



2018 APEC Business Ethics for SMEs Forum

18-20 July 2018 • Tokyo, Japan

MEDICAL DEVICE SECTOR PLANNING SESSION ON IMPLEMENTATION OF APEC GUIDANCE FOR ETHICAL THIRD PARTY INTERMEDIARY RELATIONSHIPS (18 JULY 2018)

Manhattan Room Three, Tokyo American Club, 2-1-2 Azabudai, Minato-ku, 106-8649 Tokyo, Japan

UPDATED 17 JULY 2018

TIME	SESSION PROGRAM
08:30-09:30	Badge Collection: Fred Harris Gallery (B1 Level) Networking Tea / Coffee Service: Manhattan Room Three (B2 Level)
09:30-10:15	Opening Session <u>Welcome Remarks:</u> Ms. Tricia Van Orden, Overseer, Business Ethics for APEC SMEs Initiative <u>Brief Participant Introductions:</u> Attendees stand and state their name and organization <u>Scene-Setting Presentation:</u> Ms. Faye Sumner, Medical Technology Association of New Zealand
10:15-10:30	Taking Stock: Overview of Implementation Resources <u>Presenter:</u> Ms. Patricia Wu, Managing Director, C&M International (Technical Secretariat)
10:30-11:15	Capacity-Building Examples: Distributor Ethics Trainings Recent Association Approaches: <ul style="list-style-type: none"> • 10:00-10:15: Ms. Tamara Olmos, AMID (Mexico) • 10:15-10:30: Mr. Koichiro Miyata, AMDD (Japan) • 10:30-10:45: Mr. Carlos Gouvea, ABIIS (Brazil) Pilot Webinars on the APEC Guidance: <ul style="list-style-type: none"> • 10:45-11:00: Ms. Chrisoula Nikidis, Polaris (Canada) • 11:00-11:15: Inputs from Delegates on Plenary Webinar Approach / Expressions of Interest
11:15-12:45	Considering a “Tokyo Statement” on Implementing the APEC Guidance for Ethical Third Party Intermediary Relationships in the Medical Device Sector <u>Facilitator:</u> Faye Sumner, Medical Technology Association of New Zealand <u>Objective:</u> Representatives will provide recommendations for the Business Ethics for APEC SMEs Initiative on Guidance implementation. This dialogue will review and produce a draft “Tokyo Statement” for considered recognition by the Project Overseer and APEC SMEWG / Ministers. A draft of the Tokyo Statement will be circulated to participants one week prior to their arrival in Tokyo. Each representative will have one minute to provide comments or recommendations on the draft. Should time permit, the Co-Facilitators and technical secretariat may facilitate further discussion on significant comments or recommendations until the roundtable dialogue’s time has elapsed.
12:45-13:00	Closing Observations: <ul style="list-style-type: none"> • Tricia Van Orden, Overseer, Business Ethics for APEC SMEs Initiative
13:00-14:00	Networking Lunch: Brooklyn Suite (B2 Level)



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MEDICAL DEVICE SECTOR

HALF-DAY SME COMPLIANCE WORKSHOP (18 JULY 2018)

Manhattan Room Three, Tokyo American Club, 2-1-2 Azabudai, Minato-ku, 106-8649 Tokyo, Japan

TIME	SME WORKSHOP PROGRAM
13:00-14:00	Badge Collection: Fred Harris Gallery (B1 Level) Networking Lunch: Brooklyn Suite (B2 Level)
14:00-14:15	Welcome Session <i>Welcome Remarks: Tricia Van Orden, Overseer, Business Ethics for APEC SMEs Initiative</i>
14:15-14:30	Participant Introductions <i>Attendees stand and state their name and organization</i>
14:30-15:15	Spotting Global Compliance Trends for SMEs and Understanding the Risks <ul style="list-style-type: none"> • Ms. Angela Main, Vice President, Global Chief Compliance Officer & Associate General Counsel, Asia Pacific, Zimmer Biomet • Ms. Caroline West, Global Chief Compliance Officer, Olympus Corporation • Ms. Joyce Wong, Managing Director, Polaris Asia-Pacific <i>Moderator: Zohra Anwari, Legal Counsel, The Advanced Medical Technology Association (AdvaMed)</i>
15:15-16:00	Short Presentations on Organizing Your Compliance Program to Support Your Company's Growth <ul style="list-style-type: none"> • Structuring your Compliance Program: <ul style="list-style-type: none"> ○ Tamara Olmos, AMID (Mexico) • Training, Metrics, Auditing & Monitoring: <ul style="list-style-type: none"> ○ Emmanuel Vicencio and Wes Porter, Wright Medical (The United States) • Association Tools & Resources / Benefits of Association Codes: <ul style="list-style-type: none"> ○ Michelle Wagner, MTAA (Australia)
16:00-16:30	The Positive Outcomes of an Ethical Culture: Why this Matters to Investors and Enterprise Success <ul style="list-style-type: none"> • Diane Biagianti, Vice President, Chief Responsibility Officer, Edwards Lifesciences
16:30-16:45	Networking Tea / Coffee Service: Manhattan Room Three (B2 Level)
16:45-18:15	Issue-Specific Case Studies via 45 Minute Rotating Breakout Sessions <i>Objective: Attendees may pick two of three available case study options (each led by table mentors)</i> <i>Facilitator: Patty Wu, Managing Director, C&M International (Technical Secretariat)</i> <u>Case Study Topics (Short Introductory Presentation per Topic):</u> <ul style="list-style-type: none"> • Sponsorships (Introduced by: Campbell Clark, Medtronic, Singapore) • Conference Venues (Introduced by: Kei Matsumoto, JFMDA, Japan)



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	<ul style="list-style-type: none"> Value-Adds / Tenders / Conflicts of Interest & Procurement (Introduced by: Rhoel Laderas, PAMDRAP, Philippines)
18:15-18:30	<p>Concluding Session & Preview of Tomorrow (19 July)</p> <p><u>Emcee:</u> Zohra Anwari, Legal Counsel, The Advanced Medical Technology Association (AdvaMed)</p>

MEDICAL DEVICE SECTOR

MULTI-STAKEHOLDER TRAINING WORKSHOP (19 JULY 2018)

Leveraging Technologies to Scale Code of Ethics Implementation for SMEs

Manhattan Room Three, Tokyo American Club, 2-1-2 Azabudai, Minato-ku, 106-8649 Tokyo, Japan

TIME	WORKSHOP PROGRAM
8:00-9:00	<p>Badge Collection: Fred Harris Gallery (B1 Level) Networking Coffee & Tea Service: Manhattan Room Three (B2 Level)</p>
9:00-10:00	<p>Opening Session</p> <p><u>Introductory Remarks:</u> Ms. Tricia Van Orden, Overseer, Business Ethics for APEC SMEs Initiative & Deputy Director, Trade Promotion Coordinating Committee Secretariat, U.S. Dept. of Commerce</p> <ul style="list-style-type: none"> <u>Brief Participant Introductions:</u> Name, Position, Organization, & Economy <u>Official Workshop Photograph</u>
10:00-11:00	<p>Leveraging Technologies and Other Resources to Scale Code of Ethics Implementation for SMEs</p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> Ms. Stephanie Chew, Medtronic (China) Ms. Minah Cho, Korea Medical Devices Industry Association (KMDIA) Ms. Fara Zalina Mohamed, Manager for Corporate Management Division, SME Corp Malaysia <p><u>Description:</u> This session will discuss how to make best use of resources (such as technology and other readily available means) to enable the delivery and promotion of codes of ethics. This includes opportunities of reducing costs of compliance and streamlining processes. The session will also cover strategies to encourage prioritizing integrity programs within your organization.</p>
11:00-12:00	<p>Exercise on Strategies to Scale Code of Ethics Implementation for SMEs</p> <p><u>Facilitators:</u> Mr. Thomas Hsu, Edwards Lifesciences & Ms. Tamara Tubin, Wright Medical</p>
12:00-13:00	<p>Networking Lunch: Brooklyn Suite (B2 Level)</p>
13:00-14:30	<p><u>Strategies for Success on Implementing the APEC Guidance for Ethical Third Party Intermediary Relationships in the Medical Device Sector</u></p> <p><u>Objective:</u> This session will empower medical device industry and third party intermediaries to deploy APEC-endorsed guidance through their respective associations and companies. The co-facilitators will review the outcomes from the Planning Session on 18 July and break down the key components of the Guidance before utilizing collated resources during an interactive exercise. The exercise will</p>



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	<p>also consider the role of non-industry stakeholders.</p> <p><u>Facilitators:</u></p> <ul style="list-style-type: none"> • Ms. Faye Sumner, MTANZ (New Zealand) • Mr. Ronald Goon, Johnson & Johnson (Singapore) • Ms. Stephanie Chew, Medtronic (China)
14:30-15:30	<p>Interactive, Multi-Stakeholder Case Studies (Session One)</p> <p><u>Objective:</u> First of two interactive case studies that will support industry associations and enterprises, health care professional groups, governments, and other stakeholders to strengthen ethical interactions in alignment with the APEC Kuala Lumpur Principles.</p> <p><u>Facilitators (Sessions One and Two):</u></p> <ul style="list-style-type: none"> • Mr. Adrian Cosenza, Australian Orthopedic Association • Ms. Michelle Wagner, Johnson & Johnson (Australia) • Ms. Charlotte Tan, Stryker Corporation (China) • Ms. Ana Garcia-Bello, Johnson & Johnson (Singapore) • Mr. Kei Matsumoto, Olympus (Japan)
15:30-15:45	<p>Networking Tea / Coffee Service: Manhattan Room Three (B2 Level)</p>
15:45-16:45	<p>Interactive, Multi-Stakeholder Case Studies (Session Two)</p> <p><u>Objective:</u> Second of two interactive case studies that will support industry associations and enterprises, health care professional groups, governments, and other stakeholders to consider emerging ethical practices that are facing the medical device sector.</p>
16:45-17:00	<p>Closing Session</p> <p><u>Guidance for Plenary (20 July 2018):</u> Patty Wu, Managing Director, C&M International</p>