



**Asia-Pacific
Economic Cooperation**



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

PLENARY SESSION – 20 AUGUST 2015

Ballroom (Luzon/Mindanao), Sofitel Philippine Plaza, CCP Complex Roxas Boulevard, Pasay City, 1300 – Manila

TIME	PROGRAM
08:00-09:00	<p>Arrival, Registration & Escorted to Seats – Luzon/Mindanao Room, Sofitel Philippine Plaza <i>Note: All attendees should arrive and be seated by 8:30. Delegates to enter at second door on the right, media to enter at third door on the right.</i></p>
09:00-10:00	<p>Opening Ceremony: “Strengthening Integrity for Asia-Pacific Economic Prosperity”</p> <p><i>Introductory Remarks:</i> Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative & Senior Trade Policy and APEC Advisor, U.S. Department of Commerce</p> <p><i>Keynote Remarks:</i> Hon. Zenaida C. Maglaya, Undersecretary of Trade and Industry The Philippines</p> <p><i>Presentation of the 2015 APEC Business Ethics for SMEs Lighthouse Award</i></p> <p><i>Official Photographs: Lighthouse Recipient & Full Plenary Body</i></p>
10:00-11:00	<p>A Dialogue on APEC’s Role in Strengthening Ethical Business Practices for Small & Medium Enterprises</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Dato’ Hafsa Hashim, Chief Executive Officer, Malaysia SME Corporation & Inaugural Recipient of the APEC Business Ethics for SMEs Lighthouse Award (2014) • <i>Panelists:</i> <ul style="list-style-type: none"> ○ Hon. Zenaida C. Maglaya, Undersecretary of Trade and Industry, The Philippines ○ Dr. Jose Ávila Herrera, General Coordinator, High-Level Anti-Corruption Commission, Peru ○ Mr. Masood Ahmed, Vice President & Regional Compliance Officer, Sanofi Asia-Pacific ○ Mr. Mario Mongilardi Fuchs, President, COMSALUD, Lima Chamber of Commerce
11:00-11:30	<p>Networking Coffee/Tea Break</p>
11:30-11:40	<p>Presentation: Medical Device & Biopharmaceutical Sector Progress Report & Understanding the “Nanjing Declaration to Promote Ethical Business Environments”</p> <ul style="list-style-type: none"> • Andrew Blasi, Associate Director, C&M International
11:40-12:00	<p><i>Progress Updates from APEC Economies</i> (6-7 Minutes Each)</p> <ul style="list-style-type: none"> • China – Dr. Victor Shi, Member of the China Board and Executive Committee of the Advanced Medical Technology Association • Indonesia – Ibu drg. Tritarayati, MHKes, Prime Advisor to the Minister of Health of Indonesia on Medikolegal • Thailand – Dr. Chairat Shayakul, Rational Drug Use Subcommittee, National Drug System Development Committee



12:00-13:00	Lunch Break – Visayas Room, Sofitel Philippine Plaza
13:00-13:45	<p>Panel Session One: Industry Leaders Dialogue – Setting the Tone and Embracing the Benefits of High-Standard Ethical Practices</p> <ul style="list-style-type: none"> • <i>Moderator: Ms. Chrisoula Nikidis, Executive Director, Ethics and Compliance, Rx&D (Canada)</i> • <u>Panelists:</u> <ul style="list-style-type: none"> ○ <i>Mr. Esteban Gonzalez, President, Scientific Society of Medical Devices Industry (Chile)</i> ○ <i>Mr. Darodjatun Sanusi, Executive Director, GP Farmasi (Indonesia)</i> ○ <i>Ms. Nancy Travis, Vice President, International Compliance and Governance, The Advanced Medical Technology Association (United States)</i> ○ <i>Mr. Pan Guang Cheng, Standing Vice President, China Pharmaceutical Industry Association (China)</i>
13:45-14:30	<p>Panel Session Two: Healthcare Professionals Dialogue – Embracing Ethical Interactions with Industry to Ensure Patient Always Come First</p> <ul style="list-style-type: none"> • <i>Moderator: Ms. Andrea Perez, Head of Ethics Committee, The Mexican Association of Innovative Medical Device Industries (Mexico)</i> • <u>Panelists:</u> <ul style="list-style-type: none"> ○ <i>Dr. Masami Ishii, Executive Board Member, Japan Medical Association / Treasurer, World Medical Association / Secretary General, Confederation of Medical Associations in Asia and Oceania</i> ○ <i>Dr. Andreas Loeffler, First Vice-President, Australian Orthopedic Association</i> ○ <i>Dr. Somsak Lolekha, President, Medical Council of Thailand</i> ○ <i>Mr. Kin-ping Tsang, Chairman, International Alliance of Patient Organization (Hong Kong, China)</i>
14:30-15:15	<p>Panel Session Three: Government Leaders Dialogue – Supporting Ethical Business Environments & Encouraging Stakeholders to Adopt the APEC Principles</p> <ul style="list-style-type: none"> • <i>Moderator: Ms. Sabrina Chan, Executive Director, The Hong Kong Association of the Pharmaceutical Industry (HKAPI) & Member, APEC Biopharm. Working Group on Ethics</i> • <u>Panelists:</u> <ul style="list-style-type: none"> ○ <i>Dr. Agus Purwadianto, Former Senior Adviser to Minister of Health of Indonesia for Health Technology & Globalization & Former Head of the Medical Ethics Council of the Indonesian Doctors Association</i> ○ <i>Hon. Kenneth Hartigan-Go, Undersecretary of Health, The Philippines</i> ○ <i>Dr. Agusdini Banun Saptaningsih, Secretary, Directorate General Pharmaceutical Services and Medical Devices, Ministry of Health (Indonesia)</i> ○ <i>Ms. Kathleen Hamann, Partner, White & Case & Former Anti-Corruption Policy Counsel, U.S. Department of Justice (United States)</i>
15:15-15:45	Networking Coffee / Tea Break



<p>15:45-16:45</p>	<p>Roundtable Session: Views from the Philippines</p> <ul style="list-style-type: none"> • <i>Facilitator: Ms. Patricia Wu, Senior Director, C&M International</i> • <u>Roundtable Members:</u> <ul style="list-style-type: none"> ○ <i>Dr. Maria Minerva P. Calimag, President, Philippine Medical Association</i> ○ <i>Dr. Ruben Flores, President, Philippine Hospital Association</i> ○ <i>Ms. Johanna Gulle, President, Philippine Association of Medical Device Regulatory Affairs Professionals (PAMDRAP)</i> ○ <i>Hon. Kenneth Hartigan-Go, Undersecretary of Health, The Philippines</i> ○ <i>Ms. Nazarita Tacandong, Executive Director, The Philippine Chamber of the Pharmaceutical Industry (PCPI)</i> ○ <i>Dr. Mariano B. Lopez, President, Philippine College of Physicians (PCP)</i> ○ <i>Dr. Miguel Noche, Chairman, Professional Regulatory Board of Medicine</i> ○ <i>Mr. Teodoro Padilla, Executive Director, Pharmaceutical and Healthcare Association of the Philippines (PHAP)</i> ○ <i>Gov. Roberto Pagdanganan, Chairman, Medicines Transparency Alliance (MeTA) Council – Philippines</i>
<p>16:45-17:45</p>	<p>Facilitated Plenary Session: Guide to Implement Multi-Stakeholder Ethical Collaborations in the Medical Device and Biopharmaceutical Sectors</p> <ul style="list-style-type: none"> • <i>Facilitated by: Russell Williams, President, Rx&D (Canada) Industry Co-Chair, APEC Biopharmaceutical Working Group on Ethics Chair, Code Compliance Network, IFPMA</i>
<p>17:45-18:00</p>	<p>Closing Session</p> <ul style="list-style-type: none"> • <i>Observations by Dr. Steven Hildemann, MD. PhD. Senior Vice President, Chief Medical Officer Head of Global Medical Affairs and Global Drug Safety Merck Serono</i> • <i>Closing Remarks by Ms. Lynn Costa Project Overseer, Business Ethics for APEC SMEs Initiative & Senior Trade Policy & APEC Advisor, U.S. Department of Commerce</i>