



**OPENING**  
**OPENING SESSION**

## | BACKGROUND

08.30 hours*	Guest arrives at Bangkok Convention Centre A
09.00 hours	Her Royal Highness Princess Maha Chakri Sirindhorn arrives at Bangkok Convention Centre A Report by Prof. Dr. Vichan Panich, Chair of the International Organizing Committee of the Prince Mahidol Award Conference
09.00 hours	Her Royal Highness Princess Maha Chakri Sirindhorn arrives at Bangkok Convention Centre A Report by Prof. Dr. Vichan Panich, Chair of the International Organizing Committee of the Prince Mahidol Award Conference <b>Opening Speech by</b> Her Royal Highness Princess Maha Chakri Sirindhorn Video Presentation – Prince Mahidol Award
09.30 hours	Keynote Speeches Video Presentation – Prince Mahidol Award Conference 2020 Her Royal Highness Princess Maha Chakri Sirindhorn opens the Prince Mahidol Award Exhibition Her Royal Highness Princess Maha Chakri Sirindhorn departs

### NOTE\*

- The Opening Session on Friday 31 January 2020 at 09:00 hrs will be presided over by HRH Princess Maha Chakri Sirindhorn.
- Participants are required to register onsite, receive their badge, and enter the Opening Session Room on the 22nd Fl. before 8.30 am.
- Latecomers after 8.30 am will be requested to watch the session live from the satellite room on the 23rd Fl

## | OBJECTIVES



## Keynote Speaker

### Dina Mired

*President*

Union for International Cancer Control  
Jordan

President for Union International for Cancer Control (UICC)  
2018-2020 President  
2016-2018 President Elect

HRH Princess Dina Mired, is a mother of a cancer survivor and is a well-known and respected advocate for Cancer Control and Non-Communicable Diseases.

HRH Princess Dina was elected as President of the Union International for Cancer Control (UICC-) in 2018-the largest cancer fighting organization. Testament to her outstanding leadership, she was the first Arab to have been elected in in such a prestigious global post.

King Hussein Cancer Foundation  
2002 - 2016

HRH Princess Dina established and led the King Hussein Cancer Foundation (KHCF) from 2002 till June 2016. Princess Dina transformed the non-profit into the most successful fundraiser for cancer control efforts in Jordan and an internationally known brand and leader not only in Jordan but also in the global movement for people affected by cancer. KHCF work focuses on fundraising and development, global advocacy, public awareness about early detection and prevention, cancer coverage, and patient support.

Local Advocacy for Cancer Control  
Honorary Chairperson of the Jordan Breast Cancer Program (JBCP)  
2006-2016

She served as the Honorary Chairperson of the Jordan Breast Cancer Program (JBCP) 2006-2016. To date, JBCP remains the most successful national early detection and screening program saving the lives of thousands of women.

Global Advocacy  
Globally, Princess Dina is a well-known and respected advocate for Cancer Control and Non-Communicable Diseases. Also, a fierce advocate in the fight against tobacco, both in Jordan and globally.

In September 2011, Princess Dina was elected to deliver the keynote speech on behalf of all civil society at the opening of the United Nation's General Assembly 1st ever High-Level Meeting on non- communicable diseases (NCDs).

In September of 2018, Princess Dina was chosen again to speak at the third high level meeting on NCDs as "Eminent Champion of the fight against Non-communicable diseases" on the prevention and control of non-communicable diseases (NCD's).

Princess Dina serves in a number of high-profile international roles:

- Member of WHO Expert Technical Group for the Elimination of Cervical Cancer (current)
- Honorary Ambassador of Harvard Global Health Win-Win Initiative (current)
- Member of WHO Civil Society Working group on NCD's
- Honorary Member of the Mediterranean Task Force for Cancer Control in Italy (current)
- Honorary President of Harvard University Global Task Force for Expanded Access to Cancer Control and Care in the Developing World
- Member of the advisory board of NCD child

- Member (observer) of Jordan National Tobacco Control Committee, and Head of Technical Committee reporting to Prime Ministry (current)
- Global Ambassador for Tobacco Free Portfolios (current)
- Ambassador for the Global Smoke-free Worksite Challenge

Awards and Honors:

- 2019 Sept: "Patient Advocate Award" by the American Society for Clinical Pathology.
- 2018 Dec: Awarded the prestigious "Arab Woman Award 2018 for her "Achievements in Global Leadership in Cancer Control". By London Arabia organization honors and recognizes Arab women who have made a noteworthy impact in different areas on not only the lives of everyone in their community but also around the globe.
- 2018 April Conferred the title of "Honorary Doctor" by the prestigious Medical University of Asuncion-Paraguay, in recognition of her global efforts in the fight against cancer.
- 2017: Awarded the "Female of the year 2017- Golden Award for Excellence" by the "Arab Women Council", in recognition of her outstanding efforts in the field of social responsibility in the Arab World.
- 2016 Conferred the title of "Honorary Doctor" by the prestigious Yerevan State Medical University (YSMU) in Armenia, in recognition of her global efforts in the fight against cancer.
- 2016: Chosen for Susan G Komen's first ever More than Pink list of those who have made significant impact in the fight to end breast cancer.
- 2016 Oct to be awarded the "Personality of the 2016 in the fight against breast cancer" by Zahra Breast Cancer Association of Saudi Arabia.
- 2015 Recipient of the International Agency for Research on Cancer (IARC) medal of Honor in recognition of your outstanding leadership and advocacy for cancer control worldwide.