



2016 APEC Business Ethics for SMEs Forum

The Westin Lima Hotel & Convention Center | 5-6 September 2016 | Lima, Peru

MEDICAL DEVICE SECTOR WORKSHOP – 5 SEPTEMBER 2016

The Westin Hotel & Convention Center, Las Begonias 450, San Isidro, Lima – Peru

TIME	PROGRAM
08:00-09:00	<p>Registration – Limatambo One, The Westin Lima <i>Note: Coffee and light refreshments in Terraza Merino Reyna. Attendees seated by 08:45.</i></p>
09:00-09:45	<p>Opening Session <i>Participant Introductions and Status Updates by Associations: Brief verbal introductions (name, title, organization) and updates by lead representatives from associations.</i></p>
09:45-10:00	<p>Progress and Emerging Trends in Ethical Business Practices</p> <ul style="list-style-type: none"> • <i>Objective: Showcase progress within and beyond the APEC region to strengthen ethical business practices in the medical device sector, with emphasis on the Asia-Pacific and the Americas. Provide perspective on key challenge areas and emerging trends in ethical business practices for the medical device sector.</i> • <i>Video Remarks: Mr. Christopher White, Senior Executive Vice President & General Counsel, The Advanced Medical Technology Association (AdvaMed) – The United States</i>
10:00-11:00	<p>Session One: Leading Perspectives for Peru and Latin America</p> <ul style="list-style-type: none"> • <i>Objective: Provide leading multi-stakeholder perspectives in Peru and across Latin America on priorities and emerging trends in ethical business practices for the medical device sector. Provide added perspective on how APEC can be most helpful to member economies in advancing those priorities and strengthening ethical business practices for all stakeholders. Provide perspective on the value of ethics in business, as well as best practices for the implementation of measures to drive ethical culture.</i> • <i>Structure: Brief Introductions / Interactive Discussion (No PPT or Prepared Remarks)</i> • <i>Facilitator: Mr. Andrés Cedrón, Sr. Legal Counsel – Americas, Stryker</i> • <i>Panelists:</i> <ul style="list-style-type: none"> - Mr. Mario Mongilardi Fuchs, President, Lima Chamber of Commerce (Industry) - Dr. Alberto Gayoso Villafior, College of Physicians of Peru (Health Care Profs.) - Dra. Elena Cristina Zelaya Arteaga, Superintendent, SUSALUD Peru (Government) - Ms. Giovanna Benítez, ANAMED, Instituto de Salud Publica de Chile (Government) - Ms. Rosmary Cornejo, General Coordinator, PCM-CAN Anticorruption (Government) - Ms. Marisol Sánchez González, Executive Director, Chamber of Medical Devices and Health Products, ANDI Colombia (Industry)



<p>11:00-12:00</p>	<p>Session Two: Communicating the Value of High-Standard Ethics in Enterprises & Successful Strategies for Low Cost Implementation of your Code of Ethics</p> <ul style="list-style-type: none"> • Objective: Ensure enterprises understand the importance of embracing high-standard, self-regulatory ethical practices that exceed legal requirements. Communicating and embracing a culture of ethical behavior from the top-down in your company to provide long-term protection, customer trust and economic opportunity. Strategies on how to implement high-standard codes with minimal cost. Provide practical evidence and examples that eliminate perceptions that implementing ethical practices is too costly or time consuming for your enterprise. • Structure: Interactive Panel Discussion / Facilitated Q&A • Moderator: Ms. Faye Sumner, CEO, Medical Tech. Association of New Zealand (MTANZ) • Panelists: <ul style="list-style-type: none"> - Mr. Rhoel Laderas, President, Philippine Association of Medical Device Regulatory Affairs Professionals (PAMDRAP) - Dr. Andreas Loeffler, President, Australian Orthopaedic Association (AOA) - Representative, Medical Devices Canada (MEDEC) - Dr. Sergio Alcântara Madeira, Technical Director, ABRAIDI (Brazil)
<p>12:00-13:00</p>	<p>Lunch Break – Limatambo Three, The Westin Lima</p>
<p>13:00-15:30</p>	<p>Session Three: Interactive Case Studies</p> <ul style="list-style-type: none"> • Objective: <ul style="list-style-type: none"> ○ Case studies designed to help enterprises, especially small and medium-sized companies, implement their own code and/or the provisions of their local industry association’s code aligned with the APEC Principles. ○ Case study designed from a multi-stakeholder perspective to help all relevant organizations within an economy to collectively strengthen ethical interactions. • Mentor Facilitators: Mr. Juan Arbona, Zimmer Biomet Mr. Adrian Cosenza, Australian Orthopaedic Association / Mr. Antonio Caram, Johnson & Johnson Ms. Dana Touzelet, Edwards Lifesciences / Mr. Rodrigo Medina, Medtronic
<p>15:30-16:00</p>	<p>Networking Coffee Break – Outside Limatambo One Note: Breakout teams are encouraged to identify each other during the break.</p>
<p>16:00-17:15</p>	<p>Session Four: Breakout Sessions & Readouts</p> <ul style="list-style-type: none"> • Emcee: Patricia Wu, C&M International • Objective: Mentors are paired with participants in small groups to support the implementation of codes of ethics align with the APEC Kuala Lumpur Principles
<p>17:15-17:30</p>	<p>Closing Session</p> <p>Closing Remarks: Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative & Senior Trade Policy and APEC Advisor, U.S. Department of Commerce</p> <p>Guidance for Plenary Session: Patricia Wu, C&M International</p> <p>Official Workshop Group Photograph</p>