Yautepec #12

06140, México, D.F.

Tel: (+52) 55-5286-5297

Email: direccion.ejecutiva@afamela.org or hbolanos@afamela.org

Host

Asociación de Fabricantes de Medicamentos de Libre Acceso (AFAMELA)

AFAMELA, the association of nonprescription manufacturers of Mexico is a not-for-profit association that since its foundation in 1985 has promoted responsible Self-Medication as a safe, effective and accessible way to foster Self-Care and to contribute to the well-being of the Mexican population and to public health. Currently, AFAMELA groups 18 local and international companies having different market experience, economic resources and working philosophy. The aggregated sales of these companies account for 60% of the nonprescription market, thereby making AFAMELA a truly representative association of the Mexican nonprescription market.

Supported by

The World Self-Medication Industry (WSMI)

The World Self-Medication Industry is a federation of regional and national associations, and manufacturers and distributors of nonprescription medicines on all continents. WSMI supports the development of Self-Medication Industry associations around the world to aid in the understanding and development of responsible Self-Medication. Companies in the Self-Medication Industry research, manufacture and distribute medicines for Self-Medication as well as a wide range of healthcare products which can all be purchased without a doctor's prescription. As an NGO in official relations with the World Health Organization (WHO), WSMI contributes to WHO's Public Health goals through our specialized expertise.

Images shown on the cover page, clockwise from top left:

- *Stone figure*, Mexica culture, late post-classic period (15th century), National Museum of Anthropology and History.
- *Madonna with child*, porcelain, colonial period (16th century), Museo del Carmen.
- *Inventor of "atole"* (a cornflour drink), bronze sculpture by Leonora Carrington (2010).
- *Fountain's detail in stone*, art deco style (late 19th century), National History Museum.