

## An Experiential Journey of Academic and Cultural Immersion in Singapore – the Lion City of Asia

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The programme for the ISPOR 7th Asia-Pacific Conference has been designed to explore the theme, “Pharmacoeconomics and Outcomes Research in Asia-Pacific: Challenges, Opportunities and Future Direction.” This conference takes place 3-6 September 2016 at the Suntec City Convention Centre located in the lovely country of Singapore.

This conference will provide a platform for academics, students, policy makers, health professionals and industrialists to come together to exchange experiences and ideas to advance the science and to make global health care more efficient, affordable, and of a high quality.

The highlight of the conference will be our plenary sessions: **First Plenary Session: Health Technology Assessment and Health Policy: Recent Developments Across Asia**; **Second Plenary Session: Harnessing the Power of Big Data to Make Better Health Care Decisions in the Asia-Pacific Region**; and **Third Plenary Session: Universal Health Coverage – the Affordable Dream in ASEAN: Experiences and Lessons Learned**. In addition, the scientific programme will feature 40 podium presentations and more than 600 poster presentations on health care outcomes research. Delegates can also choose to participate in more than 30 issue panels/workshops which are related to health economics and its use in health policy development in Asia. With 1,200+ attendees from more than 50 countries expected, we are confident that this conference will provide invaluable information and sharing opportunities for the participants. Therefore, it is an opportunity not to be missed if you wish to mingle among the very best in global pharmacoeconomics and outcome research.

Singapore is a relatively young nation belonging to one of the member countries forming the Western Pacific Region. Its strategic geographical position was an important factor that contributed to it being in the crossroads of the East and the West. In the early days, ships carrying valuable commodities like spices and tea had to make a stopover in Singapore before continuing their journeys into the East or West. Singapore thus became a place for entrepôt trading. It also became a land of many opportunities for immigrants of different ethnic backgrounds; settling down in this lion city and building their dream homes for their future generations.

Today, Singapore is home to nearly 5.5 million residents of different ethnic backgrounds. They have created a social fabric of collegiality and harmony, working collaboratively to achieve an identity of one people, one nation, one Singapore. The diversity of ethnicity also brings with it an enriched history, culture, and cuisine that promise many surprises for visitors who are willing to explore.

Singapore is just a short distance from Indonesia, and western and eastern Malaysia. These neighbouring countries provide yet another dimension of cultural and historical exploration that will make your visit to the conference in Singapore even more memorable and one that you will treasure.

**This conference will provide a platform for academics, students, policy makers, health professionals and industrialists to come together to exchange experiences and ideas to advance the science and to make global healthcare more efficient, affordable, and of a high quality.**

We would like to take this opportunity to welcome you on this journey of exploration of Asia. We promise that you will be immersed in a stimulating academic environment during the conference and you will also be tantalized by the Asian culture and history that will make your visit an enriching and unforgettable one. So do not hesitate any longer, register for the conference today! We look forward to welcoming you to Singapore. ■

– *Dr. Ahmad Fuad Afdhal (Indonesia), Professor Syed Aljunid (Malaysia), and Associate Professor Wai Keung Chui (Singapore)*

