

The Asia-Pacific Pharmaceutical Compliance Congress, Singapore

***Constructive Navigation in a Changing
Environment - Lessons Learnt***

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A Changing Landscape.....



More Complex Expectations....

- ◆ Sustainable business models
- ◆ Year on Year revenue growth
- ◆ Reliance on high growth (emerging markets)
- ◆ Protect and enhance corporate image and reputation – core assets

..Experience and Battle Scars Shape Success



...Top Ten – They May Work For You Also

1. Be prominent but be friends and play nicely
2. Set the stage for risk appetite
3. Customer is first
4. Commercial has a voice
5. Test it and make it bullet proof
6. Policy deviations shape the iterative process
7. Accountability – who owns the monkey ?
8. Investigations - quick, thorough and brave
9. Commercial training shapes cultural DNA
10. Aim high and reach the tipping point



Thank You



EVERYTHING MATTERS

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- Constantly changing environment
- Is there a level playing field?
- Designing and implementing policies
 - Balancing Legal Risks v. Commercial Competitiveness
 - Emerging markets v. Developed - adapt locally or adopt globally?
- Working with the Commercial team

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