



**Asia-Pacific
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**APEC
PHILIPPINES
2015**

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

SPEAKER BIOGRAPHIES
PLENARY SESSION – 20 AUGUST 2015

PROGRAM

Opening Ceremony: “Strengthening Integrity for Asia-Pacific Economic Prosperity”



PROJECT OVERSEER: Ms. Lynn Costa is Project Overseer of the Business Ethics for APEC SMEs Initiative and Senior Trade Policy and APEC Advisor for the U.S. Department of Commerce based in Washington, DC. Lynn has overseen the development and implementation of the APEC Kuala Lumpur Principles, APEC Mexico City Principles, and APEC Hanoi Principles since their launch in 2011 and endorsement by APEC Ministers and Leaders in 2012. Under her leadership, the initiative has engaged over 1,000 stakeholders spanning all 21 APEC member economies and far beyond. As the largest collection action in the Asia-Pacific region to strengthen ethical business practices on a sector-specific basis, Lynn has managed the utilization of nearly \$3.5 million in APEC and in-kind public and private sector contributions to support the development and implementation of more than 32 codes of ethics expanding best practices to more than 19,000 enterprises.



KEYNOTE REMARKS: Hon. Zenaida C. Maglaya began her career in government service as a MASICAP Scholar under the then Ministry of Industry, assigned in Northern Mindanao and Eastern Visayas assisting small and medium entrepreneurs. In 1987, she was appointed the Director of the Bureau of Domestic Trade Promotion, and rationalized the conduct of trade fairs to better serve the marketing needs of small & medium entrepreneurs (SMEs) which, eventually led to the mounting of the first National Trade Fair or NTF. In 2012, she was appointed as the Project Manager for One-Town-One-Product (OTOP) Project while seated as Assistant Secretary for Regional Operation Group. She then became Undersecretary for Consumer Welfare and Business Regulation, and spearheaded the setting up of DTI Direct and the DTI Bagwis Awards. In collaboration with the Department of Education, she advocated the integration of fair trade and consumer laws in the curricula of secondary and alternative learning education. Today, not only is Ms. Maglaya the co-anchor for the multi-awarded DTI-ABS-CBN consumer advocacy program, “Konsyumer Atbp” (KATBP), she is more importantly the Department of Trade and Industry’s Undersecretary for Regional Operations Group (ROG) supervising 16 regional offices nationwide. ROG is the Department’s implementing arm to achieve inclusive growth in the countryside implementing several high impact projects.

A Dialogue on APEC’s Role in Strengthening Ethical Business Practices for Small & Medium Enterprises



MODERATOR: Dato’ Hafsa Hashim has held the position of Chief Executive Officer since March 2005. She is responsible in coordinating and overseeing policies for the overall development of SMEs in this country. She graduated from Universiti Sains Malaysia in 1982 with a Bachelor’s Degree in Applied Science, and was awarded an MBA from Aston University, UK in 1995. She has served under the Ministry of International Trade and Industry, Ministry of Agriculture, and Ministry of Primary Industries. She is also a Board Member, Council Member,



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Advisory Panel and member of various esteemed and well-known organizations, corporations, councils, and committees. Recently she has been appointed as a Senior Vice President (Development) for the International Council of Small Business (ICSB). She was bestowed with APEC Business Ethics Lighthouse Award by APEC, Inaugural Women of Excellence Award and the Centre for Women Leadership (CWL) Excellence from Binary University in 2014 and Asian Academy of Management Life Membership from University of Science Malaysia (USM) in 2013.



PANELIST: Henry José Ávila Herrera was appointed General Coordinator of Peru’s High-Level Anti-Corruption Commission (CAN) in July 2015. Jose Avila is a lawyer and university professor. Master in Criminal Law and Doctor of Philosophy. He served as secretary in the judiciary, Secretary General of the Board of Prosecutors (Prosecutor's Office - Public Prosecutor), Officer of the Ombudsman; Deputy Minister of Human Rights and Access to Justice (Ministry of Justice and Human Rights). His academic leadership includes Professor of Philosophy of Law at the University of Lima, Professor of legal ethics in law school at the University San Martin de Porres, and Professor of the Master of Criminal Law at the Pontifical Catholic University of Peru and San Martin de Porres University. Academic and professional career revolves around four axes: specialization in Criminal Policy Criminal Law and Criminal Procedure; an executive training on issues of management, organization, strategic planning and leadership, Masters in fundamental rights in Spain and training in studies of Philosophy of Law, Political Philosophy and Theory of Law.



PANELIST: Mr. Mario Mongilardi is a Peruvian entrepreneur that studied Economics at Universidad de Lima, High Direction Program at Universidad de Piura and a number of short term training courses in business administration, international trade, commercial ethics, etc., in Peru and abroad. He has also been a speaker in local and international events on topics related to international business and ethics. Mario is founder and General Manager of Laboratorios Americanos SA, which is Peru’s third largest supplier to the Ministry of Health and the largest importer of biopharmaceuticals and medical devices in the country by units.

He is the President of COMSALUD, which is Peru’s largest trade association of the health sector in the country, with over 300 members. He is Ex-President of ALDIMED, which is the Federation of Latin America Medical Devices Associations and Ex Vice President of Lima Chamber of Commerce, which is the largest Peruvian Trade Association with over 14,000 members.

Presentation: Medical Device & Biopharmaceutical Sector Progress Report & Understanding the “Nanjing Declaration to Promote Ethical Business Environments”



Andrew Blasi is an Associate Director at C&M International, where he has supported the medical device and biopharmaceutical sector programs of the Business Ethics for APEC SMEs initiative since their launch in 2010. Andrew also supports the initiative’s Project Overseer by managing comprehensive monitoring surveys on code of ethics adoption and implementation for nearly 100 medical device and biopharmaceutical industry associations across the APEC region. Prior to joining C&M International, Andrew worked for the US-ASEAN Business Council, the Congressional Liaison Office of the Australian Embassy in Washington and the

U.S. House of Representatives Foreign Affairs Subcommittee on Europe. In 2008, he served as the Pamela Harriman Foreign Service Fellow to Ambassador Robert Tuttle at the U.S. Embassy in London. He holds a Bachelor of Business Administration degree from the College of William and Mary in Virginia.



Progress Updates from APEC Economies



China – Dr. Victor Shi Asia Pacific Founding President of QIAGEN, a publicly-listed leading provider of molecular diagnostics and testing solutions. Dr. Shi heads QIAGEN's commercial operations and strategic development in Asia and manages an organization with over 700 employees in 12 subsidiaries. Victor has 25 years' experience in life science business development, management and investment. Previously held positions include Managing Partner, Aura Partners, SVP of Corporate Development, Bridge Pharmaceuticals, Managing Director of Discovery Resources Group, VP of Corporate Development at Genospectra, and Director of Asia Operations at A. M. Pappas & Associates. He was also a faculty member at National University of Singapore School of Medicine and a cancer research scientist at Merck & Co. Victor holds Ph.D. and M.S. degrees from the University of Rochester, New York, and a B.S. degree from the University of Science and Technology of China. Victor is currently Deputy Secretary-general of the Professional Committee of Chinese In-vitro Diagnostics Industry Association, and a member of the China Board and Executive Committee of the Advanced Medical Technology Association (AdvaMed).



Indonesia – Dr. Tritarayati Busiri Suryowinoto has served as the Senior Advisor Medico Legal to Minister, Ministry of Health of the Republic of Indonesia since 2014. She is a dentist by profession, graduating from the Dentistry School of the Padjajaran University, Indonesia 1988. With her interest on regulations, she continued her education in law and obtained her Bachelor of Law degree from the University of Indonesia and Master of Health Law from Hasanuddin University. Dr. Tari started her career as a dentist in a public health center in 1983, and worked in Ministry of Health since 1983. She had a long career in this organization such as the public service division, the development of functional job position, analysis of functional job position and procedures, and organization institutionalization. She was promoted as the Director of Public Communication in 2010 and as Director Planning and Management Human Resources of Health in 2011, before being transferred to her current position. During her leadership, she has also been assigned as the Country focal point for ASEAN migrant health, Country focal point for Asia-Pacific Action Alliance on HRH, and Designated National Authority on the Global Code of Practice on the International Recruitment of Health Personnel. In her capacity as the Director of the Center, she has participated in various international conferences, expert meeting and consultations.



Thailand – Dr. Chairat Shayakul is a current professor in Medicine in Mahidol University, has been active in the field of promoting appropriate medicinal use in Thailand in the last 7 years. His recent activities have been focused on rational drug use in the hospital, constructing governance in the drug system and promotion, endorsing problem based teaching and learning in pharmacotherapy, and soft skills training for medical and residents in medical ethics and professionalism. As the deputy secretary of Consortium of Thai Medical Schools, Chairat is the core team member to develop and implement central RDU curriculum in the undergraduate course, and to revise current ethical criteria for medicinal drug promotion at all levels. He is also one of the administrative team to conduct 'Rational Drug Use (RDU) Hospital Project' of which more than 70 hospitals all over the country volunteer to be pioneer in application. The project has been launched early this year with the setup of 6 key strategies, so called 'PLEASE' for Thai hospitals to systematically pursue. Altogether, intra-hospital drug systems will be further developed, settled and geared others to rational drug use in the same direction.



Panel Session One: Industry Leaders Dialogue – Setting the Tone and Embracing the Benefits of High-Standard Ethical Practices



MODERATOR: Ms. Chrisoula Nikidis is a member of the Rx&D team and the Executive Director of Ethics and Compliance responsible for the *Code of Ethical Practices* and related issues. Her key responsibilities include maintaining and updating the *Code*, managing the *Code* education program, answering *Code* related questions, offering guidance on the application of the *Code* while providing expertise on industry practices. Included in her responsibilities is advice and support to the President of Rx&D in matters that pertain to the International Federation of Pharmaceutical Manufacturers Association (IFPMA) and the Code Compliance Network. Prior to joining Rx&D, Chrisoula Nikidis was RFP Solutions' Senior Advisor for Bid Evaluations where she worked on assisting government officials with the proposal evaluation process and provided procurement related strategic advice. While residing in Montreal, Chrisoula worked as a Legislative Assistant on behalf of Quebec Member of the National Assembly, Geoffrey Kelley.



PANELIST: Mr. Esteban Gonzalez is the President of Scientific Society for Medical Devices Industry in Chile and the Primary Representative of the Medical Devices Chilean Industry in the Asian Harmonization Working Party – AHWP. His professional career has been developed in 3M Company, where he has worked for 32 years in different areas of the Health Care business. Currently he is a 3M Latin America Regulatory Affairs and Quality Compliance Manager, taking contact and interacting with medical devices associations and regulatory authorities across Latin America. Mr. González is a Professor Invented at Universidad de Chile at Post Graduated in Regulatory Affairs for Pharmaceutical and Medical Devices Industry. He holds Bachelor in Chemistry and Pharmacy at Universidad de Chile and has an MBA at Loyola University in Maryland, U.S.A.

PANELIST: Mr. Darodjatun Sanusi is Executive Director of G.P. Farmasi, the largest biopharmaceutical industry association in Indonesia with several thousand member companies. Mr. Sanusi also serves as a Member of the APEC Biopharmaceutical Working Group on Ethics. He represented G.P. Farmasi at the 2012 APEC Workshop to Align Code of Business Ethics in the Biopharmaceutical Sector located in Taipei.



PANELIST: Ms. Nancy Travis is Vice President, International Compliance & Governance Associate for the Advanced Medical Technology Association (AdvaMed). Travis is responsible for the Association's efforts in International Code of Ethics Compliance, APEC Code of Ethics Initiative, Global Compliance & Code Harmonization, and Latin America Code of Ethics Initiative and European Union Code of Ethics Initiative. Before joining AdvaMed's staff, Travis was Deputy Director of the U.S. State Department's Office of Economic Policy in the Bureau of East Asian and Pacific Affairs. In that position, she coordinated regional economic and trade policy and represented the U.S. government at international negotiations. Travis has 15 years of international affairs and economics experience, with a particular focus on China trade issues. She worked on China and Taiwan's World Trade Organization accession negotiations and has been involved in assessing compliance with WTO commitments. Travis speaks Mandarin, Cantonese, Russian and French. She graduated from Vassar College with a Bachelor's Degree in International Studies and holds a Master of International Affairs Degree from Columbia University's School of International and Public Affairs.



PANELIST: Mr. Pan Guang Cheng has served as executive vice president of China Pharmaceutical Industry Association since he joined CPIA in January 2010. Pan has held the following positions in recent years: 2001-2010, Secretary of the Board, China National Pharmaceutical Group Corporation; 1998-2001, Deputy General Manager of China National



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Medical Device Co.; 1994-1998, Director of Policy and Regulation Department, the State Pharmaceutical Administration; 1979-1994, Deputy Director of Personnel Division, the State Pharmaceutical Administration; 1977-1979, Head of Department, Director of Medical Devices Bureau of the Ministry of Health. Pan is a graduate of engineering from Shanghai University in 1979.

Panel Session Two: Healthcare Professionals Dialogue – Embracing Ethical Interactions with Industry to Ensure Patient Always Come First



MODERATOR: Ms. Andrea Perez is Ethics & Compliance Manager for Latin America at Baxter International. She specializes in commercial and corporate law, corporate compliance and corporate policy with additional background in civil law. Andrea is responsible for implementing, operating and monitoring of the Company Compliance Program and Policies, such as Interactions with Healthcare Professionals and Third Party Policies; she is also responsible for conducting employee trainings through Latin America regarding Compliance topics and legal and regulatory matters; she has experience in establishing and enhancing policies and procedures to formalize a compliance control framework and also performing reviews and compliance risk assessment through the region. Previously, Andrea worked as Senior Counsel for Baxter Mexico. Andrea is the Head for the Mexican Association of Innovative Medical Devices (AMID) Ethics Committee; she led the Ethics Committee to update the Code of Interactions with Healthcare Professionals after her participation in several workshops organized by the Asia Pacific Economic Cooperation (APEC) and her work together with The Advanced Technology Association (AdvaMed) and the US Department of Commerce.



PANELIST: Dr. Masami Ishii graduated from School of Medicine, Hirosaki University in March, 1975 and its Graduate School of Medicine in 1979. He worked for the neurosurgery department of School of Medicine, Hirosaki University as an assistant and the neurosurgery department of Iwaki Kyoritsu Hospital as a medical director. After that, he opened Ishii Hospital of Neurosurgery & Ophthalmology in 1985. He took office of the President of the Iwaki Medical Association in 2002, and has served as Vice-President of the Fukushima Medical Association. He was elected as the Executive Board Member of the Japan Medical Association in April 2006, and re-elected forth. He is also serving Treasurer of the World Medical Association, Secretary General of the Confederation of Medical Associations in Asia and Oceania and Editor-in-Chief of the JMA Journal, the official English-language Journal of the JMA.



PANELIST: Dr. Andreas Loeffler is currently the Vice President of the Australian Orthopaedic Association (AOA). He graduated from the University of Sydney and trained in Orthopaedics on the Sydney Program. He works at the Prince of Wales Hospital in Sydney, a university teaching hospital, and is involved in undergraduate and postgraduate training. He has been the Head of the Department of Orthopaedics for 15 years. He has interests in spinal surgery, arthroplasty and trauma. Dr. Loeffler has been on the Board of the AOA for seven years. He was Chairman of Professional Development and Standards and helped develop a Code of Conduct for AOA and for the interaction with the Medical Industry. He has represented the AOA at two previous forums of the Asia Pacific Economic Cooperation in Bali and in Nanjing. Loeffler is also a member of the Asia Pacific Orthopaedic Association, the European Federation of Orthopaedics and Traumatology and the American Academy of Orthopaedic Surgeons.



PANELIST: Professor Somsak Lolekha is currently the President of the Medical Council of Thailand, Royal College of Pediatricians of Thailand and Pediatric Society of Thailand. He is a chairman of Medical Council Network, WHO South East Asia Region. He is also Chairman of



the Board of Directors of both Ladprao General Hospital and Ladprao Bilingual School. He received his Doctor of Medicine from Mahidol University, Bangkok and then pursued a Doctor of Philosophy at the University of Illinois Medical Center, Chicago, USA. He is a diplomat at the American Board of Pediatrics, Thai Board of Pediatrics, Thai Board of Family Medicine, and the Thai Subspecialty Board on Pediatric Infectious Diseases. He is also a fellow of the Infectious Diseases Society of America. Prof. Lolekha was president of World Society of Pediatric Infectious Diseases (1999-2002). He was the first president of Asian Society of Pediatric Infectious Diseases (1994-2002). He was also president of Pediatric Infectious Disease Society of Thailand (2003-2009).



PANELIST: Mr. Tsang Kin Ping is a retired business executive and patient suffering from Retinitis Pigmentosa and has been actively volunteering in Hong Kong and international patients’ groups in the past decades. Mr. Tsang has founded Retina Hong Kong, a self-help organization of patients suffering from retinal degenerative diseases with fellow patients in March, 1995, and has been serving President of the Association since then. He is member of Management Committee of Retina International and Board Member of AMD Alliance International. Mr. Tsang was elected to Governing Board of International Alliance of Patients’ Organizations (IAPO) in 2008. He took the Chair of IAPO from August, 2013 to July, 2015, and serving as Board Member till 2017. His main advocating issues are access to treatment, patient safety, drug safety, medical ethics and patient engagement in healthcare sector. Mr. Tsang is also President of Hong Kong Alliance for Rare Diseases (HKARD) and Board Member of Hong Kong Alliance of Patients’ Organizations (HKAPO), and is serving a number of committees for Hong Kong SAR Government.

Panel Session Three: Government Leaders Dialogue – Supporting Ethical Business Environments & Encouraging Stakeholders to Adopt the APEC Principles



MODERATOR: Ms. Sabrina Chan is the Executive Director of the Hong Kong Association of the Pharmaceutical Industry (HKAPI). Since her tenure from Aug. 2004, she has worked industriously to pursue the mission of HKAPI, which is to ensure patients’ expedient access to innovative and effective medicine to enhance better health and quality of life. In order to achieve that goal, Sabrina has developed a partnership approach to work with different stakeholders, local and abroad. Locally in Hong Kong, she works closely with various government departments, pharmacists, doctors, academics, patients as well as consumer group. She has also developed strong relationships with numerous foreign international associations and organizations, including the International Federation of Pharmaceutical Manufacturers Association. Sabrina studied Communications (major in Journalism) in Hong Kong as the first tertiary education, received a Master of Arts in Intl Studies from the University of Sheffield in UK, and an LLB from the University of Tsinghua of China.



PANELIST: Dr. Kenneth Y. Hartigan-Go is currently the Undersecretary of Health, Office for Health Regulations, of the Department of Health, Philippines. Previously, he served as Director General of the FDA Philippines, and has had over 10 years’ experience in management positions, as Executive Director of a major health foundation which focuses on health leadership and management, community health partnerships, health governance and health policy. He has over 20 years’ experience as a clinician, and professor in health sciences and in development management. He has experience as a facilitator of public-private partnerships, bringing together industry, business and government for round-table consultations on national health policy.

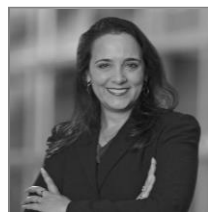
PANELIST: Dr. Agus Purwadianto is a senior lecturer and professor in Department of Forensic



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Medicine and Medicolegal Studies, Faculty of Medicine, University of Indonesia, Jakarta. He is Vice Chair of National Bioethics Commission, one of founders of The Network of The Indonesian Medical Bioethics and Humanities (JBHKI) and Chair of Supervisory Board of The Indonesian Health Researchers Association. He earned an MD, Forensic Medicine Specialist, Bachelor of Law, Master of Sciences in Sociology, majoring in Criminology and PhD in Philosophy respectively at University of Indonesia, Jakarta. He was former Head of Legal & Organization Bureau, former DG of National Institute of Health Research and Development and Senior Advisor to Minister of Health for Health Technology and Globalization, Ministry of Health. He also former Chair of National Honorary Board for Medical Ethics, principal author of Indonesian Medical Code of Ethics and member of Advisory Board, Indonesian Medical Association/IMA.



PANELIST: Ms. Kate Hamann is a partner in the White Collar practice of White Case LLP, Kathleen offers her clients an outstanding depth of knowledge in dealing with a broad range of white collar enforcement and compliance issues. An internationally recognized authority in the field, her extensive experience of complex anticorruption cases spanning multijurisdictional borders is based on almost two decades of federal service to the United States Government. Kathleen also served in the DoJ and as a Foreign Service Officer for the US Department of State, providing additional international exposure to a variety of jurisdictions, including Latin America and Germany. As the deputy director of anti-corruption and governance initiatives in the Bureau of International Narcotics and Law Enforcement Affairs, she developed and negotiated a range of international policies and commitments to combat international and transnational crime. Kathleen is also a widely respected speaker and author on issues including anticorruption, the FCPA, multijurisdictional and international investigations, and conflict of laws. She is an professor at American University College of Law.

Roundtable Session: Views from the Philippines



MODERATOR: Ms. Patricia Wu is a senior director at C&M International, an international policy and regulatory affairs consulting firm affiliated with the law firm of Crowell & Moring. Patricia holds an MBA from Harvard Business School, where she co-authored several published case studies focused on business strategy as it relates to government. She graduated *summa cum laude* and Phi Beta Kappa from Tufts University, with a bachelor of arts in international relations and Asian studies. She also holds a degree from the Institut d'Etudes Politiques de Paris and studied at Peking University. She speaks Mandarin Chinese and French. Patricia is a Term Member of the Council of Foreign Relations, an officer of Women in International Trade and was recognized by *Washington Life Magazine* as a "Mover and Shaker 40 and Under" (2013 and 2015).



PANELIST: Dr. Maria Minerva P. Calimag is the President of the Asian and Oceanic Society of Regional Anesthesia and Pain Medicine and also the President of the Philippine Medical Association. She is Full Professor in Pharmacology, Anesthesiology and Clinical Epidemiology at the UST Faculty of Medicine and Surgery; Professorial Lecturer in Health Informatics at The Graduate School; Senior Associate Researcher, the Research Center for Culture, Education and Social Issues and the Research Center for the Health Sciences all at the University of Santo Tomas, Manila, Philippines. Awarded the Most Outstanding Professional in Medicine in 2012 and bested 39 other outstanding professionals to win the First Eric Nubla Award for Excellence in the Professions in 2012 by the Professional Regulation Commission.



PANELIST: Dr. Ruben Flores is the President of the Asian Hospital Federation for two years: 2014-2015. He returned as the President of Philippine Hospital Association on the same years, the position he held for the years 2009 and 2010. He has been in the government service for



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the past 32 years. He is both a clinician (trained in Internal Medicine) and administrator after completing his course on Master in Hospital Administration at the University of the Philippines in 1987. Dr. Flores has contributed much with his involvements with various Committees devoted to quality improvements of hospital service, patient safety, maternal and reproductive health. For his efforts and accomplishments, Dr. Ruben Flores became to be called Mr. Outstanding by his peers, being the recipient of various awards and commendations , most notable of which was the Presidential Citation as Outstanding Public Servant during the `100 days of Pres. Aquino administration. He was also chosen as the Most Outstanding Alumni in Hospital Service, UPCHAS and Most Outstanding Alumni, Pateros Elementary School



PANELIST: Ms. Johanna Gulle is a founding member and currently the President of the Philippine Association of Medical Device Regulatory Affairs Professionals (PAMDRAP). PAMDRAP was legally established in September 2011 and currently has 98 individual members and 76 member companies. Working with PAMDRAP for the past four years has opened her eyes to the issues and also to the opportunities for medical device SMEs (small medium enterprises) in the Philippines in light of the changing regulatory environment. For her day job, she works as the Senior Regulatory Affairs Executive with BD and has been with BD for a total of 11 years. She also had the opportunity to work for the pharmaceutical industry as a regulatory affairs professional for six years. She received her Master’s degree in Technology Management and Bachelor’s degree in Industrial Pharmacy from the University of the Philippines.



PANELIST: Dr. Kenneth Y. Hartigan-Go is currently the Undersecretary of Health, Office for Health Regulations, of the Department of Health, Philippines. Previously, he served as Director General of the FDA Philippines, and has had over 10 years’ experience in management positions, as Executive Director of a major health foundation which focuses on health leadership and management, community health partnerships, health governance and health policy. He has over 20 years’ experience as a clinician, and professor in health sciences and in development management. He has experience as a facilitator of public-private partnerships, bringing together the industry, business leaders and government for round-table consultations on national health policy.



PANELIST: Dr. Mariano Lopez is a medical alumnus of the UP College of Medicine 1980 and had his residency training in Internal Medicine and Fellowship training in Cardiology at the UPCM - Philippine General Hospital. He is a Fellow of the Philippine College of Physicians, Philippine Heart Association, Philippine Society of Echocardiography, and American College of Physicians and American College of Cardiology. Pursuing various fields of professional interests, Dr. Lopez learned first-hand the in-depth knowledge and corporate intricacies of the pharmaceutical business during his work experience as Medical Affairs manager then as medical director in the largest local pharmaceutical company starting in 1986. At the same time, his love for teaching is nourished with his active participation in residency training in internal medicine (IM) at the Rizal Medical Center (RMC) and VRP Medical Center and in cardiology fellowship training in Philippine General Hospital. Recently in 2014, he started gaining experience in hospital administration as medical director of Fe Del Mundo Medical Center, a 120- bed tertiary general hospital in Quezon City.



PANELIST: Dr. Miguel L. Noche, Jr. M.D. obtained his Doctor of Medicine degree at the University of Santo Tomas, Philippines. He pursued with his career path as a pediatrician abroad certified by the Board of the American Academy of Pediatrics, and by the Philippine Pediatric Society. He is a certified Fellow with the Board of the American Academy of Allergy and Immunology, and with the Philippine Society of Allergy, Asthma and Clinical Immunology. Dr. Noche held several academic positions in pediatrics at the Faculty of Medicine and Surgery of the University of Santo Tomas for forty seven (42) years and retired as its Chairman. Dr. Noche



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has been in the Professional Regulatory Board of Medicine of the Professional Regulation Commission for 12 consecutive years, and has been appointed four times as its Chairman. The PRBOM is the only government body mandated by law (RA # 2382) to give the licensure examination for physicians, and supervise, control and regulate the practice of medicine in the Philippines. Hence. The PRBOM has both quasi-legislative and judicial powers.



PANELIST: Mr. Teodoro B. Padilla is the Executive Director of the Pharmaceutical & Healthcare Association of the Philippines (PHAP) and concurrent Chief Executive Officer of the association's corporate social responsibility arm, PHAPCares Foundation, Inc. He has 30 years' experience working in various industries in the private sector. He was country manager of the International Air Transport Association (IATA); management consultant at Euro-Med Laboratories; and vice president at Citibank and United Coconut Planters Bank, among others. Before joining PHAP, he was the Executive Director of the Congressional Oversight Committee on Official Development Assistance (COCODA) at the Senate of the Philippines, where he directed the operations of the Committee that included government-mandated accountabilities on multilateral-funded programs. Prior to this assignment, he was also the Executive Director of another committee, the Congressional Oversight Committee on Comprehensive Tax Reform Program (COCCTRP). Ted graduated with honors from the University of the Philippines and obtained an MBA at the Kellogg School of Management in Northwestern University.



PANELIST: Roberto "Obet" M. Pagdanganan is presently Chairman of the Medicines Transparency Alliance (MeTA) Philippines, Lead Convenor of The ETHIKOS Movement, and Founding Chairman of the Coalition for Health Advocacy and Transparency (CHAT). A graduate of Chemical Engineering (*summa cum laude*), Master in Business Administration (MBA) and Law, Mr. Pagdanganan has had extensive experience in the private sector, in government and in working with civil society and non-governmental organizations (NGOs). He was a senior marketing executive in Unilever before joining the government in 1986 after the EDSA Revolution. He was a three (3)-term Provincial Governor of Bulacan, Founding Chairman of the League of Leagues (now known as the Union of Local Authorities of the Philippines or ULAP), and served as Chairman of the Cooperative Development Authority (CDA), Secretary of Agrarian Reform, Secretary of Tourism, Chairman and Chief Executive Officer (CEO) of the Philippine International Trading Corporation (PITC), and Founding Chairman of PITC Pharma, Inc. Mr. Pagdanganan is currently the District Governor of Rotary International District 3810.

Facilitated Plenary Session



FACILITATOR: Mr. Russell Williams is the President of Canada's Research-Based Pharmaceutical Companies (Rx&D), an association of over fifty innovative life sciences companies. Reporting to the Executive and Board of Directors, Russell is responsible for overall corporate leadership, strategic direction, achieving priority objectives, public presence for the industry, issue management, compliance, as well as the management of human and financial resources. His leadership working with all governments at the Federal and Provincial levels, both at the political and administrative levels, as well as key stakeholders in the health, research, patient and economic sectors is aimed at creating a better environment for improved life science research and healthcare sustainability. Russell also chairs the international Code Compliance Network for the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), as well as being a member of the Council of the IFPMA. He is and continues to be a well-known champion and advocate for many causes which included better patient care, improved emergency services, increased research and development, individual rights, language and constitutional policy, as well as reform for handicapped services.



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Closing Session



OBSERVATIONS: Steven Hildemann, MD, is Global Chief Medical Officer and Head of Global Medical Affairs and Drug Safety at Merck Serono, the biopharmaceutical business of Merck KGaA. As CMO, Hildemann is responsible for Global Medical Affairs, Global Drug Safety and External Scientific Affairs. In this capacity, one of his primary responsibilities is to support the safe and appropriate use of and access to Merck Serono medicines. Hildemann is also responsible for medical governance, chairing the Medical Safety and Ethics Board and the Bioethics Committee at Merck Serono. Prior to joining Merck Serono, Hildemann was Associate Vice President, Global Clinical Trial Operations Europe, MSD (in the US, Merck & Co). In this capacity, he was responsible for the execution of all early- and late-stage development programs in Europe, including life cycle management, across all of MSD's therapeutic areas with a focus on Infectious Diseases, Central Nervous System Disorders and Oncology. In his role as CMO at Merck Serono, Hildemann reports to the head of Global R&D and serves as a member of the R&D Executive Leadership Team. Hildemann is a professor of medicine at the University of Freiburg, Germany.