



**Asia-Pacific  
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**2015 APEC Business Ethics for SMEs Forum**  
Sofitel Philippine Plaza | Manila, Philippines | 19-20 August 2015

**MEDICAL DEVICE SECTOR WORKSHOP – 19 AUGUST 2015**

*Davao Room, Sofitel Philippine Plaza, CCP Complex Roxas Boulevard, Pasay City, 1300 – Manila*

TIME	PROGRAM
08:00-09:00	<p><b>Registration – Davao Room, Sofitel Philippine Plaza</b> <i>Note: All attendees should arrive by 08:45.</i></p>
09:00-10:00	<p><b>Opening Session</b></p> <p><u>Welcome Remarks:</u> Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative &amp; Senior Trade Policy and APEC Advisor, U.S. Department of Commerce</p> <p><u>Participant Introductions and Status Updates by Associations:</u> 2-3 minute verbal update provided by representatives from APEC medical device industry associations. All other attendees state name, title and organization.</p>
10:00-11:00	<p><b>Session One: The Value of High-Standard Ethics – An SME's Perspective</b></p> <ul style="list-style-type: none"> <li>• <u>Objective:</u> Ensure all enterprises understand the importance of embracing high-standard, self-regulated ethical practices that exceed legal requirements. This session will make clear that by embracing a culture of ethical behavior from the top-down your organization is provided with long-term protection, customer trust and economic opportunity.</li> <li>• <u>Structure:</u> Interactive Panel Discussion / Facilitated Q&amp;A</li> <li>• <u>Moderator:</u> Stephan Ekmekjian, Chair, Code of Conduct Committee, MEDEC (Canada)</li> <li>• <u>Panelists:</u> <ul style="list-style-type: none"> <li>- Mr. Mario Mongilardi, President, COMSALUD – Lima Chamber of Commerce (Peru)</li> <li>- Ms. Zhang Beibei, Deputy Director of Legal Affairs and Strategic Planning, CCCMHPIE (People's Republic of China)</li> <li>- Ms. Johanna Gulle, President, Philippine Association of Medical Device Regulatory Affairs Professionals - PAMDRAP (The Philippines)</li> </ul> </li> </ul>
11:00-12:00	<p><b>Session Two: Best Practices for Low Cost Implementation of your Code of Ethics</b></p> <ul style="list-style-type: none"> <li>• <u>Objective:</u> Strategies for associations and companies, in particular small and resource-constrained enterprises, on how to implement high-standard codes at little or no cost. This session will provide practical evidence and examples to reject perceptions that implementing ethical practices is too costly or time consuming for organizations.</li> <li>• <u>Structure:</u> Interactive Discussion</li> <li>• <u>Session Facilitator:</u> Campbell Clark, Covidien (Singapore)</li> </ul>
12:00-13:00	<p><b>Lunch Break – Luzon Room, Sofitel Philippine Plaza</b></p>



<p><b>13:00-14:00</b></p>	<p><b>Session Three: Associations as Agents of Change for Members &amp; Non-Members</b></p> <ul style="list-style-type: none"> <li>• <b>Objective:</b> Understanding an association’s role in helping their members strengthen ethical practices and the impact this has on the entire local economy’s medical device sector. This session will provide practical evidence and examples to make clear why associations and their members should reject notions that embracing high-standard practices puts them at a competitive disadvantage. This session will demonstrate the opposite: embracing low-standards puts your organization at serious risk in both the short and long-term. Furthermore, the session will underscore the value-added service associations provide to their members by having a high-standard code of ethics.</li> <li>• <b>Structure:</b> Interactive Case Study</li> <li>• <b>Facilitators:</b> Nancy Travis, AdvaMed (USA) &amp; Andrea Perez, AMID (Mexico)</li> </ul>
<p><b>14:00-15:00</b></p>	<p><b>Session Four: Best Practices for Associations in Helping Members Implement the Code</b></p> <ul style="list-style-type: none"> <li>• <b>Objective:</b> Provide specific tips for associations that can be undertaken today to help their member companies implement the code.</li> <li>• <b>Structure:</b> Breakout Team Exercise</li> <li>• <b>Facilitator:</b> Nancy Travis, AdvaMed (USA)</li> <li>• <b>Output:</b> See Session Three Output</li> </ul>
<p><b>15:00-15:30</b></p>	<p><b>Networking Break</b></p>
<p><b>15:30-16:30</b></p>	<p><b>Session Five: Managing Third Parties – How SMEs Can Get it Right</b></p> <ul style="list-style-type: none"> <li>• <b>Objective:</b> Discuss best practices for ethical interactions with third party intermediaries.</li> <li>• <b>Structure:</b> Short Panel Session, Interactive Case Study and Resource Review.</li> <li>• <b>Facilitator:</b> Lori Reber, Smith &amp; Nephew (USA)</li> </ul>
<p><b>16:30-17:30</b></p>	<p><b>Session Six: How can APEC Governments help?</b></p> <ul style="list-style-type: none"> <li>• <b>Objective:</b> For those associations and enterprises who embrace and implement high-standard codes on a self-regulatory basis, this session will examine how APEC governments can proactively support them and encourage a “race to the top” for the entire medical device industry. This session can make clear that governments have a role in lifting up those who voluntarily embrace high standards and (in turn) are reducing the government’s enforcement burden, better ensuring quality health products are provided to their citizens at an appropriate cost, and making the economy attractive to investment.</li> <li>• <b>Structure:</b> Interactive Discussion / Facilitated Q&amp;A</li> <li>• <b>Moderator:</b> Kate Hamann, Partner, White &amp; Case &amp; Former International Policy Counsel on Anticorruption, U.S. Department of Justice (United States)</li> <li>• <b>Discussants:</b> <ul style="list-style-type: none"> <li>- Dato’ Hafsa Hashim, CEO, Malaysia SME Corp. (Malaysia)</li> <li>- Dr. Marietta Baccay, Chairman, Board of Medical Technology, Professional Regulation Commission of the Philippines (The Philippines)</li> </ul> </li> </ul>



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<p><b>17:30-18:00</b></p>	<p><b><i>Closing Session &amp; Workshop Group Photograph</i></b></p> <p><u><i>Remarks on Emerging Issues &amp; Trends in the Medical Device Sector:</i></u></p> <p><i>Ms. Jane Wurth, Code of Practice Manager The Medical Technology Association of Australia</i></p> <p><u><i>Review of Plenary Session Procedures:</i></u></p> <p><i>Ms. Patricia Wu, Senior Director C&amp;M International</i></p> <p><u><i>Workshop Group Photograph</i></u></p>
<p><b>18:30-20:00</b></p>	<p><b><i>APEC Business Ethics Forum – Medical Device Sector Reception</i></b> <i>Location: Leyte Samar Room, Sofitel Philippine Plaza</i></p>