



**2016 APEC Business Ethics for SMEs Forum**

The Westin Lima | Lima, Peru | 5-6 September 2016

**PLENARY DIALOGUE – 6 SEPTEMBER 2016**

**MEDICAL DEVICE & BIOPHARMACEUTICAL SECTORS**

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

**DRAFT – UPDATED 26 AUGUST 2016**

TIME	PROGRAM
08:00-09:00	Arrival, Registration & Escorted to Seats – <i>Limatambo One &amp; Two, The Westin Lima</i> Note: Attendees to arrive/seated by 8:30. Coffee/Refreshments in Terraza Merino Reyna.
09:00-09:45	<b>OPENING CEREMONY</b> <b>Facilitating Trans-Pacific Collaboration to Strengthen Ethical Business Practices</b>  <u>Introductory Remarks:</u> John Andersen, Chair, APEC SME Working Group Deputy Assistant Secretary for the Western Hemisphere, U.S. Department of Commerce  <u>Keynote Remarks:</u> Dr. Patricia García Funegra, Minister of Health, Peru [Invited]  <u>Presentation of the 2016 APEC Business Ethics for SMEs Lighthouse Award</u> <u>Emcee:</u> Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative
09:45-10:00	<b>SIGNING CEREMONY</b> <b>Peru Consensus Framework for Multi-Stakeholder Ethical Collaboration in the Medical Device and Biopharmaceutical Sectors</b> <u>Emcee:</u> Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative
10:00-10:15	<b>Official Photograph – Full Plenary Dialogue</b>
10:15-10:30	<b>Regional Progress Report</b> • Andrew Blasi, C&M International
10:30-11:00	Networking Coffee / Tea Break – <i>Terraza Merino Reyna</i>
11:00-13:00	<b>Progress Dialogue by APEC Economies</b> (3 Minute Updates + 3 Minute Q&A - Per Economy) Principals from each industry association, health care professional group, patient organization, government agency, and civil society body will offer brief verbal updates on: • Code of Ethics Status – Adoption, Implementation, Revisions • Status of Nanjing Declaration Implementation & Multi-Stakeholder Collaborations • Opportunities and Challenges: Overview and Outstanding Questions  <u>Session Chair:</u> Dato' Hafsa Hashim, CEO, SME Corporation Malaysia
13:00-14:00	Networking Lunch Break – <i>Limatambo Three, The Westin Lima</i>



<p><b>14:00-15:00</b></p>	<p><b><i>Dialogue Session One: Designing &amp; Launching Multi-Stakeholder Ethical Collaborations</i></b></p> <ul style="list-style-type: none"> <li>• <u>Scene-Setting Remarks:</u> Ms. Maria Lourdes C. Santiago, Deputy Director-General, Philippines Food and Drug Administration</li> <li>• <u>Session Chair:</u> Mr. Russell Williams, Immediate Past Chair, APEC Biopharm WG on Ethics</li> <li>• <u>Key Consideration(s):</u> How can economies achieve universal launch of Multi-Stakeholder Ethical Collaborations by 2020 as advised by APEC Ministers? How can APEC support economies and facilitate the active participation of relevant industry and non-industry stakeholders? How can economies ensure the unique best practices within the medical device and biopharmaceutical sectors are reflected through such collaborations?</li> </ul>
<p><b>15:00-16:00</b></p>	<p><b><i>Dialogue Session Two: Promoting Strong Ethical Business Practices with Distributors / Third Party Intermediaries</i></b></p> <ul style="list-style-type: none"> <li>• <u>Scene-Setting Remarks:</u> Ms. Bronwen Taylor, Vice President, Compliance and Risk Management, Stryker Corporation</li> <li>• <u>Session Chair:</u> Ms. Faye Sumner, Chief Executive Officer, Medical Technology Association of New Zealand (MTANZ)</li> <li>• <u>Key Consideration(s):</u> Should APEC pursue the development of best practice principles on promoting ethical business practices with third party intermediaries?</li> </ul>
<p><b>16:00-16:15</b></p>	<p><b>Networking Coffee / Tea Break – <i>Terraza Merino Reyna</i></b></p>
<p><b>16:15-16:30</b></p>	<p><b><i>Readout and Endorsement of Dialogue Recommendations</i></b></p> <ul style="list-style-type: none"> <li>• Ms. Patricia Wu, C&amp;M International</li> </ul>
<p><b>16:30-17:15</b></p>	<p><b><i>Global Showcase Session: Models to Actualize Multi-Stakeholder Ethical Collaborations</i></b> <i>Emcee:</i> Ms. Patricia Wu, C&amp;M International <i>Note:</i> Remarks only – PowerPoint slides are limited to information graphics.</p> <ul style="list-style-type: none"> <li>• <u>Ensuring an Inclusive and Consultative Approach (5 Mins)</u> Dr. Kenneth Hartigan-Go, Vice President, Philippine College of Physicians &amp; Former Undersecretary of Health, Office for Health Regulation (The Philippines)</li> <li>• <u>Harmonizing &amp; Sustaining One Code of Ethics for Multiple Industry Groups (5 Mins)</u> Dr. Juan Francisco Millán Soberanes, Director, CETIFARMA (Mexico)</li> <li>• <u>Government Support for Ethical Business Practices &amp; Voluntary Code Adoption (5 Mins)</u> Dr. Jorge Antonio Romero Delgado, Commissioner for Health Promotion, Federal Commission for the Protection Against Sanitary Risk – Cofepris (Mexico)</li> <li>• <u>Novel Strategies for Code of Ethics and Capacity-Building Collaboration between Industry Associations and Health Care Professional Bodies (5 Mins)</u> Dr. Andreas Loeffler, President, Australian Orthopaedic Association</li> <li>• <u>Digital Strategies to Strengthen Ethical Practices for Third Party Intermediaries (5 Mins)</u> Dr. Sergio Alcântara Madeira, Technical Director, ABRAIDI (Brazil)</li> </ul>



	<ul style="list-style-type: none"> <li>• <u>Assuring Ethical Collaborations between Industry and Patient Organizations</u> (5 Mins) Ms. Leanne Wells, Chief Executive Officer, Consumer Health Forum of Australia</li> </ul>
<p><b>17:15-18:00</b></p>	<p><b><i>Cross-Border Dialogue Session</i></b> <u>Emcee:</u> Ms. Kate Hamann, Partner, Pierce Atwood LLP / Former International Policy Counsel, U.S. Department of Justice</p> <ul style="list-style-type: none"> <li>• <u>Economy Groups:</u> <ul style="list-style-type: none"> <li>○ <u>Group A:</u> Peru, Indonesia, Malaysia, Mexico, The United States</li> <li>○ <u>Group B:</u> Australia &amp; The Philippines</li> <li>○ <u>Group C:</u> China, Canada, &amp; Hong Kong, China</li> <li>○ <u>Group D:</u> Viet Nam, Thailand &amp; Japan</li> <li>○ <u>Group E:</u> Chile, Brazil, Colombia, New Zealand &amp; Korea</li> <li>○ All Other Economies May Select Preferred Group</li> </ul> </li> <li>• Key Consideration(s): How can paired economies enhance bilateral cooperation to strengthen ethical business practices in their respective medical device and biopharmaceutical sectors? What unique experiences and lessons learned are transferable between paired economies?</li> </ul>
<p><b>18:00-18:30</b></p>	<p><b><i>Closing Session</i></b></p> <ul style="list-style-type: none"> <li>• <u>Closing Remarks:</u> Ms. Melissa Stapleton Barnes, Senior Vice President, Enterprise Risk Management and Chief Ethics and Compliance Officer / Executive Committee, Eli Lilly and Company</li> <li>• <u>Announcement of 2017 APEC Business Ethics for SMEs Forum:</u> Mr. To Hoai Nam, International Cooperation Division, Agency for Enterprise Development, Ministry of Planning and Investment (Viet Nam)</li> <li>• <u>Takeaways &amp; Farewell:</u> Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative (The United States)</li> </ul>