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SMU

SINGAPORE MANAGEMENT
UNIVERSITY

SMU-FERRING Reproductive Medicine Summit:

Leading through Change

PROFESSIONAL

HELD AT SMU CAMPUS

BY INVITATION ONLY



About the SMU-Ferring Reproductive Medicine Summit

SMU Executive Development Office is proud to partner with Ferring Pharmaceuticals to bring you the prestigious Asia Pacific Reproductive Medicine Summit in 2022.

This Summit will bring together C-suite executives and senior leaders from reproductive medicine across the region, coming together to build stronger teams, businesses and organisations to help patients build healthy families. This year's Summit will feature a unique line-up of world-class presenters and leading faculty from Singapore Management University with sessions ranging from strategy to marketing to the latest health technology trends.

We look forward to engaging conversations and interactions with your peers and faculty during the SUMMIT held face to face in the SMU campus after a long pandemic.



DR. MARKUS KARNER
Academic Director,
SMU Executive Development

Summit Programme Director

Markus Karner is the Academic Director of Executive Development at SMU. He teaches Strategy, Business Model Innovation, Megatrends, VUCA, and Systems Thinking. He supports program design, program directorship, case writing, and heads the media and learning team driving SMU-ExD's online and virtual delivery capability. Markus has been with SMU since 2005. Outside of academia, he is an entrepreneur who has started two business ventures. He is tri-lingual in English, German, and French, and has been living with his family in Singapore for two decades.

Summit Objectives

The curated Summit Agenda is carefully designed with you in mind! As challenges mount unabated in the fast-changing social and economic environments, we know the world of reproductive medicine is not immune to the forces affecting how people live, work and play.

Join us and take this opportunity to learn, reflect and engage.

As an attendee, you can expect to:

- gain new leadership and strategic perspectives by deepening management skills
- be inspired through learning about the latest advancements in digital health and global trends
- spark fresh insights and ideas for innovation and business performance
- explore new business, investment and financial models to unlock sustainable growth

Summit Highlights

- **Learn from a sterling line-up of global and regional thought leaders from the fields of reproductive medicine and beyond**
- **Engage with experts who will bring you right into the world of innovation in digital health and patient care**
- **Ask the subject matter experts about finance, investment and business strategy, and growth in today's fast-changing business environment**

Site Visit

Participants will experience a site visit to a technology company linked with Amazon Web Services – Health Business. A showcase of Research and Development in Health technology and applications will get them to experience a touch and play demonstration of latest technology first – hand. The visit will be rounded off by an executive presentation of health care related technologies and opportunities.



Summit Agenda

The Summit will be held at Singapore Management University's campus in October 2022 and attendees can look forward to the following exciting discussion topics, presented by world-class experts and faculty:

17–20 OCTOBER 2022

DAY 1	DAY 2	DAY 3	DAY 4
			
Understanding Global Megatrends, Disruption and Strategy	Creating Value, Capturing Value, Marketing Value	Persuasion, Finance and Valuation	Technology and Innovation
<ul style="list-style-type: none">• Global Megatrends and Disruption• Strategy Development and Execution	<ul style="list-style-type: none">• Creating and Capturing Value through Innovation• Service Excellence and Service Marketing	<ul style="list-style-type: none">• Influence and Persuasion• Finance and Valuation	<ul style="list-style-type: none">• Site Visit• The Advent of Artificial Intelligence, Machine Learning and Power of Data

Faculty and Expert Practitioners



Frank Siegfried, Ph.D.
Adjunct Faculty,
Strategy and Organization
Lee Kong Chian School of
Business, SMU



Michelle Cheong, Ph.D.
Professor of Information Systems
(Education)
Associate Dean, SCIS Post-Graduate
Professional Education
Director, Doctor of Engineering



Patrick Tan, Ph.D.
Senior Lecturer of Strategic
Management; Academic
Director, ITI;



Yeou Su Lin, Ph.D.
Associate Professor of
Communication Management
(Practice)



Ang Ser Keng, Ph.D.
Principal Lecturer of Finance;
Vice Chairman of Executive
Committee & Director, UOB-SMU
Asian Enterprise Institute

Recognition

In recognition of your valued participation and attendance in this Summit, we would like to award you with a Certificate of Participation*

*(*The criteria for this award is a minimum of 3 days of attendance.)*

Who This is For

C-Suite Executives, Founders, Senior Directors, Business Owners/Managers and Medical Consultants from the reproductive medicine sector across Asia Pacific.

Registration

As this is a **By Invitation Only** event, once you have received the invite from a representative of Ferring Pharmaceuticals, kindly click on this link to learn more about the Summit:

<https://exd.smu.edu.sg/partner-programmes/smu-ferring-reproductive-medicine-summit>

Once we have received your registration and your participation is confirmed by Ferring Pharmaceuticals, you will be contacted by the Summit program team with more details about this event. Please note that your registration is personal to you and it is not transferable.

By submitting your registration to participate in the SMU-Ferring Reproductive Medicine Summit, the organizers have your permission to contact you about the Summit and related purposes.



ABOUT SINGAPORE MANAGEMENT UNIVERSITY

Highly regarded for excellence in management practice, SMU is one of Asia's leading universities. SMU offers an unparalleled wealth of expertise in issues of business and management in Asia. The SMU city campus is a modern facility, enabling a technologically integrated learning experience in the heart of the Singapore's business district. Uniquely, SMU represents a fusion of Western and Asian theory and practice, with a strong foundation in the research of management and business practices. SMU's Office of Executive Development is dedicated to international talent development, integrating the best of Asian and Western practices and theories. Our Programmes deliver outstanding returns on investment for individuals and organisations, leveraging meticulously-designed curricula which address business challenges in the unique Asian context.



ABOUT FERRING PHARMACEUTICALS

Ferring Pharmaceuticals is a research-driven, specialty biopharmaceutical group committed to helping people around the world build families and live better lives. Headquartered in Saint-Prex, Switzerland, Ferring is a leader in reproductive medicine and maternal health, and in specialty areas within gastroenterology and urology. Ferring has been developing treatments for mothers and babies for over 50 years and has a portfolio covering treatments from conception to birth. Founded in 1950, privately-owned Ferring now employs around 6,000 people worldwide, has its own operating subsidiaries in nearly 60 countries, and markets its products in 110 countries.

Learn more at www.ferring.com, or connect with us on LinkedIn, Instagram, Facebook, Twitter and YouTube.

Led and hosted by:



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