

Global Corruption & Bribery Compliance

for Life Sciences

SOLICITOR'S REGULATION AUTHORITY

Earn up to 20 CPD points

2-Day Conference: 29th-30th November 2010

Post-Conference Workshops: 1st December 2010 Venue: The Marriot Hotel, Marble Arch, London

“Very valuable”

Maria Thestrup, Novo Nordisk

Building a solid understanding of the new regulatory landscape to protect you from financial penalties, reputational damage and loss of market share

“The Department of Justice will be vigilant in holding companies and individuals who break the law accountable – not only through civil actions, but by bringing criminal indictments.”

Lanny Breuer Assistant Attorney General for the U.S. Department of Justice, November 2009

In the last four years, 57 FCPA cases have been prosecuted – more than the total number dating back 28 years, when the FCPA became law. The new UK Bribery Act is the new gold standard in anti-bribery and corruption legislation – going even further than the FCPA to target bribery and global corruption. Violators stand to face unlimited fines and up to 10 years in prison.

3 Steps to Building a Winning Corruption and Bribery Compliance Programme:

- **Understand the rules:** Senior regulators from the **UK Serious Fraud Office, US Department of Justice, Europol** and **Transparency International UK**, discuss the latest regulations, what they mean for the way you do business – and what to expect next
- **Minimise Risk:** The best minds in compliance share best practices in risk analysis, building cost-effective compliance programmes that work, conducting due diligence and internal monitoring. Case studies from: **Abbott Laboratories, Johnson & Johnson, Merck KGaA** and **Novo Nordisk**
- **Maximise your Defences:** Be prepared for investigations – armed with the experience of the legal teams at **Johnson & Johnson, GlaxoSmithKline**, a **corporate monitor** and the lawyer who defended **dePuy** whistle blower Robert Dougall

POST CONFERENCE WORKSHOPS – 1ST DECEMBER

Bonus: Turn Knowledge Into Action With 3 Interactive Workshops, Lead by Top Industry Facilitators:

- Removing the Obstacles** to Compliance to ensure top-to-bottom buy-in of your compliance programme, with Marianne Klausberger, **Merck KGaA**
- Brainstorming Session: Learning from Other Industries.** Get new ideas for your compliance programme by looking at top ideas from other industries, with **Hugh Bigwood, Abbott Laboratories**
- FCPA Greatest Hits of 2010:** What cases around the world can teach you about the current climate – and how the Bribery Act is changing the game? With **Tom Fox, FCPA Consultant**

SEE INSIDE TO FIND OUT MORE...

16+ Internationally renowned experts share the latest knowledge -



Roeland Van Aelst, Vice President EMEA & Canada for the **Johnson & Johnson Office of Health Care Compliance and Privacy**



Paul Vincke, President, **European Healthcare Fraud and Corruption Network**



Michael K. Volz, LL.M. Corporate Compliance Officer, **Merck KGaA**



Chandrashekar Krishnan, Executive Director, **Transparency International UK**



Dorje Mundle, Head, Corporate Citizenship Management, **Novartis AG**



Elizabeth M. Zechenter, JD, PhD, Senior Counsel, **Legal Operations International GlaxoSmithKline USA**



Jeffrey L. Antoon, Director of Internal Audit, **Johnson and Johnson USA**



Robert Amaec, Head of Anti-Corruption, Proceeds of Crime & International Assistance, **Serious Fraud Office (UK)**



Maria Thestrup, Corporate Investigation Manager, Attorney LL.M., **Novo Nordisk A/S**



Hugh Bigwood, Ethics and Compliance Officer, **International Operations at Abbott Laboratories**



Shaul Brazil, Defence Counsel for Robert Dougall, **BCL Burton**, Robert Dougall in the dePuy International Whistleblower Trial



Peter Wilkinson, Senior Adviser to **Transparency International** on private sector



Vladimir Jidzny, Second Officer, Criminal Finances and Technology Unit, Operations Department, **Europol**



John Hanson, CPA (LA), CFE; Ad Hoc Task Force on **Independent Corporate Monitoring Task Force Member, American Bar Association**



Thomas R. Fox, **FCPA Consultant**

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Workshop A 09:00 - 12:00

Compliance: Removing the Obstacles

While compliance gets a lot of lip service as an organisational priority, reality can often stand in the way. Financial constraints, the complexity of the business and our own individual attitudes can all serve to stymie our best efforts. By identifying these obstacles and determining innovative ways to overcome them with your peers, participants can expect to come away with a clear path to compliance.

- What are the barriers to organisations embracing compliance programmes?
- Why is compliance so much more difficult to promote than other measures such as increasing productivity?
- How can you ingrain compliance throughout your organisation

Facilitator: Marianne Klausberger, Counsel for Europe and Asia, Merck KGaA

MARIANNE KLAUSBERGER is an English lawyer and Europe-based professional in legal, ethics and compliance, currently at German DAX company Merck KGaA, in the Chemicals and Pharmaceuticals sector. She specialises in conceptual approaches for compliance programmes, their fit within a company's structure and allocation of responsibilities for different aspects of a Compliance programme to different functions and entities within an organisation. She also focuses on companies' commitments under UN Global Compact and contributes to the IBA's Anti-Corruption Committee. Prior to joining Merck, Ms Klausberger trained and practiced as an English lawyer with two major international law firms, specialising in litigations, arbitrations and investigations. Her previous work with European clients on FCPA-related issues, together with her current work at one of Germany's DAX 30 companies in heavily regulated industries, naturally puts her focus on comparing different regional compliance approaches and turning company mission statements into specific advice for the operational business. She has contributed to Practical Law Company and presents regularly internally on different Compliance initiatives. As a dually qualified lawyer (civil law and common law) she focuses on differences in enforcement cultures, and, in view of her in-house position, on management and communication issues surrounding compliance topics, and in particular management training on compliance issues and incentivisation of compliance.



Workshop B 12:15 - 15:15

Brainstorming Session: What Other Industries Can Teach You about Compliance

With so much expertise inside Life Sciences organisations, it's easy to forget to look outside for other sources of innovation. Rather than reinvent the wheel, why not take inspiration from non-life sciences organisations for tools and programs that promote compliance. This high-energy session is sure to deliver plenty of solutions from surprising sources.

- Learn the surprising places some of the best ideas in Life Sciences have come from
- Brainstorm what you can apply to your business from companies whose services you use every day
- Save money and get results by building on non-Life Sciences learning

Facilitator: Hugh Bigwood, Ethics and Compliance Officer, International Operations at Abbott Laboratories

HUGH BIGWOOD is the Ethics and Compliance Officer for Abbott reporting to Abbott's chief compliance officer. He is responsible for Abbott's compliance program for all divisions for all countries outside of the US. Hugh has a degree in Genetics and then converted to law. His legal career started in London as an IP litigator before he moved in house with Pfizer. He spent 11 years with Pfizer supporting its various divisions across the globe. Hugh left Pfizer to become head of Legal and IP at Pliva, a Croatian Generics company. When Pliva was acquired by Barr Hugh moved to Abbot to support Abbott's Mature Business Operations before moving to his current role. Hugh has built up considerable experience of working across countries and cultures as well as different areas of the business from research and development to manufacturing and sales both in proprietary and generic sides of the pharmaceutical industry. Hugh is a keen runner, skier and mountain biker.



Workshop C 15:30 - 18:30

The FCPA's Biggest Hits of 2010. Lessons Learned for the Compliance and Ethics Professional and How the Bribery Act has Changed the Game

While the full weight of the stepped up FCPA prosecutions have yet to be fully felt in life sciences, there is plenty to learn from some of the top cases of 2010. Join in on the debate on what these cases mean for future prosecution and key lessons from cases such as:

- Avon in China
- HP in Germany
- Russia's failure to pick up suspicious payments to agents

Facilitator: Thomas R. Fox, FCPA Consultant

THOMAS FOX has practiced law in Houston for over 25 years. He is now an Independent Consultant, assisting companies with FCPA and US Export Compliance issues. He was most recently the General Counsel at Drilling Controls, Inc., a worldwide oilfield manufacturing and service company. In this role, he oversaw the delivery of legal services for Drilling Controls on a worldwide basis, with current emphasis on FCPA compliance, export and commercial operations. He was involved with compliance investigations, audits, drafted policies and led training on all facets of compliance including FCPA, export, anti-boycott and commercial operations training. He was previously division counsel with Halliburton Energy Services, Inc. where he supported Halliburton's software division and its largest division, then named Drilling Formation and Evaluation Division, worldwide.



08:00 **Coffee and Registration**

08:50 **Chair's Opening Remarks and Pharma IQ Welcome**

THE NEW COMPLIANCE LANDSCAPE: UNDERSTANDING THE LATEST REGULATIONS IN ORDER TO CREATE A COMPLIANCE POLICY THAT WORKS FOR YOUR BUSINESS

09:00 **The UK Bribery Act: What Your Company Must Change**

The UK Bribery Act is being touted as the new Gold Standard in global compliance – with offenders standing to face unlimited financial penalties and jail terms of up to 10 years. Why is compliance so important on the world stage? And how does your company need to change its policies and practices?

- A brief overview of the UK Bribery Act and why it is essential now
- How the regulations differ from the FCPA
- How the new regulations impact the way Life Sciences companies must conduct business
- Why it is important to make these changes now, not later

Chandrashekhhar Krishnan, Executive Director, Transparency International

09:45 **Life Sciences Under the Microscope: How the US Department of Justice is Ramping up FCPA Enforcement and What you Stand to Lose**

At the 10th Annual Pharmaceutical Regulatory and Compliance Congress and Best Practices Forum, Assistant Attorney General Lanny Breuer stated that the DOJ was going after Big Pharma by applying the Foreign Corrupt Practices Act. What does it mean for your business? Find out:

- Why the DOJ decided to increase focus on Life Sciences
- What are the penalties for non-compliant Life Sciences Firms
- What are the hidden compliance risks you need to know

SPOTLIGHT SESSION

10:30 **Networking Coffee Break**

11:00 **How to Work Effectively with a Corporate Monitor**

No one wants to end up in the middle of an investigation, but if you are, your relationship with your corporate monitor is integral, as it can directly affect how your case is handled by enforcement and the kinds of penalties with which you may be hit. Get an overview of the process from beginning to end from a monitor, followed by a question and answer session that will help you understand:

- The role and scope of corporate monitors
- What you can do to get a monitor that will help your company
- What to look for in a monitor
- How to work effectively with a monitor

John Hanson, CPA (LA), CFE; Ad Hoc Task Force on Independent Corporate Monitoring Task Force Member, American Bar Association

11:45 **Geopolitical Risk Trends: Expand your Business While Minimising Risk**

As life sciences companies look to expand their businesses, entering emerging markets is a sure-fire way to grow. But doing business in these markets carries the greatest risks in terms of global corruption and bribery compliance. Drawing from real-life examples, this presentation will give you the insight you need before you sign your next contract.

- What is required in terms of due diligence before entering into emerging markets?
- What are the riskiest markets to do business in today?
- How you can you mitigate these risks?

Roeland Van Aelst, Executive Director, Compliance EMEA, Johnson & Johnson

12:30 **Networking Lunch Break**

ENFORCEMENT IN ACTION: AVOID PROSECUTION BY LEARNING FROM THE MOST COMPELLING CASES AND PLAYERS IN LAW AND ENFORCEMENT TODAY

14:00 **Co-Operating with Criminal Investigations: Case Study - DePuy International (DPI)**

In April 2010 the UK Court of Appeal suspended the prison sentence given to Robert Dougall, former Director of Marketing at DePuy International, in recognition of his co-operation with the criminal investigation. What does this ruling mean for the industry?

- What is the new role for individuals who blow the whistle and assist corporate bribery investigations?
- What outcomes can be expected for corporations and individuals?
- What must companies do in order to achieve the best outcome following disclosure of corporate bribery?

Shaul Brazil, Counsel for Robert Dougall, BCL Burton Copeland

14:45 **UK Anti-Corruption Enforcement: The Prosecutor's Perspective**

Until the government passes down official guidance, there are more questions than answers within compliance departments when it comes to the UK Bribery Act. Gain more clarity, with insight from inside the Serious Fraud Office on:

- What the Serious Fraud Office's approach will be to enforcing the new Bribery Act
- Which key provisions of the Bribery Act ethical corporates should be most concerned about
- The future of the Serious Fraud Office self-reporting regime and global resolutions
- How international authorities will work together to ensure effective enforcement

Robert Amaee, Head of Anti-Corruption, Proceeds of Crime & International Assistance, Serious Fraud Office (UK)

15:30 **Networking Coffee Break**

16:00 **The Real Cost of Corruption**

There is more to fighting corruption than avoiding penalties and boosting your reputation for shareholders. Creating a strong culture of compliance helps companies create a better world. Drawing from real-life examples, this presentation serves as a powerful reminder of why anti-corruption should be a top priority for your company.

- What fraud costs the global community
- Going beyond financial damage – what you stand to lose through non-compliance
- Case studies: The impact of non-compliance in the Life Sciences sector this year

Paul Vinke, President, European Healthcare Fraud and Corruption Network

16:45 **BREAK-OUT ROUNDTABLE DISCUSSIONS**

Break into one of three small groups for a candid, peer-to-peer discussion about compliance issues. Choose the one that matters most to you.

Roundtable A: Donations and Gifts: How to Ensure Good Intentions Don't Turn Bad, Facilitator Peter Wilkinson

Roundtable B: Vetting Third Parties in Emerging Markets: What You Need to Know About Them – and What They Need to Know About How You Do Business Facilitator TBC

Roundtable C: "Adequate Procedures" Under the UK Bribery Act: What We've Learned So Far About What Is and Isn't Enough in Proving a Culture of Compliance is in Place Facilitator TBC

17:30 **Chair's Closing Remarks and End of Day One**

“Has provoked thought and interesting ideas”

Peter Atkin, Mabey & Johnson

08:00 **Coffee and Registration**

08:50 **Chair's Opening Remarks and Pharma IQ Welcome**

PLAYING BY THE RULES – AND WINNING: HOW CREATING A ROBUST COMPLIANCE PROGRAM CAN HELP GROW YOUR BUSINESS

09:00 **Case Study: Internal Outsourcing to Ensure Ownership of Merck's Compliance Policy**

CASE STUDY

Learn how Merck dealt with the challenge of establishing compliance culture across its highly-complex business by employing a small core compliance team to empower directors across departments to design and implement their own programs. Discussion to include:

- Why a new approach was necessary
- Challenges of implementing the program
- What has worked best: concrete results in compliance

Michael Volz, LL.M. Corporate Compliance Officer, Merck KGaA, Germany

09:45 **Case Study: iComply – Creating a Compliance Policy That (Literally) Jumps Off the Page to Ensure Adoption**

CASE STUDY

When Abbott Laboratories developed their Global Event Planning Tool, which allows planners to input variables to generate a risk-assessment report for foreign events, they didn't know they'd hit on a self-service risk assessment goldmine. Find out how, by applying three unique principles, Abbott is on its way to building a compliance program that resonates with the way people across all departments think and access information.

- What are the benefits of self-serve compliance policies?
- How can you take inspiration from products like the iPod to create compliance tools employees will want to use?
- How does innovative delivery promotes active uptake of compliance materials?

Hugh Bigwood, Ethics and Compliance Officer, International Operations, Abbott Laboratories

10:30 **Networking Coffee Break**

11:00 **Case Study: How to Incentivise and Compensate Employees Ethical Behaviour to Ensure Compliance**

CASE STUDY

Most individual employees want to do their best to do business in an ethical way. But when realities such as meeting sales targets and observing customs in emerging markets come into play, standards are less black and white – and strict compliance can lose its appeal. Novartis understands this and as such has developed a strategy that takes into account:

- Why creating a written compliance policy isn't enough
- What really drives and motivates employees
- How to leverage performance evaluation and remuneration to drive desired behaviours
- The benefits of empowering individual employees to ensure business integrity

Dorje Mundle, Head, Corporate Citizenship Management, Novartis AG

11:45 **Panel Discussion: How to Building Bridges Without Getting Burned**



Three life science chief executives weigh in on how they are approaching expansion into emerging markets while ensuring corruption and bribery compliance. To be followed on a panel discussion on best practices in risk assessment, with questions taken from the floor.

Roeland Van Aelst, Executive Director, Compliance EMEA Johnson & Johnson

Michael Volz, LL.M. Corporate Compliance Officer, Merck KGaA, Germany
Elizabeth M. Zechenter, Senior Counsel, Legal Operations International, GlaxoSmithKline USA

12:30 **Networking Coffee Break**

NAVIGATING STORMY WEATHER: UNDERSTANDING THE CHANGING APPROACH TO ENFORCEMENT, PUTTING STRONG CORRUPTION-PREVENTION MEASURES IN PLACE AND HOW TO MINIMISE DAMAGE IN THE EVENT OF AN INFRACTION

14:00 **Joining Forces: A Panel Discussion on What Increasing International Co-Operation for Fraud Investigations Means for You**

From China, to Russia, Germany, the UK and the US, countries around the world are stepping up their Global Corruption and Compliance enforcement. Since global corporations must satisfy all regulators – and these regulators are working together more closely than ever, now is the time to find out:

- How international fraud investigation is changing
- How international authorities work together to prosecute fraud
- What you need to be aware of before entering foreign markets

Vladimir Jidzny, Second officer, Criminal Finances and Technology Unit, Operations Department, Europol;
Robert Amaee, Head of Anti-Corruption, Proceeds of Crime & International Assistance, Serious Fraud Office (UK);
Superintendent, City of London Police, Overseas Corruption Unit

14:45 **Save money, Save Your Reputation: How to Conduct an Internal Investigations that Works**

A strong internal investigation team can stop corruption in its tracks. But if a violation is detected, a thorough investigation will satisfy authorities that due diligence is being paid, therefore reducing the severity of any penalties. Join a corporate investigator to get to the bottom of how to conduct an effective internal investigation.

- Learn about the best line of defence: innovative prevention measures
- How to create cost-efficient systems that allow employees to speak out
- Conducting an internal investigation: step by step
- Investigating individual employees while minding their rights

Maria Thestrup, Corporate Investigation Manager, Novo Nordisk A/S

15:30 **Networking Coffee Break**

16:00 **Conducting an Internal Audit**

The key forces that ensure future success in the life sciences industry are innovation and compliance. But satisfying both of these objectives bring risk and uncertainty. That's exactly why regular internal audits are so important. Learn how to stay on top of all areas of your business as it moves forward.

- Determine the objective of your audit programme
- Time your audits: How often and when should you audit?
- When should you bring in outside consultants
- Understanding auditors red flags

Jeffrey L. Antoon, Director of Internal Audit, Johnson & Johnson USA

16:45 **Damage Control: What to Do When You've Broken the Rules**

How a company handles an investigation by the authorities can have a huge impact on potential penalties and your reputation. Join a highly experienced International lawyer as she walks through industry case studies, leading to discussion of:

- What documentation you should provide to minimise damages – and when
- The interplay between outside counsel and in-house legal departments when faced with an investigation
- How to handle regional variations caused by legal privilege in different jurisdictions and local criminal law
- Case studies: How have various companies dealt with recent foreign investigations and audits

Elizabeth M. Zechenter, Senior Counsel, Legal Operations International, GlaxoSmithKline USA

17:30 **Close of Conference**

“Some very useful comments and ideas.”

David Greaves, SITA

Sponsors and Exhibitors

Top 5 Reasons to Attend Global Corruption and Bribery Compliance for Life Sciences

- 1) Understand the latest regulations and **protect your business**
- 2) **Meet the regulators** who decide how the Global Corruption and Bribery Compliance is being policed today
- 3) **Develop a robust compliance policy** before the UK Bribery Act comes into effect
- 4) Meet monitors who can share insight into **how investigations really work**
- 5) Learn innovative ways to ensure an **effective compliance programme while keeping costs** down from the best compliance minds in the business

Sponsorship and Exhibition Opportunities

Maximise Your Involvement: Sponsorship and Exhibition Opportunities

The Global Corruption and Bribery Compliance for Life Sciences conference will be attended by senior regulators and compliance executives from Europe, the US and the UK. Regulations are becoming more stringent and the life science business is becoming more global – making the need to adopt new tools and strategies more important than ever. This tailored event will give sponsors the face-to-face contact that overcrowded trade shows simply cannot deliver and allow for the creation of new solutions and strategies for ensuring compliance.

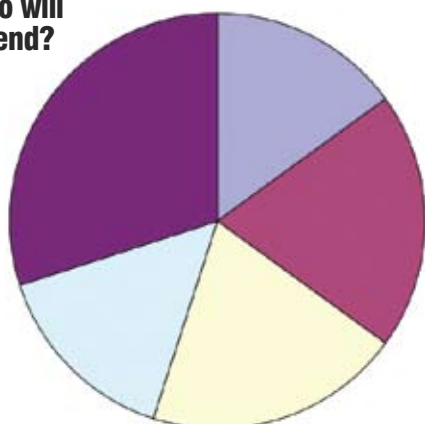
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Other features of sponsorship include:

- Prominent exhibition space in the main conference networking area
- Participation in comprehensive pre-event marketing campaigns
- Tailored marketing strategies to suit your organisation's size, capabilities and individual requirement

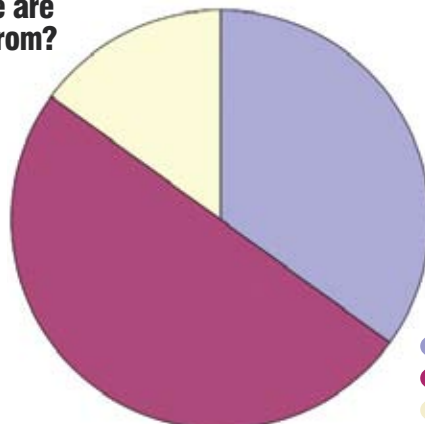
For more information and to discuss the right opportunity, contact Sarah Strangeways on +44 (0)207 368 9852 or sponsorship@iqpc.co.uk

Who will attend?



- Compliance Directors
- Compliance Officers
- Internal Investigators
- Internal Audity
- In-House counsel

Where are they from?



- Europe
- UK
- USA

Sponsor



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Global Corruption & Bribery Compliance for Life Sciences

2-Day Conference: 29th-30th November 2010,
Post-Conference Workshops: 1st December 2010,
Venue: The Marriot Hotel, Marble Arch, London

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Packages	Book and pay by 20th of August*	Book and pay by 17th of September*	Book and pay by 15th of October*	Standard Price
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Venue & Accommodation

Venue: The Marriott Hotel Marble Arch, 134 George Street, London, W1H 5DN UK
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First Name _____ Family Name _____

Job Title _____

Tel No. _____

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Yes I would like to receive information about products and services via email

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Name of person completing form if different from delegate: _____

Signature _____

I agree to IQPC's cancellation, substitution and payment terms

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IQPC Bank Details Account No: 51304143 IBAN Code: GB59 MIDL 4038 1851 3041 43 Sort Code: 40 38 18

Swift Code: MIDLGB2112V Account name: International Quality & Productivity Centre Ltd.

Bank: HSBC Bank Plc, 67 George Street, Richmond, Surrey TW9 1HG, United Kingdom

PAYMENT MUST BE RECEIVED PRIOR TO THE CONFERENCE

Conference code 19207.001