

Dear Members,

It has been a while since we last organized a training on the Undesirable Medical Advertisements Ordinance (UMAO). Given the recent complaints we have received regarding potential UMAO violation, plus the increasingly popular trend in social media advertising, we see the need to not only refresh our members' memories on the basic principles of the Ordinance, but to also help them understand how to avoid some common social media marketing pitfalls in going about their business.

At this training, we have the honour to have Ms. Marcia Lee, a Baker McKenzie attorney as well as a legal consultant for our Ethics & Compliance Taskforce, be our speaker. A brief agenda is as follows:

1. Overview of the Undesirable Medical Advertisements Ordinance (UMAO)
2. Applicability to social media
3. Other relevant laws and regulations

Details of the training as follows:

Date: 26 Sep 2018 (Wed)

Time: 10:00 – 11:15 a.m. (registration starts at 9:30 a.m. Light snack and coffee will be served.)

Venue: Baker McKenzie, 14/F, Hutchison House, 10 Harcourt Road, Central, Hong Kong

Fee: HK\$120

Language: English

To sign up or for more details, contact Ms. Amy Lai at [amy.lai@hkapi.hk](mailto:amy.lai@hkapi.hk) or 2528 3061.

Best regards,

Sabrina Chan

Senior Executive Director