

Expanding Self-Care Horizons: Compliance, Innovation, and Empowerment

24th of October 2024

Bucharest, Novotel Hotel



For more information please contact elizabeth.bernos@NicholasHall.com

Join us for the “Expanding Self-Care Horizons: Compliance, Innovation, and Empowerment” conference, a benchmark event dedicated to exploring the latest trends, regulatory landscapes, and innovations in the self-care industry. This event brings together key stakeholders from regulatory bodies, industry leaders, and experts to discuss and shape the future of self-care. This comprehensive conference is designed to provide attendees with in-depth knowledge and actionable insights into the evolving self-care landscape. Whether you are a healthcare professional, policy maker, industry leader, or academia, this event offers a unique platform to network, share ideas, and collaborate on advancing the self-care sector.

Benefits for Attendees

- **Access to the Latest Information:** Gain insights from recognized experts in the self-care and healthcare sectors.
- **Interactive Debates and Presentations:** Participate in discussions on industry trends, innovations, regulations, and policies impacting the sector.
- **Networking Opportunities:** Interact with industry leaders, regulatory representatives, top companies, and healthcare professionals.
- **Facilitated Exchange of Ideas:** Engage in networking sessions designed to foster new collaborations and spark new partnerships.
- **Access to Conference Materials:** Receive access to case studies, reports, presentations, and other materials shared during the conference.

Benefits for Exhibitors

- **Promotional Materials:** Include promotional materials on conference tables.
- **Logo Presence:** Feature your logo in event invitations.
- **Newsletter Mentions:** Get mentioned in post-event newsletters, website and social media channels.
- **Increased visibility:** Display your products & services to a broader audience and establish strategic partnerships & collaborations with attendees.
- **Moderator Mentions:** Receive acknowledgments from the event moderator.



..... **RASCI (Romanian Association of the Self-Care Industry)** brings together manufacturers, importers and distributors of over-the-counter (OTC) medicines, food supplements and self-care medical devices active on the Romanian market. In all its actions, the association seeks to inform, educate and empower Romanian consumers and patients, especially through its dedicated long-term educational campaign, “About health, with responsibility”, <http://aleginformat.ro/>.

Through its current activity, the association encourages the highest ethical standards and supports the development of a fair competitive business environment, starting with its own members, who have adhered to the RASCI Code of Ethics. The main purpose of RASCI is to ensure the clarity and objectivity of the information about the represented product categories, both for the population - the main beneficiary of these, as well as for HCPs - those who offer daily advice about their use. Ever since its establishment, RASCI is affiliated to AESGP (Association of the European Self-Medication Industry), the voice of the self-care sector in Europe, which brings together more than 2,000 companies and professional associations. More information about RASCI is available on its website, <https://rasci.ro/>.

This conference promises a day filled with insightful presentations, dynamic panel discussions, and ample networking opportunities. Whether you are a stakeholder, policymaker, or industry professional, “Expanding Self-Care Horizons: Compliance, Innovation, and Empowerment” is the event to attend for forward-thinking dialogue and collaboration in the self-care sector.

Don't miss out on this unique opportunity to expand your horizons and contribute to the future of self-care!

Pricing:

Workshop: GB£250 | Conference: GB£50 | Expo: GB£1000

Contact Elizabeth for registration and group booking rates - elizabeth.bernos@NicholasHall.com

Workshop Insights

In today's world Self-Care is a global inevitability. People everywhere are putting health and well-being as the first priority in their lives. Whether it's exercising, practicing mindfulness, eating healthier, taking breaks from technology, or practicing prevention from illness. As such, we are all looking for more than just products or services from healthcare professionals and from the healthcare brands we buy. We want inspiration and everyday experiences that match our expectations on how we can achieve good mental and physical wellness for ourselves and our families. Self-Care is a significant opportunity for companies to strengthen connections and improve communication to grow even closer to the needs of our consumers, in Romania as much as in the CEE.

To support us on this journey, the **Consumer Healthcare Academy & Romanian Association of the Self-Care Industry** have come together to create a pivotal workshop to show case best in class examples and engage in a practical exercise in how to incorporate self-care into your Brand and Business practices to elevate e-marketing strategies in order to surpass consumer expectations in today's digitalised world. We welcome you to this interactive half-day event where you will experience inspiring stories and learnings from across the world. Engage in group work and lively debate with our global experts and colleagues from across the industry and leave with practical ideas for adapting your company's approach of communicating self-care brand to consumers.



Nicholas Hall

Nicholas is the founder of Nicholas Hall Group of Companies, an elite consulting, business intelligence and executive recruitment company primarily serving the consumer healthcare industry since 1978. After a career in marketing and general management with Procter & Gamble, Vicks and GD Searle, Nicholas has managed the company's consultancy practice, which has among its clients many blue chip OTC companies, as well as some of the leading local laboratories in Asia, Middle East and Latin America. He has more than four decades of experience in the healthcare industry and has chaired and moderated over 300 OTC conferences and seminars in 58 countries.



Steve Sowerby

The Founder of XPotential and Co-Founder of The CHC Training Academy, Steve is a highly experienced Marketer and General Manager with over 30 years of corporate and agency experience. Steve has an in-depth knowledge in Strategy, Positioning, Branding and Team Building as well as being an experienced trainer and facilitator. Originating in OTC Pharmacy and Prescription Drugs, Steve's knowledge and experience spans globally in areas of FMCG, Pharmaceuticals, Healthcare, Skincare, Retailing, Media and Non-Profit Organisations.

Conference Agenda

13.00 - 14.00: Registration / Welcome / Networking

- Kick off the event with a networking session where attendees can register, network with industry peers and leaders, visit the expo booths and engage in 1:1 meetings.

Introductory Session

- 14.00: Opening Remarks (RASCI)
- 14.10: Welcome Address (Nicholas Hall Group of Companies)
- 14.25: Q&A Session
- 14.30: **Keynote Speech (National Agency for Medicines and Medical Devices of Romania)**
- 14.40: Sponsor Presentation

Session I: OTC Online Advertising

- 14.50: OTC Online Advertising >> Presentation (Romanian Advertising Council)
- 15.00: OTC Online Advertising >> Panel Discussion

• Panelists:

- o National Agency for Medicines and Medical Devices of Romania
- o Google
- o Romanian Advertising Council
- o ASSOSALUTE

- 15.20: Q&A Session

Session II: OTC Self-Selection

- 15.30: OTC Self-Select >> Presentation (Compass Healthcare)
- 15.40: OTC Self-Select >> Panel Discussion

• Panelists:

- o Ministry of Health
- o College of Pharmacists
- o Compass Healthcare

- 15.50: Q&A Session

16.00 - 16.30: Break / Expo Visit / Networking

- Explore booths & exhibitions and network with fellow attendees during the break. Spaces for 1:1 networking will be available should you want to engage in private conversations.

- 16.30: Sponsor Presentation

Session III: EU Pharma Law

- 16.20: EU Pharma Law >> Presentation (AESGP)
- 16.30: EU Pharma Law >> Panel Discussion

• Panelists:

- o Permanent Representation of Romania to the European Union
- o Romanian Member of the European Parliament
- o AESGP

- 16.50: Q&A Session

Session IV: OTC eCommerce

- 17.00: OTC eCommerce >> Presentation (Convert Group)
- 17.10: OTC eCommerce >> Panel Discussion

• Panelists:

- o Competition Council
- o eCom company / pharmacy
- o Convert Group
- o DLA Piper

- 17.30: Q&A Session

Closing Session

- 17.40: Future of Self-Care (IQVIA)
- 17.50: Closing Remarks (RASCI)
- 18:00 - 20:00: **Networking Dinner**

- Cap off the day with a delightful networking dinner, offering a chance to strengthen connections made during the conference in a relaxed setting.