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CHINA 2014

APEC Business Ethics for SMEs Forum: Promoting Ethical Environments in the Medical Device & Biopharmaceutical Sectors

Sofitel Nanjing Zhongshan | Nanjing, China | 1-3 September 2014

PLENARY SESSION – 2 SEPTEMBER 2014

*Grand Ballroom, Sofitel Nanjing Zhongshan
No.9 Huanling Road Nanjing, Jiangsu, 210042, China*

TIME	PROGRAM
07:30-08:00	Onsite Registration and Coffee <i>Note: All attendees arrive by 07:45</i>
08:00-08:45	<p><i>OPENING SESSION: Promoting Ethical Environments for Small and Medium Enterprises in the Medical Device and Biopharmaceutical Sectors</i></p> <p>Mr. Zhen Xin, Director-General, Department of Small and Medium Enterprises, Ministry of Industry and Information Technology (People’s Republic of China)</p> <p>The Honorable Zenaida Cuison-Maglaya, Undersecretary for Regional Operations Group, Department of Trade and Industry (Philippines)</p> <p>Ms. Lynn Costa, Overseer, Business Ethics for APEC SMEs Initiative (United States)</p> <p>Mr. Andrew Blasi, C&M International (United States)</p> <p><i>Since 2010 APEC has been working to develop and implement codes of business ethics on a sectoral basis through capacity building, best practices sharing, multi-stakeholder dialogue and partnership with an emphasis on supporting the region’s SMEs. Dr. Wimonkan Kosumas and Ms. Lynn Costa will provide an overview of APEC’s efforts and highlight progress achieved to-date.</i></p>
08:45-09:00	Official Photo
Part I	The Importance of Ethical Environments to Sustainable Business and Trade
09:00-09:45	<p><i>SESSION ONE: The view from industry leaders operating in the APEC region</i></p> <p><u>Moderator:</u> Mr. Stephen Dibert, Advisor, International Affairs, MEDEC (Canada)</p> <p><u>Discussants:</u></p> <ol style="list-style-type: none"> 1. Ms. Roberta Lipson, CEO, Chindex International Inc. & Board Chair, United Family Healthcare (China) 2. Mr. Jesse Wu, Chairman, Johnson & Johnson China & Board of Directors, U.S.-China Business Council 3. Mr. Mario Mongilardi, General Manager of Laboratories Americanos S.A., President of the Committee of Health Products & Related Sciences (COMSALUD) at the Lima Chamber of Commerce (Peru), & President of the Latin American



	<p>Association of Medical Devices (ALIDMED)</p> <p>4. Mr. Katsumi Takahashi, President, Omnico Co., Ltd & Vice Chairman, Japan Dental Trade Association (JDTA)</p> <p>5. Mr. Leonard Ariff Abdul Shatar, Chief Executive Officer, CCM Duopharma Biotech Berhad & Immediate Past President, Malaysian Organization of Pharmaceutical Industries (MOPI)</p> <p><i>Five Minutes Remarks Per Discussant – 20 Minutes for Q&A /Discussion</i></p>
Part II	A Multi-Stakeholder Response to Strengthen Ethical Business Practices
<p>09:45-10:45</p>	<p><u>SESSION TWO: The Role of Industry & Implementing Voluntary Codes of Ethics</u></p> <p><i>An ethical environment in the medical device and biopharmaceutical sectors requires leadership by many stakeholders, especially industry, government, and healthcare providers and professional organizations. This panel will focus on the role of industry and, specifically, how voluntary codes of ethics across APEC economies are a key tool to promote an ethical environment.</i></p> <p><u>Moderator:</u> Mr. Iván Ornelas Díaz, Director of International Relations, Ministry of Economy (Mexico) & Co-Chair, Expert Working Group, The Mexico City Principles</p> <p><u>Discussants:</u></p> <ol style="list-style-type: none"> 1. Dr. Lee Kyeong-Ho, Chairman, Korea Pharmaceutical Manufacturers Association 2. Ms. Tongyan Wang, Vice President, China Pharmaceutical Industry Association 3. Ms. Faye Sumner, Chief Executive Officer, Medical Technology Association of New Zealand (MTANZ) 4. Dr. Yio-Wha Shau, Chairman, Taiwan Biotech Association (Chinese Taipei) 5. Dr. Masami Ishii, Executive Board Member, Japan Medical Association 6. Ms. Elise Owen, Associate Vice President, The Advanced Medical Technology Association (United States) <p><i>Five Minute Remarks Per Discussant – 30 Minutes for Q&A /Discussion</i></p>
<p>10:45-11:00</p>	<p>Coffee & Networking Break</p>
<p>11:00-12:00</p>	<p><u>SESSION THREE: The Role of Healthcare Providers and Professional Organizations and Best Practices in Ethical Collaboration with Industry</u></p> <p><i>Ethical business practices in the medical device and biopharmaceutical sectors necessitate proactive dialogue and collaboration between those who develop, manufacture and/or distribute products (industry) and those who administer them with patients (healthcare providers). This panel will focus on successful models or best practices that encourage proactive collaboration between industry and healthcare providers to uphold the highest ethical standards.</i></p> <p><u>Moderator:</u> Mr. Russell Williams, President, Rx&D – Canada’s Research-Based Pharmaceutical Companies; Chair of the IFPMA Code Compliance Network (CCN); and Co-Chair, Expert Working Group, The Mexico City Principles</p>



	<p><u>Discussants:</u></p> <ol style="list-style-type: none"> 1. Mr. Kin-ping Tsang, Chairman, International Alliance of Patient Organizations (Hong Kong, China) 2. Ms. Sabrina Chan, Executive Director, The Hong Kong Association of the Pharmaceutical Industry 3. Dr. Wonchat Subhachaturas, Immediate Past President, The Medical Association of Thailand 4. Dr. Andreas Loeffler, Second Vice President, Australian Orthopaedic Association <p><i>Five Minute Remarks Per Discussant – 40 Minutes for Q&A /Discussion</i></p>
<p>12:00-13:00</p>	<p><u>SESSION FOUR: The Role of Government and Proactive Support to Encourage Ethical Business Practices in the Medical Device and Biopharmaceutical Sectors</u></p> <p><i>While governments are best known for undertaking enforcement actions to implement ethical practices, authorities in the APEC region utilize a wide range of tools and collaborations to successfully promote ethical environments. This panel will highlight case studies from APEC economies that demonstrate how governments can serve as proactive partners for all stakeholders in strengthening ethical business environments.</i></p> <p><u>Moderator:</u> Dato’ Hafsah Hashim, Chief Executive Officer, SME Corporation Malaysia & Co-Chair, Expert Working Group, The Kuala Lumpur Principles</p> <p><u>Discussants:</u></p> <ol style="list-style-type: none"> 1. Dr. Kenneth Hartigan-Go, Acting Director-General, The Food & Drug Administration (Philippines) 2. Ms. Julie Mu, Director of Community Relations, Independent Commission Against Corruption (Hong Kong, China) 3. Ms. Kathleen Hamann, Partner, White & Case (United States) 4. Ms. Andrea Perez Figueroa, Head of Ethics Committee, Mexican Association of Innovative Medical Devices 5. Ms. Jessie Yap, Chief Compliance Counsel, Asia Pacific & General Counsel, Australia and New Zealand, Covidien (Australia) <p><i>Five Minute Remarks Per Discussant – 30-35 Minutes for Q&A /Discussion</i></p>
<p>13:00-14:00</p>	<p>Lunch Break</p>
<p>14:00-15:00</p>	<p><u>SESSION FIVE: Views from China</u></p> <p><i>What recent progress have we seen from China’s industry in building ethical environments in the healthcare sector? Where would further capacity building, best practices sharing and dialogue be useful? How has APEC been helpful – and how can APEC continue to be helpful – in building ethical environments?</i></p> <p><u>Moderator:</u> Dr. Xu Ming, Vice President, China Chamber of Commerce for Import and Export of Medicines and Health Products (CCCMHPIE) & Expert Working Group, The Mexico City Principles</p>



	<p><u>Discussants:</u></p> <ul style="list-style-type: none"> - Ms. Zheng Hong, Executive Chairman, China Pharmaceutical Industry Association - Mr. Joseph Cho, President, R&D-based Pharmaceutical Association Committee - Mr. Zhao Yisu, General Secretary, China Association for Medical Devices Industry <p><i>Five Minute Remarks Per Discussant -- 40 Minutes for Q&A /Discussion</i></p>
15:00-15:30	Coffee & Networking Break
Part III	The Nanjing Declaration
15:30-17:30	<p><u>ROUNDTABLE DIALOGUE: The Nanjing Declaration</u></p> <p><i>Designated Forum representatives will hold a roundtable dialogue to provide strategic vision and recommendations for the Business Ethics for APEC SMEs Initiative through 2020. This dialogue will produce a final draft of the Nanjing Declaration for relay to APEC SME Ministers, APEC Ministers, and APEC Economic Leaders (Heads of State).</i></p> <p><u>Session Chair:</u> Mr. Russell Williams, President, Rx&D – Canada’s Research-Based Pharmaceutical Companies; Chair of the IFPMA Code Compliance Network (CCN); and Co-Chair, Expert Working Group, The Mexico City Principles</p> <p><u>Discussants:</u> A draft of the Nanjing Declaration will be circulated to participants at least two weeks prior to their arrival in Nanjing. Each organization’s designated senior representative will have one minute to provide comments or recommendations on the draft Nanjing Declaration. Organizations will be called upon by economy and may pass on providing comments. Should time permit, the session chair will facilitate brief follow-up discussion on significant comments or recommendations until the roundtable dialogue’s time has elapsed.</p>
17:30-18:00	<p>Awarding of the APEC Business Ethics for SMEs Lighthouse Award: Recognition of an individual or organization that has served as a bright and steady light to strengthen the ethical business environment for SMEs in the APEC region.</p> <p><u>Awarded by:</u> Ms. Lynn Costa, Overseer, Business Ethics for APEC SMEs Initiative</p>