

AUGUST 3-4, 2011

Securing Public Health in a Globalized World

ASEFUAN's Academic Conference and Annual General Meeting



Doelenzaal, Singel 425, Amsterdam

Organized by the **Asia Europe Foundation University Alumni Network**, the **University of Amsterdam**, the **International Institute for Asian Studies** and the **Asia-Europe Foundation**



UNIVERSITY OF AMSTERDAM



and supported by the **Australian Embassy**, the **Dutch Ministry of Foreign Affairs**, the **Amsterdam Municipality**, the **Government of Japan**, **Philips Research**, the **Amsterdam Institute for Global Health and Development**, the **Wemos Foundation** and **Air France/KLM**.



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DAY 1
WEDNESDAY, AUGUST 3 2011

09.00 – 09.30 **Annual Conference Opening Remarks** *Doelenzaal, Singel 425,
University of Amsterdam*

- Krizna Gomez (President ASEFUAN)
- Michiel Baas (Branch Office Coordinator of the International Institute for Asian Studies, University of Amsterdam)
- Ines Coppoolse (Deputy Director of the Asia and Oceania Department at the Dutch Ministry of Foreign Affairs)

09.30 – 10.40 **Opening Session “Securing Public Health in a Globalized World”**
Chair: Krizna Gomez (President ASEFUAN)

- **European-Asian Health Care Cooperation in the 20th Century**
Dr. Leo van Bergen (Historian at the Free University Medical Centre (VUMC), Department of Metamedica)
- **The Challenges for Global Health**
Prof. Dr. Joep Lange (Amsterdam Institute for Global Health and Development)
- **Human Rights and the Need to Democratize Global Health**
Dr. Remco van de Pas (Senior Global Health Advocate at Wemos Foundation)

Questions and Discussion

10.40 – 11.00 **Coffee Break**

11.00 – 12.30 **Session “Addressing Global Health Challenges: A European Perspective”**

Chair: Laurent Frideres (ASEFUAN)

- **Public Health in a Global Context: EU Interactions with the WHO**
Dr. Louise van Schaik (Research Fellow at the Clingendael European Studies Programme)
- **Responding to Food Hazards in a Globalized World**
Dr. Frits van Vugt (Project Leader International Cooperation at the New Food and Consumer Safety Authority (nVWA), Dutch Ministry of Economics, Agriculture and Innovation)
- **From the Global Response to Avian Influenza to the One Health Approach in EU External Relations**
Dr. Alain Vandersmissen (European External Action Service)

Questions and Discussion



12.30 – 13.30 **Lunch**

13.30 – 15.00 **Session “Asia-Europe Cooperation on Influenza Epidemics: A View from Asia”**

Chair: Laurent Frideres (ASEFUAN)

- **European-Asian Cooperation in the AsiaFluCap Project**
Dr. Aura Timen (Head Preparedness and Response at the National Institute for Public Health and Environment (RIVM))
- **The AsiaFluCap Project - Stakeholder Analysis on the Response to the 2009 H1N1 Influenza Pandemic in Six Asian Countries**
Ms. Yu-Chen Hsu (AsiaFluCap)
- **Policy and Health System Responses to H1N1/2009: The Thailand Experience**
Dr. Weerasak Putthasri (AsiaFluCap)
- **ASEF-ASAP: Accurate Scenarios, Active Preparedness**
Dani Madrid (Former President ASEFUAN)

Questions and Panel Discussion

15.00 – 15.30 **Drinks**

15.30 – 17.00 **Cultural Activity: Visit to the Amsterdam Museum**
Sponsored by the Municipality of Amsterdam

Amsterdam Museum
Entrances at Nieuwezijds
Voorburgwal 357 or
Kalverstraat 92

DAY 2
THURSDAY, AUGUST 4 2011

09.00 – 09.10 **Arrival and Welcome**

*Doelenzaal, Singel 425,
University of Amsterdam*

09.10 – 10.40 **Session “Access to Medicines in Asia and Europe”**

Chair: Sungjin Kang (ASEFUAN)

- **Essential Innovation and Access**
Teresa Leonardo Alves (European Coordinator at Health Action International Europe)
- **The Access to Medicine Index**
Wim Leereveld (Founder and Chair of the Access to Medicine Foundation)
- **Intellectual Property Rights and Public Health**
Prof. Dr. Kamperman Sanders (Institute for Globalization and International Regulation, Maastricht University)

Questions and Discussion

10.40 – 11.00 **Coffee Break**

11.00 – 12.30 **Session “Solutions that Provide Impact: Public-Private Partnerships in Public Health”**

Chair: Dani Madrid (ASEFUAN)

- **The Health Care Challenge and the Role of the Private Sector**
Jill Watts (Associate Professor and Chief Executive Officer at Ramsay Healthcare, United Kingdom)
- **Sustainable Healthcare Solutions through Combined Forces**
Sierd Hoekstra (Board member of the Task Force Health Care and Senior Partner at AMPC International Health Consultants)
- **Successful Public-Private Partnerships for Neglected Tropical Diseases**
Jayasree Iyer (Senior Programme Manager at TI Pharma and Programme Director euSEND)

Questions and Discussion

12.30 – 13.30 **Lunch**

13.30 – 14.40 **Session “Addressing the Challenges of Ageing Societies in Asia and Europe”**

Chair: Dani Madrid (ASEFUAN)

- **Demographic Changes in Asia: Challenges for the Youth**
Krizna Gomez (President ASEFUAN)
- **Patients First: A Local and Innovative Approach to Health Care**
Jos de Blok (Director of “Buurtzorg Nederland”, Netherlands Neighbourhood-care)
- **Development of Smart Mobility Devices for Independent Movement: Cooperation Between Universities and Private Companies**
Prof. Dr. Klaas Postema (Medical Specialist for Rehabilitation at University Medical Center Groningen)

Questions and Discussion

14.40 – 15.00 **Coffee Break**

15.00 – 17.00 **Session “The Future of Healthcare: The Role of Technology and Innovative Approaches”**

Chair: Jussi Lehmusvaara (ASEFUAN)

- **Ageing and Healthcare: Sustainable, Technology-Based, Care and Cure Solutions**
Dr. Hans Hofstraat (Vice-President Philips Research, Healthcare Strategic Partnerships)
- **From Knowledge and Technology Transfer to Co-Production**
Prof. Dr. Roland Bal (Institute of Health Policy & Management, Erasmus University Rotterdam)
- **The Promise of Smarter Healthcare**
Juriën Taams (Business Development Executive at Healthcare & Life Sciences, IBM)

Questions and Panel Discussion

17.30 **Canal Boat Tour with Reception**
Hosted by the Australian Embassy in the Netherlands

Boarding Point:
Reederij Kooij, Rokin 125
(near Spui)

