



Agenda, 2 May 2017	
13h00-17h00	MedTech Europe Meetings (<i>Members Only</i>)
	MedTech Europe Ethics & Compliance Committee (ECC) – Part 1 (<i>Ruby Room</i>)
18h00-20h00	Welcome Reception & PwC Compliance Achievement Award - sponsored by PwC (<i>Winter Garden</i>)

Agenda, 3 May 2017		
9h30-12h00	MedTech Europe and AdvaMed Meetings (<i>Members Only</i>)	
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12h00-13h00	GMTCC Registration & Welcome Lunch (<i>Winter Garden</i>)	
13h00-13h30	<p>Opening video & Introductory Remarks (<i>Grand Ballroom</i>)</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Bronwen Taylor, VP Compliance & Risk Management, Stryker Corporation (<i>confirmed</i>) - Roeland Van Aelst, VP Healthcare Compliance EMEA & Canada, Johnson & Johnson (<i>confirmed</i>) <p>Moderator: Ingmar de Gooijer (<i>confirmed</i>)</p> <p>Description: The two associations' Compliance Chairs will discuss the MTE and AdvaMed compliance priorities as well as how the themes addressed in the conference contribute and play into these priorities.</p>	
13h30-14h00	Keynote Speech: Dutch Ministry of Health , Marcel van Raaij, Director Pharmaceutical Affairs & Medical Technology (<i>confirmed</i>) (<i>Grand Ballroom</i>)	



14h00-15h15	<p>Plenary: Navigating the shift to value: Impact on Compliance (Grand Ballroom)</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Nacho Abia, President and CEO, Olympus Corporation of Americas (<i>confirmed</i>) - Ted Acosta, Americas Vice Chair Risk Management, Ernst & Young (<i>confirmed</i>) - Ann Bunnenberg, President and COO, EGI Systems (<i>confirmed</i>) - Anthony McQuillan, VP Legal and Compliance EMEAC, Medtronic (<i>confirmed</i>) - Kurt Seiler, Global Head of Compliance, Roche Diabetes Care (<i>confirmed</i>) <p>Moderator: Ingmar de Gooijer (<i>confirmed</i>)</p> <p>Description: MedTech companies are navigating a profound transformational shift as the concept of value gains traction in healthcare systems around the world. For companies, the implications are profound, and these new commercial models present opportunities but also significant challenges in the transition from a product-driven industry to one focused on services. What does this change mean for the compliance function?</p>												
15h15-16h00	<p>Networking break (Emerald I, II & III)</p>												
16h00-17h30	<p>Ask the Experts (Grand Ballroom)</p> <p>Moderator: Michael Koon, Partner, Norton Rose Fulbright LLP (<i>confirmed</i>)</p> <p>Description: The “Ask the Experts” session will be set up in roundtable discussions designed for smaller groups of active participants. The time allocated will allow them to get to the heart of key issues. Attendance is limited to 10-12 persons per table. After 40 minutes, the participants are invited to switch tables.</p> <table border="1" data-bbox="312 1122 1458 1639"> <tr> <td data-bbox="312 1122 884 1202"> <p>CSR & Human Rights Lead: Milana Chamberlain, Partner, Norton Rose Fulbright LLP</p> </td> <td data-bbox="890 1122 1458 1202"> <p>France Lead: Johanna Benichou, Lawyer, LCH & Olivier Sudre, Compliance & Transparency Officer, Johnson & Johnson Medical Devices France</p> </td> </tr> <tr> <td data-bbox="312 1211 884 1292"> <p>Latin America Lead: Denis Jacob, Director Global Commercial Compliance Officer, BD</p> </td> <td data-bbox="890 1211 1458 1292"> <p>China Lead: Kent D. Kedl, Senior Partner, Control Risks Asia Pacific</p> </td> </tr> <tr> <td data-bbox="312 1301 884 1382"> <p>MedTech Europe Code/CVS Lead: Pablo Rojas Abad, Legal Officer, MedTech Europe Christine Sainvil, Compliance Officer, Ethical MedTech</p> </td> <td data-bbox="890 1301 1458 1382"> <p>Transparency & Disclosure Lead: Diva Duong, VP Compliance EMEA-APAC, IMS Health</p> </td> </tr> <tr> <td data-bbox="312 1391 884 1471"> <p>Anti-corruption Lead: Scott Lane, Founder & CEO, The Red Flag Group</p> </td> <td data-bbox="890 1391 1458 1471"> <p>Credentiaing Lead: Clive Powell, Senior Manager Compliance and Regulation, ABHI Brian Lewis, CEO, MEDEC</p> </td> </tr> <tr> <td data-bbox="312 1480 884 1561"> <p>Promotion & Advertising practices Lead: Scott Danzis, Partner, Covington & Burling</p> </td> <td data-bbox="890 1480 1458 1561"> <p>Middle-East Lead: Arwa Asiri, Compliance Officer, Ethical MedTech & Ghadeer Al Yacoub, Regional Compliance & Regulatory Manager, Johnson & Johnson Middle East</p> </td> </tr> <tr> <td data-bbox="312 1570 884 1650"> <p>India Lead: Dhruv Goyal, Manager Ethics & Compliance, Greater India, Edwards Lifesciences</p> </td> <td data-bbox="890 1570 1458 1650"> <p>Eastern Europe Lead: Mariusz Witalis, Partner Fraud Investigation & Dispute Services, EY</p> </td> </tr> </table>	<p>CSR & Human Rights Lead: Milana Chamberlain, Partner, Norton Rose Fulbright LLP</p>	<p>France Lead: Johanna Benichou, Lawyer, LCH & Olivier Sudre, Compliance & Transparency Officer, Johnson & Johnson Medical Devices France</p>	<p>Latin America Lead: Denis Jacob, Director Global Commercial Compliance Officer, BD</p>	<p>China Lead: Kent D. Kedl, Senior Partner, Control Risks Asia Pacific</p>	<p>MedTech Europe Code/CVS Lead: Pablo Rojas Abad, Legal Officer, MedTech Europe Christine Sainvil, Compliance Officer, Ethical MedTech</p>	<p>Transparency & Disclosure Lead: Diva Duong, VP Compliance EMEA-APAC, IMS Health</p>	<p>Anti-corruption Lead: Scott Lane, Founder & CEO, The Red Flag Group</p>	<p>Credentiaing Lead: Clive Powell, Senior Manager Compliance and Regulation, ABHI Brian Lewis, CEO, MEDEC</p>	<p>Promotion & Advertising practices Lead: Scott Danzis, Partner, Covington & Burling</p>	<p>Middle-East Lead: Arwa Asiri, Compliance Officer, Ethical MedTech & Ghadeer Al Yacoub, Regional Compliance & Regulatory Manager, Johnson & Johnson Middle East</p>	<p>India Lead: Dhruv Goyal, Manager Ethics & Compliance, Greater India, Edwards Lifesciences</p>	<p>Eastern Europe Lead: Mariusz Witalis, Partner Fraud Investigation & Dispute Services, EY</p>
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18h00-19h45	<p>Networking Cocktail - sponsored by The Red Flag Group (Maritime Museum - De Ruyter Chamber and Van Heemskerck Chamber) Transportation will be provided Departures at 18:00 and 18:10 from the landing stage at the NH Grand Kraznapolsky Hotel. No exception</p>												
20h00-21h30	<p>GMTCC Networking Dinner - sponsored by EY (Maritime Museum – De Ruyter Chamber + Van Heemskerck Chamber) Transportation will be provided back to the NH Grand Kraznapolsky Hotel.</p>												



Agenda, 4 May 2017	
8h00-9h00	Registration & Welcome Coffee (Winter Garden)
9h00-10h15	Plenary: Less rules, more trust (Grand Ballroom)
	<p>Keynote: Sylvie C. Bleker-van Eyk, Professor, Free University of Amsterdam (<i>confirmed</i>)</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Elena Bonfiglioli, Senior Director Health Industry, EMEA, Microsoft (<i>confirmed</i>) - Heidi Jauch, Vice President and Compliance Officer, EMEA, Zimmer Biomet (<i>confirmed</i>) - Antonio La Regina, President EMEA, Convatec Int. Services GmbH (<i>confirmed</i>) - Jean McKiernan, Director, PwC (<i>confirmed</i>) <p>Moderator: Ingmar de Gooijer (<i>confirmed</i>)</p> <p>Description: The field of ethics and compliance is highly regulated, both by laws as well as Codes of Ethics, with international, national and local rules which may even contradict each other. This panel will consider the existing research and debate the value of a model where the control is trust-based instead of rules-based.</p>
10h15-11h00	Networking break (Emerald I, II & III)
11h00-12h30	Breakout Sessions (Grand Ballroom)
	<p>Distributors & evolution of practices (Ruby Room)</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Scott Lane, Founder & CEO, The Red Flag Group (<i>confirmed</i>) - Rami Rajab, VP Government affairs, Liva Nova & Chair of Mecomed (<i>confirmed</i>) - Ilana Shulman, Chief Compliance Officer, Hill-Rom (<i>confirmed</i>) - Tamara Tubin, Compliance Director Europe-Canada-Israel, Takeda (<i>confirmed</i>) <p>Moderator:</p> <ul style="list-style-type: none"> - Wes Porter, SVP Chief Compliance Officer, Wright Medical Group (<i>confirmed</i>) <p>Description: The MedTech industry is preparing for the 4th industrial revolution and this has also an impact on the Third Party Sales & Marketing Intermediaries. This panel aims at discussing the changes and what this means from distributors and their relationship with MedTech companies, considering the different types of relationships that exist.</p>
	<p>Privacy & big data: What role for Compliance? (Diamond Room)</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Peter A. Blenkinsop, International Pharmaceutical Privacy Consortium and Medical Device Privacy Consortium & Partner, Drinker Biddle (<i>confirmed</i>) - Carine Cochereau, QRA and Clinical Director EMEA, Cardinal Health (<i>confirmed</i>) - Sven Jacobs, Associate, Norton Rose Fulbright LLP (<i>confirmed</i>) - Antje Petersen, Group General Counsel, Sonova AG (<i>confirmed</i>) <p>Moderator: Erik Vollebregt, Partner, Axon Lawyers (<i>confirmed</i>)</p> <p>Description: Data is key for the MedTech industry, also to drive innovation, but new rules regulating data privacy may need a different perspective as to how to deal with Data. The panel will discuss the different aspects and approaches important to take into account when considering anything related to data (e.g. cybersecurity; big data; processes).</p>
<p>How to optimize Educational Grants to ensure industry support to medical education? (Amber Room)</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Simon Dufaur, Head of Strategy, Consulting and Innovation, MCI Benelux (<i>confirmed</i>) - Sophia Handtmann, Senior Compliance Professional Corporate Compliance, Fresenius Medical Care AG & Co. KGaA (<i>confirmed</i>) - Elke Louwette, EMEA Contracts and Grants, WL Gore (<i>confirmed</i>) - Richard Peterson, General Counsel, AAOS (<i>confirmed</i>) <p>Moderator:</p> <ul style="list-style-type: none"> - Hollie Foust, Senior VP Ethics & Compliance, Cardinal Health (<i>confirmed</i>) <p>Description: With the phase-out of Direct Sponsorship across the globe, Healthcare Organisations and Professional Congress Organisers need to make their educational programs attractive to industry while companies need to define their educational strategies. How to make these two requirements meet to the benefit of the patients and the HCPs?</p>	
12h30-13h45	Networking Lunch (Winter Garden)



	<p>Interactive Session on Codes convergence (Grand Ballroom) Moderator: Ingmar de Gooijer (<i>confirmed</i>)</p> <p>Description: The session will be set up to provide a workshop style interaction amongst the participants and the panelists. The panelists will provide an introduction to the three topics, i.e. a common framework among stakeholders, one Code for the healthcare industry and a global MedTech Code, while the participants will be encouraged to give their opinion on the session's discussion.</p> <p>Each panel discussion will be followed by a series of live-vote questions to the audience, aiming at uncovering trends and areas of interest.</p>		
13h45-15h30	<p>A Global MedTech Code</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Carlos Gouvêa, President, Brazilian Innovative Health Industry Alliance (<i>confirmed</i>) - Jesus Rueda Rodriguez, Co-Chair, GMTA & International Affairs Director, MedTech Europe (<i>confirmed</i>) - Bronwen Taylor, VP Compliance & Risk Management, Stryker (<i>confirmed</i>) 	<p>A Lifesciences industry Code</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Holger Diener, Managing Director, FSA e.V. & Vice Chair Ethics and Business Integrity Committee, IFPMA (<i>confirmed</i>) - Suzanne Durdevic, General Counsel Europe, Boston Scientific & Chair of the Legal Affairs Committee, MedTech Europe (<i>confirmed</i>) - Rita Lenz, Chair COCIR Code of Conduct Committee & General Counsel GE (<i>confirmed</i>) - Sergio Napolitano, Legal & Trade Director, Medicines for Europe (<i>confirmed</i>) 	<p>Stakeholders Codes</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Michel Ballieu, Executive Director, Biomed Alliance (<i>confirmed</i>) - Nicola Bedlington, Secretary General, European Patients' Forum (<i>confirmed</i>) - Andrew Blasi, Associate Director, Crowell & Moring International (<i>confirmed</i>) - Anna Lefevre Skjöldebrand, CEO, Swedish MedTech (<i>confirmed</i>)
15h30-15h45	<p>Closing remarks & Adjournment: Ingmar de Gooijer (<i>confirmed</i>) (Grand Ballroom)</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Aline Lautenberg, Director Legal and Compliance, MedTech Europe (<i>confirmed</i>) - Christopher White, Chief Operating Officer and General Counsel, AdvaMed (<i>confirmed</i>) <p>Moderator:</p> <ul style="list-style-type: none"> - Ingmar de Gooijer (<i>confirmed</i>) 		