



**Asia-Pacific  
Economic Cooperation**



**APEC  
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

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**BIOPHARMACEUTICAL SECTOR TRAINING SESSION (DAY ONE) – 1 SEPTEMBER 2014**

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

*Objective: Provide practical assistance to biopharmaceutical industry associations and member companies in promoting their code of ethics to the relevant local stakeholders (e.g., government authorities, healthcare professionals, hospitals, distributors and pharmacies, patient organizations and the media).*

TIME	PROGRAM
08:00-08:30	<p><b>Registration</b></p> <p><i>Note: All attendees should arrive by 08:15.</i></p>
08:30-09:30	<p><b>Welcome &amp; Introductions</b></p> <p><b>Ms. Lynn Costa</b>, Project Overseer, Business Ethics for APEC SMEs Initiative &amp; Senior Trade Development Advisor, U.S. Department of Commerce</p>
09:30-10:00	<p><b>The Value and Responsibility of Ethics</b></p> <p><b>Mr. Russell Williams</b>, President of Rx&amp;D (Canada); Co-Chair of APEC Mexico City Principles Expert Working Group; and, Chair of the IFPMA Code Compliance Network (CCN)</p>
10:00-10:30	<p><b>Understanding the Mexico City Principles</b></p> <p><b>Mr. Neil Pratt</b>, Assistant General Counsel, Pharmaceutical Research and Manufacturers of America (United States)</p>
10:30-11:00	<p><b>Official Photo &amp; Networking Break</b></p>



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<p><b>11:00-11:30</b></p>	<p><b><i>The Importance of Promoting Codes of Ethics to a Broad Range of Stakeholders</i></b></p> <p><b>Mr. Teodoro Padilla</b>, Executive Director, Pharmaceutical and Healthcare Association of the Philippines (The Philippines)</p>
<p><b>11:30-12:00</b></p>	<p><b><i>Promoting a Code of Ethics – Identifying the Relevant Stakeholders</i></b></p> <p><b>Ms. Sabrina Chan</b>, Executive Director, The Hong Kong Association of the Pharmaceutical Industry (Hong Kong, China)</p> <p><i>10 Minute Presentation – 20 Minute Interactive Session</i></p>
<p><b>12:00-13:00</b></p>	<p><b><i>Understanding your Stakeholders: What Messages Resonate?</i></b></p> <p><b>Moderator: Mr. Russell Williams</b>, President of Rx&amp;D (Canada); Co-Chair of APEC Mexico City Principles Expert Working Group; and, Chair of the IFPMA Code Compliance Network (CCN)</p> <ul style="list-style-type: none"> <li>• <b>Dr. Pamela Milla</b>, Head, Agencia Nacional de Medicamentos (Chile)</li> <li>• <b>Dr. Maria Minerva Calimag</b>, President, Philippine Medical Association</li> <li>• <b>Mr. Kin-ping Tsang</b>, Chairman, International Alliance of Patient Organizations (Hong Kong, China)</li> <li>• <b>Dr. Kit Sing (Derrick) Au</b>, Director (Quality &amp; Safety), Hong Kong Hospital Authority</li> <li>• <b>Dr. Masami Ishii</b>, Japan Medical Association</li> </ul> <p><i>5 Minutes Per Discussant – 30 Minutes for Q&amp;A / Interactive Discussion</i></p>
<p><b>13:00-14:00</b></p>	<p><b>Lunch Break</b></p>
<p><b>14:00-16:00</b></p> <p><i>14:00-14:30</i></p> <p><i>14:30-15:00</i></p>	<p><b><i>Mini-Sessions on Effective Tools to Promote your Code of Ethics</i></b></p> <p><b><i>Training Workshops – China’s Experience</i></b></p> <ul style="list-style-type: none"> <li>• <b>Panel:</b> CPIA (China), SINO-PhIRDA (China), CCCMHPIE (China), RDPAC (China) <i>5 Minutes Per Panelist, 10 Minutes for Interactive Discussion</i></li> </ul> <p><b><i>Presentations at HCP/Distributor/Pharmacist Symposia</i></b></p> <ul style="list-style-type: none"> <li>• <b>Panel:</b> IFPMA, ANAFAM (Mexico), HKAPI (Hong Kong, China), IPMG (Indonesia) <i>5 Minutes Per Panelist, 10 Minutes for Interactive Discussion</i></li> </ul>



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<p>15:00-15:30</p> <p>15:30-16:00</p>	<p><b>Government Endorsement of the Code of Ethics</b></p> <ul style="list-style-type: none"><li>• <b>Panel:</b> CPIA (China), MOPI (Malaysia), PHAP (The Philippines) <i>5 Minutes Per Panelist, 15 Minutes for Interactive Discussion</i></li></ul> <p><b>Code Enforcement and Annual Certification Process</b></p> <ul style="list-style-type: none"><li>• <b>Panel:</b> PhRMA (United States), Rx&amp;D (Canada), JPMA (Japan) <i>5 Minutes Per Panelist, 15 Minutes for Interactive Discussion</i></li></ul> <p><i>Coffee/Tea will be provided at the back of the workshop room in the afternoon</i></p>
<p>16:00-17:00</p>	<p><b>One-on-One Breakout Sessions: Mentors and Associations to Develop Roadmap for Promoting Code of Ethics to Relevant Stakeholders in Local Economy</b></p> <p><i>Note: Associations to identify their mentor in the pairing assignment document.</i></p>
<p>17:00-17:30</p>	<p><b>Closing Reports from Breakout Sessions and Wrap-Up</b></p> <p><b>Facilitated By: Mr. Russell Williams</b>, President of Rx&amp;D (Canada); Co-Chair of APEC Mexico City Principles Expert Working Group; and, Chair of the IFPMA Code Compliance Network (CCN)</p>



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## **BIOPHARMACEUTICAL SECTOR TRAINING SESSION (DAY THREE) – 3 SEPTEMBER 2014**

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

*Objective: Provide training resources and case studies to support biopharmaceutical industry associations, their member companies, and other key stakeholders to facilitate local ethics training programs.*

<b>TIME</b>	<b>PROGRAM</b>
<b>08:00-08:30</b>	<b><i>Welcome &amp; Reflections on Forum Training &amp; Plenary Sessions</i></b>  <b>Mr. Russell Williams</b> , President of Rx&D (Canada); Co-Chair of APEC Mexico City Principles Expert Working Group; and, Chair of the IFPMA Code Compliance Network (CCN)
<b>08:30-09:00</b>	<b><i>Setting the Scene: The Role of Compliance</i></b>  <b>Ms. Karen Eryou</b> , UCB (China)  <b>Ms. Millette Asuncion-Arnedo</b> , Pfizer (The Philippines)
<b>09:00-10:00</b>	<b><i>Thermometer Game: How hot is this issue?</i></b>  <b>Facilitated by: Ms. Chrisoula Nikidis</b> , Rx&D (Canada)
<b>10:00-10:45</b>	<b><i>Group Case Study: Interactions with Healthcare Professionals Meetings &amp; Sponsorship</i></b>  <b>Facilitated by: Ms. Sabrina Chan</b> , The Hong Kong Association of the Pharmaceutical Industry (Hong Kong, China)
<b>10:45-11:15</b>	<b>Networking Break</b>
<b>11:15-12:00</b>	<b><i>Group Case Study: Interactions with Healthcare Professionals Gifts &amp; Other Items</i></b>  <b>Facilitated by: Ms. Genevieve Wan</b> , GlaxoSmithKline (Singapore)



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<b>12:00-13:00</b>	<b><i>Group Case Study: Fees for Service</i></b>  <b>Facilitated by: Mr. Howard Lin, Eli Lilly and Company (Hong Kong, China)</b>
<b>13:00-14:00</b>	<b>Lunch Break</b>
<b>14:00-14:45</b>	<b><i>Group Case Study: Working with Patient Organizations – Gifts &amp; Other Items</i></b>  <b>Facilitated by: Mr. YS Kwon, Johnson &amp; Johnson (Korea) Mr. Bruce Ellsworth, Johnson &amp; Johnson (Japan)</b>
<b>14:45-15:30</b>	<b><i>Group Case Study: Congress Organization – How to Interact and Practical Cases</i></b>  <b>Facilitated by: Ms. Maija Burtmanis, AbbVie (Singapore)</b>
<b>15:30-16:00</b>	<b><i>Effective Training Resources for Industry Associations &amp; Member Companies</i></b>  <b>Ms. Chrisoula Nikidis, Rx&amp;D (Canada)</b>
<b>16:00-17:00</b>	<b><i>One-on-One Breakout Sessions: Mentors and Associations to Develop Roadmap of Training Opportunities for Member Companies</i></b>  <i>Note: Associations can identify their mentor in the pairing assignment document. Coffee/Tea will be provided at the back of the workshop room in the afternoon</i>
<b>17:00-17:30</b>	<b><i>Closing Reports from Breakout Sessions</i></b>  <b>Facilitated By: Mr. Russell Williams, President of Rx&amp;D (Canada); Co-Chair of APEC Mexico City Principles Expert Working Group; and, Chair of the IFPMA Code Compliance Network (CCN)</b>
<b>17:30-18:00</b>	<b><i>Closing Remarks &amp; Certificate Ceremony / Pictures</i></b>  <b>Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative &amp; Senior Trade Development Advisor, U.S. Department of Commerce</b>