



Dr. Colin D'Silva

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GlaxoSmithKline Consumer Healthcare

Hi Colin, please share with us some details of your role as the Head of Communications and Government Affairs at GSK.

As the Head of Communications and Government Affairs for GSK Consumer Healthcare Asia Pacific, I'm also a member of the Consumer Healthcare Asia Pacific leadership team. My role is to help achieve key business goals, and enhance the company's reputation across Asia Pacific, a region composed of 23 markets. My areas of responsibility include market execution of brand earned media, Corporate Communication, Reputation management, Issues management, Government Affairs, Advocacy and Internal engagement.

I provide Filippo Lanzi, Region Head of Consumer Healthcare, APAC and his leadership team with Communications/Corporate Affairs, Scientific Affairs, Government Affairs and Public Policy counsel and strategic advice. I also play an active role in building new stakeholder relationships which are leveraged via Advocacy and Credentialing programs to grow the business. I lead the development and execution of engaging Brand Communication strategies. I manage the external Public Policy and Government Affairs program in partnership with GSK's Pharmaceuticals and Vaccines businesses. I'm responsible for issues and crisis management and Internal Communications including employee engagement. Last but not least, I'm responsible for building functional capability and developing talent in APAC.

Is there a CSR programme within GSK that you particularly enjoy being a part of?

Yes, I'm really enjoying being part of the Smile Train CSR program. GSK Consumer Healthcare is proud to partner with Smile Train, a world-leading charity which offers free, life-changing surgery and comprehensive cleft care to children with cleft lip and/or palate in more than 85 countries. Over the next 5 years, we will be providing Smile Train with valuable funding, support and expertise to help more children living with clefts lead full and productive lives. Cleft surgery can cost from as little as \$250, but if left untreated, children will often struggle to eat, breathe and speak properly, leaving them isolated from communities and left with on-going health issues.

At GSK Consumer Healthcare, our passion is to build trusted brands and harness our scientific expertise and deep consumer insights to help meet the healthcare needs of people around the world, delivering on our purpose to help people do more, feel better and live longer. Together with Smile Train, we are united in our shared vision and commitment to transform lives, one smile at a time.

Any advice you would give someone who is thinking of a career in government relations?

Government Relations or Government Affairs is a very exciting, dynamic and challenging area. To make a career in this area, one needs to have a curious mind, an entrepreneurial spirit and be very good at networking and building collaborative relationships with various stakeholders. Also, one has to be very interested in and up-to-date on the economic, cultural and political trends and changes

around the world. Lastly, one has to be a strategic thinker and learn how to work with the right partners in government to shape policy and influence legislation that will favour the company's business not only in the short-term, but also for the long-term.

Moving forward, what are some challenges and/or opportunities GSK might face specifically in the ASEAN region?

In Southeast Asia, the demand for healthcare is rising rapidly. Consumption across pain relief and oral healthcare products are growing faster than the categories by 2 to 3 times. The growth is attributed to the acceleration of population growth particularly in urban areas, rising incomes and increased prevalence of everyday ailments like cold, flu, fever, pain, oral health and skin conditions. If you look at the emerging middle class, the potential of this area is one of the biggest in the emerging markets.

In an engaged economy like Southeast Asia and with the convergence of the technology and healthcare ecosystems, opportunities are also emerging from new delivery channels and connected devices. Availability and access of our products to consumers are important. Many policies to get products approved and moved through the system make a very big difference to the growth of our categories. To that, the regulatory environment that supports access is important. In some of our emerging markets this can be challenging. Whenever we can accelerate policies that can help increase access and speed up the regulatory process, this will bode well for the wider consumer healthcare industry.

Thank you for your time, Dr. Colin!