

General Session: Review of the Legal and Business Case for Medical Device Sector Code of Ethics

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APEC: An Emphasis on Voluntary Codes of Business Ethics

Why?

- Benefits APEC Member Economies
- Benefits businesses
- Benefits patients

Voluntary Codes of Business Ethics: Benefits APEC Member Economies

- Provides a platform for effective industry self-regulation
- Supports enforcement efforts



Voluntary Codes of Business Ethics: Benefits Businesses, especially SMEs

- Provides companies with greater clarity and harmonization in rules and practices
- Allows companies to access new APEC markets through lower compliance costs
- Facilitates ongoing innovation in medical device sector



Voluntary Codes of Business Ethics: Benefits Patients

- Ethical collaborations fuel advances in medical technology, promoting access to life-saving technologies
- Ethical collaborations ensure that decisions are made in the best interest of patients



The Legal and Business Case for Ethical Business Environments

October 2010: 17th APEC SME Ministerial Meeting (Gifu, Japan)

- APEC SME Ministers issued a joint statement including a call for the development of APEC codes of ethics in sectors of export interest, beginning with the medical device sector

November 2010: APEC Ministerial Meeting (Yokohama, Japan)

- APEC Ministers welcomed development of APEC codes to improve and better align industry practices across the region

Expert Working Group Meeting: Kuala Lumpur (April 6 – 7, 2011)

- 37 Expert Working Group members representing 18 of the 21 APEC Member Economies: 21 from Industry, 13 from Government; and 3 from Academia



Led by Co-Chairs:

- Dato' Hafsa Hashim, SME Corp Malaysia
- Chris White, AdvaMed (USA)

