

2017 APEC Business Ethics for SMEs Forum

Hà Nội, Việt Nam | September 7–8, 2017

CODE IMPLEMENTATION WORKSHOP (7 SEPTEMBER)

MEDICAL DEVICE SECTOR

The Sheraton Hanoi, Song Hong 3 Room

TIME	PROGRAM	
7:30-8:30	Registration & Confirm Table Location – Song Hong 3 Room, The Sheraton Hanoi <i>NOTE: Registration closes at 8:30. Attendees should identify room and table location.</i>	
8:30-9:00	Welcome Coffee / Tea – Song Hong Foyer	
9:00-9:30	Opening Session <i>Introductory Remarks:</i> Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative & Senior Advisor to U.S. Deputy Assistant Secretary of Commerce for Asia <ul style="list-style-type: none"> • <i>Brief Participant Introductions:</i> Name, Position, Organization, & Economy • <i>Official Photograph of Workshop</i> 	
9:30-10:30	Driving Code Implementation: Governance, Alignment, & Member Adherence <ul style="list-style-type: none"> • <i>Description:</i> Between 2012 and 2017, APEC member economies saw the number of medical device industry association codes of ethics or formalized commitments more than double across the region, expanding high-standard practices to more than 11,000 member enterprises. Are these codes of ethics meeting key benchmarks in governance, alignment, and membership adherence? What can be done to support associations, enterprises, and non-industry stakeholders drive code implementation? • <i>Facilitator:</i> Christopher White, Chief Operating Officer, General Counsel, Association Executive, The Advanced Medical Technology Association (AdvaMed) 	
10:30-12:30	Introductory Breakout Sessions (Course A) Advancing Code of Ethics Implementation Location: Song Hong 3 Room Setup: Roundtables <ul style="list-style-type: none"> • Two Capacity-Building Modules <ul style="list-style-type: none"> ○ Internal Strategies ○ External Strategies ○ <i>Time Permitting:</i> Individual / Small Group Mentor Sessions 	Advanced Breakout Sessions (Course B) Advancing Code of Ethics Implementation Location: Song Da Room Setup: Hollow-square table <ul style="list-style-type: none"> • Two Capacity-Building Modules <ul style="list-style-type: none"> ○ Adapting to a Changing Environment ○ Code of Ethics Accessibility ○ <i>Time Permitting:</i> Individual / Small Group Mentor Sessions
12:30-13:30	Lunch Break – Sheraton’s Hemispheres Restaurant (Vouchers Provided)	

2017 APEC Business Ethics for SMEs Forum

Hà Nội, Việt Nam | September 7–8, 2017

<p>13:30-14:30</p>	<p>Multi-Stakeholder Collaboration in Viet Nam to Strengthen Ethical Business Practices <i>Location: Song Hong 3 Room</i></p> <ul style="list-style-type: none"> • Objective: Provide multi-stakeholder perspective in Viet Nam on progress and emerging trends in ethical business practices for the medical device sector. Provide perspective from Viet Nam to communicate the value of high-standard ethical practices to all stakeholders as well as best practices in implementation of high-standard codes. • Structure: Brief Introductions / Interactive Discussion (No PPT or Prepared Remarks) • Moderator: Patty Wu, C&M International • Discussants [Invited]: <ul style="list-style-type: none"> - Mr. Nguyen Xuan Binh, VIMEDAS (Industry Association) - Mr. Fabrice Leguet, MDDSC, EuroCham Viet Nam (Industry Association) - Dr. Nguyen Thi Ngoc Dung, Viet Nam Medical Association (Health Care Professionals) - Ms. Dang Cam Tu, Viet Nam Women's Union (Civil Society)
<p>14:30-15:00</p>	<p>Networking Coffee Break – The Sheraton Hanoi (Ballroom Foyer)</p>
<p>15:00-17:00</p>	<p>Interactive, Multi-Stakeholder Case Studies</p> <ul style="list-style-type: none"> • Facilitator: Adrian Cosenza, Chief Executive Officer, Australian Orthopaedic Association • Objective: Undertake three interactive case studies designed to help: <ul style="list-style-type: none"> A. local third party intermediaries and their partners to understand best practices in ethical interactions and strategies to undertake effective implementation; and B. industry associations and enterprises, health care professional groups, patient organizations and governments collectively strengthen ethical interactions.
<p>17:00-17:15</p>	<p>Closing Session <i>Closing Observations: Christopher White, AdvaMed</i> <i>Guidance for Plenary Dialogue (8 September): Patty Wu, C&M International</i></p>