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May 15, 2026

Dear Regina,

Welcome to the 2026 BioMarketing Insight's monthly newsletter.

This whole world is in chaos. Every time I listen to the news, there is another ICE immigration raids on innocent people, near government shut downs where federal workers didn't get paid and flights are either cancelled or delayed, the war in Iran has fueled gas price inflation to 3.8 % and will continue if the war doesn't end, thousands of people are still getting laid off; Boston Fidelity just laid off 800 people last Friday, May 8th and the prices at the grocery store keeps going up. Trump has made the US worse in every possible way, and he still claims he is doing a good job. Who is he kidding?

You've noticed that I have not sent out a monthly newsletter for the month of March

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The good news is that May is AANHPI Heritage month which Governor Maura Healy signed into declaration on May 20, 2024. We need to celebrate AANHPI Heritage not only in the month of May but year-round.

I plan to celebrate AANHPI Heritage Month not only in May but throughout the year and everyone is invited. It's free and open to the public. For more information on activities this month and future dates click on the table of content for [Saves the Dates: Celebrating AANHPI Heritage Month and Events](#): May 2nd-29th, and May 21st. Future dates so far are June 29th – July 1st.

Please read my [closing thoughts](#) for further thoughts on the matter.

If you missed the newsletter on "New Theories in Understanding Alzheimer's Disease", click on this [link](#).

The next newsletter will be June 15, 2026.

2025 was a year of uncertainty and chaos. Here is to 2026 being a year of calm and positive certainty. But if you need a little inspiration or something to make us laugh to get us through this time of uncertainty, click on the "[Inspiration](#)" link to give yourself a few

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We encourage you to share this newsletter with your colleagues by using the social media icons below, or by simply forwarding this newsletter or use the link below. Should you or your colleagues want to join my mailing list, click on "join my email list" link below.



Sincerely,
Regina Au
CEO, New Product Planning/Strategic Planning
[BioMarketing Insight](#)



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Developing a Product? Commercializing a Product?

If you are developing a product and have not conducted the business due diligence to determine commercial viability or success, contact [me](#) for an appointment. For successful commercial adoption of your product or looking to grow your business, contact [me](#) for an appointment.

For more information on our services, click on the links below:

[Product Development](#)

[Market Development](#)

[Marketing Strategies](#)

[Scenario Planning](#) - for more information, email [me](#).

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AAPIEC Inc.

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Save the Dates: Celebrating AANHPH Heritage Month and Events May 2nd - 29th, May 21st, May 9th

Since May is AANHPI Heritage Month, I,(AAPIEC Inc.) have decided to do things differently. Rather than celebrating only in the month of May, I am planning to have AANHPI presentation and exhibit celebration, more in-depth information on the history and culture of the ethnic groups presented with a Q&A for the attendees. On a personal level in different towns throughout the year.

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AAPIEC Inc. in collaboration with the Town of Brookline is celebrating AANHPI Heritage Month with two events: All events are free and open to the public.

1) Title: Contributions AANHPI Have Made to American History Exhibit (May 2nd - May 30th)

This exhibit was created to define who AANHPIs are (over 100 different ethnic groups) and to share the history and culture of these ethnic groups. In addition, there are thousands of AANHPIs who have served in the military with medals of honor and contributed as Supreme Court Judges, Nobel Prize Winners, Astronauts etc. to American History that very few people know about and would be very surprised who they are. AANHPI is part of American History.

You will come away after viewing the exhibit saying, "I didn't know that". This exhibit will be on display in Hanneman Hall at the library on Washington street from May 2nd – May 30th during regular library hours.

For more information on the exhibit, click [here](#). Click [here](#) for hours of the library. For directions and parking, click [here](#). For additional exhibits, click [here](#).

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**AAPIEC INC.
PRESENTATION
AND EXHIBIT
RECEPTION**

**THURSDAY,
MAY 21, 6:30-8:30 PM**

**HUNNEMAN HALL
BROOKLINE VILLAGE LIBRARY
361 WASHINGTON STREET
BROOKLINE
ALL AGES**

 **AAPIEC Inc.**  

2) Title: AAPIEC Inc. Presentation and Exhibit Reception.

In celebrating AANHPI Heritage Month, the presentation and exhibit reception will highlight in detail the history and culture of 2 different ethnic groups (from over 100+) from experts. There will be a presentation plus either a performance or demonstration and plenty of time to ask questions on Thursday, May 21st, 2026

This will be followed by a small reception (Taste of Asia) and time to view the Contributions AANHPI Have Made to American History Exhibit and ask any additional questions you may

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For more information on the Presentation and Exhibit Reception, click [here](#). For directions and parking, click [here](#).

FUTURE DATES: June 29th - July 1, 2026

AAPIEC Inc. in collaboration with Parker Memorial Library in Dracut will hold an AANHPI Heritage Presentation and Exhibit Event similar to the one in Brookline. More details to follow.

Thank you to our sponsors,

These programs would not be possible without their sponsorship.

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AANHPI HERITAGE CELEBRATION



May 9, 2026 Saturday 11 am-2pm

Event Line-up

11
AM

GITA VARADARAJAN - KEYNOTE AUTHOR

@ 22 Tappan St, Black Box Theater



Student Performances

@ 22 Tappan St, Black Box Theater



12:30-2 PM

Arts & Crafts, Henna, Games, Food & more!

@ 22 Tappan St, Cafe



BROUGHT TO YOU BY

Brookline Asian American Family Network, Brookline Office of Diversity, Equity, Inclusion and Community Relations, and the Public Schools of Brookline,

In addition, The Town of Brookline held their 4th Annual AANHPI Heritage Celebration Saturday, May 9th, 2026 with guest author Gita Varadarajan and many more fun activities.

For more information on the Celebration, click [here](#). And for more information on Brookline Asian American Family Network and future celebrations, click [here](#).

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I'm speaking at

BioProcess International

September 15 -18, 2025
Hynes Convention Center,
Boston, USA

Creating a Winning Target Product Profile: A Roadmap for Successful Biopharmaceutical Development

Use Code **SPEAKER10** and Save 10%

Part of: **Biotech Week Boston**

Regina Au,
CEO, New Product Planning/Strategic Planning,
BioMarketing Insight

Recap: September 15-18, 2025 BioProcess International, Boston

I am pleased to announce that I spoke at the BioProcess International Conference on September 17th, 2025. The title of my presentation is "Creating a Winning Target Product Profile: A Roadmap for Successful Biopharmaceutical Development". For more information on my presentation, click [here](#). For more information on the agenda and other speakers, click [here](#).

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HYBRID EVENT: You can participate in person at Orlando, Florida, USA or Virtually from your home or work.

IVC 2025 Home Scientific Committee Speakers Program Information About Contact Submit Abstract Register

5th Edition of
International Vaccines Congress

October 23-25, 2025 | Orlando, Florida, USA

Tentative Program First Round of Abstract Submissions Closes on May 29, 2025 Early Bird Registrations Closes on May 30, 2025

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I am pleased to announce that I was be a Key Note Speaker and a Scientific Committee Member at the IVC 2025 Conference in Orlando, FL, October 23 - 25, 2025. The title of my presentation is "[The importance of post-marketing surveillance and real-world data: For a product to be successful](#)". Information on Scientific Committee members, click [here](#). For more information on the conference, click [here](#).

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Inspirations

Enjoy the song "What the World Needs Now" virtually with the students from the Berklee School of Music.

Even with the current uncertainty of our country, we will get through it. Keep voicing your opinion on what is right, what is wrong and the needs of the people. This is the only way things will change.

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Let's End with Celine Dion & Josh Groban Singing "The Prayer"

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Closing Thoughts

This world would be a better place if everyone got to know and understood each other in terms of history and culture. We don't want to repeat bad history, but we do want to celebrate and share all the good things. That is why I decided to do this AANHPI Heritage Celebration Year-round. Celebrating in May is great but then people forget and we need to be reminded of all the great things people have done to shape American History no matter what ethnic group they are from. We are all different, yet we are all the same.

The more we understand people's history and culture, the more we can communicate with

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It's the "all about me" syndrome which will make us fail.

America was built on every nationality in the world, no matter their race, culture or religion, and being kind and helpful to one another as one nation. There will always be those who will take advantage of the good people around the world and we need to stop them no matter what it takes. The world would be a better place without them.

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Should you have any questions or need of assistance with your business due diligence, determining your product's value proposition, target product profile and economic value of your product for reimbursement, feel free to contact me at 617-404-8826 or regina@biomarketinginsight.com.

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