APEC Business Ethics for SMEs Forum

Promoting Ethical Business Environments in the Medical Device and Biopharmaceutical Sectors

1-3 September 2014 | Nanjing, China
Opening session

Mr. Zhen Xin
Director General, Ministry of Industry and Information Technology

People’s Republic of China
The Honorable
Zenaida Cuison-Maglaya
Under Secretary for Regional Operations
Group, Department of Trade and Industry

The Philippines
Ms. Lynn Costa
Project Overseer, Business Ethics for APEC SMEs Initiative
Senior Policy Advisor for Global Markets
U.S. Department of Commerce
The United States
Overview:

“Business Ethics for APEC SMEs” initiative

- Small & Medium Enterprises (SMEs) are the engine of economic growth and will continue to serve as a key driver in the APEC region’s economic expansion as long as they are able to operate, trade, and innovate in ethical business environments.

- As a result, the Business Ethics for APEC SMEs initiative was launched under the APEC SME Working Group in 2010.

- The initiative is led by the United States with active support and participation from all 21 APEC economies. Since 2010, initiative programs have been hosted by China, Malaysia, Indonesia, Philippines, Chinese Taipei, Brunei Darussalam, Mexico, Vietnam, and Japan. The initiative is also strongly supported by the APEC Business Advisory Council (ABAC).
What have we achieved?

APEC Principles for codes of business ethics in three sectors, **setting the highest ethical standards for the region**, each developed by experts from government, industry and academia from all 21 APEC economies.
Endorsement by APEC Ministers (Foreign and Trade Ministers) in the U.S. APEC Host Year

“We applaud the decision of the APEC SME Ministers at Big Sky, Montana in May 2011 to endorse the Kuala Lumpur Principles for Medical Device Sector Codes of Business Ethics. This set of principles for the region’s medical devices industry is the first of its kind, and will improve the quality of patient care, encourage innovation, and promote the growth of SMEs that produce medical devices.”
Support by APEC Leaders (Heads of State) in the Russia APEC Host Year

Corruption is “...a tremendous barrier to economic growth, the safety of citizens, and to the strengthening of economic and investment cooperation among APEC...We will also support the efforts of respective member economies to build capacity to combat corruption...by encouraging the implementation of high standard codes of ethics.”

-- November 2012, Vladivostok
Capacity building from 2012 – 2013 to implement the principles

Formation of a network of over 100 ethics trainers, spanning all three sectors and 21 economies!

**April 22-24, 2012**
Brunei Darussalam
APEC workshop to assist industry associations to draft codes aligned with The KL Principles

**July 10-11, 2012**
Taipei, Chinese Taipei
APEC workshop to assist industry associations to draft codes aligned with The Mexico City Principles

**August 26 – 30, 2013**
KL, Malaysia
APEC Train-the-Trainer Workshop hosted by Malaysian Anti-Corruption Academy

Monitoring programs and mentor teams in all three sectors are progressing implementation of codes of ethics in preparation.
Making Tools Available to Facilitate Code Adoption & Best Practices
New APEC Business Ethics Websites

http://businessethics.apec.org

http://mcprinciples.apec.org
Results since we first started monitoring progress in 2012...
Medical Device Sector: 2012 vs 2014

### Industry Associations Monitored

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associations with Code</td>
<td>9</td>
<td>15 (↑6)</td>
</tr>
<tr>
<td>Member Companies</td>
<td>5,720+</td>
<td>6,773+ (↑1,053+)</td>
</tr>
<tr>
<td>SME Member Companies</td>
<td>4,027+</td>
<td>4,740+ (↑713+)</td>
</tr>
</tbody>
</table>

- **Code adopted**
- **Code under development / alignment**

**2012**
- 9 associations across 9 economies with an adopted code

**2014**
- 15 associations across 14 economies with an adopted code
Biopharmaceutical Sector: 2012 vs 2014

<table>
<thead>
<tr>
<th>Industry Associations Monitored</th>
<th>53</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Companies</td>
<td>7,724+</td>
</tr>
<tr>
<td>SME Member Companies</td>
<td>3,746+</td>
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</table>

**STATUS REPORT**

<table>
<thead>
<tr>
<th>Associations with Code</th>
<th>2012</th>
<th>2014 (↑12)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Companies</td>
<td>3,699+</td>
<td>6,870+ (↑3,171+)</td>
</tr>
<tr>
<td>SME Member Companies</td>
<td>2,536+</td>
<td>3,308+ (↑772+)</td>
</tr>
</tbody>
</table>
In summary, in two years we have supported the development of 18 new industry codes across 9 economies where they previously did not exist, expanding high standard APEC principles to nearly 14,000 companies (of which over 8,000 are SMEs)
Business Ethics for SMEs Forum
1-3 September 2014 -- Nanjing, China

• Over **200 participants** representing more than **80 different organizations** – bringing together stakeholders critical to ethical business practices in the healthcare sector (senior representatives from ministries of health, hospital and physician associations, patient organizations, industry, and APEC SME Working Group delegates).

• Co-hosted by China and the United States to facilitate regional cooperation, build capacity and **provide strategic vision and recommendations for this initiative through 2020** (Nanjing Declaration to be discussed this afternoon)
THANK YOU...

- China Ministry of Industry & Information Technology
- RDPAC
- Previous APEC member economy hosts: Malaysia, Indonesia, Philippines, Chinese Taipei, Brunei Darussalam, Mexico, Vietnam, and Japan
- APEC SME Working Group and Delegates
- Mentors and trainers from companies and associations
- The Philippines
Part I: The Importance of Ethical Environments to Sustainable Business and Trade
Session One: The view from industry leaders operating in the APEC region

Moderator: Mr. Stephen Dibert, Advisor, International Affairs, MEDEC (Canada)

Discussants (5 minutes each / 20 minutes Q&A and Discussion):
1. Ms. Roberta Lipson, CEO, Chindex International & 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, Laboratories Americanos S.A., President, COMSALUD (Peru)
4. Mr. Katsumi Takahashi, President, Omnico Co & Vice Chairman, Japan Dental Trade Association (JDTA)
5. Mr. Leonard Ariff Abdul Shatar, CEO, CCM Duopharma Biotech Berhad & Immediate Past President, Malaysian Organization of Pharmaceutical Industries (MOPI)
Ethical Environment for Medical Devices Business in Japan

September 2, 2014
JFMDA & JFTC
4 Ethics Rules & 5 Guidelines in Japan

4 Ethics Rules (JFMDA/JFTC)
1. The Code of Ethics (JFMDA)
2. The Charter of Business Behavior (JFMDA)
3. The Promotion Code of the Medical Devices Industry in Japan (JFMDA)
4. The Fair Competition Code of the Medical Devices Industry in Japan (JFTC)

5 Guidelines (JFMDA)
1. Transparency Guidelines
2. Guideline for Medical Devices’ Advertisement
3. Guideline for Medical Devices Exhibition Under Application for Approval
4. Guideline for Personal Information Management
5. Guideline for Donation to Medical Society
Positioning of 4 Ethics Rules for Medical Devices for Establishment of Fair Business Practice in Japan

1. The Code of Ethics (JFMDA)

2. The Charter of Business Behavior (JFMDA)

3. The Promotion Code of the Medical Devices Industry in Japan (JFMDA)

4. The Fair Competition Code of the Medical Devices Industry in Japan (JFTC)
Since 1984, Only One Federation for Medical Devices

The Japan Federation of Medical Devices Associations (JFMDA) was founded in February 1984 by medical device associations consisting of manufacturers and suppliers of medical and health-care devices, equipment, instruments and materials.

Since then, JFMDA has been addressing various national and international issues related to all its member associations.

By taking appropriate actions on these issues, and through the support of innovation and sustainable supply of medical devices and technologies to the world, JFMDA has contributed to the growth of the industries it represents and to the improvement of welfare and health care in Japan.

JFMDA became a legal entity as of January 6th, 2014.

19 Associations and Approx. 4,900 Companies

At present, membership has increased to 19 associations (representing approx. 4,900 companies), while associate member organizations and about 130 individual companies are registered as supporting members approved sponsoring JFMDA’s Activities.
Member List of JFMDA -19 Associations
(12 Associations in “Red” are the member of JFTC, too)

1. The Japan Home-health Apparatus Industrial Association
2. Japan Association of Health Industry Distributors
3. Japan Analytical Instruments Manufacturers’ Association
4. Japan Association of Medical Devices Industries
5. Japanese Association of Surgical Sutures
6. Japan Condoms Industrial Association
7. Japan Contact Lens Association
8. Japan Dental Trade Association
9. Japan Electronics and Information Technology Industries Association
10. Japan Home Health Care Association
11. Japan Hearing Instruments Dispensers Association
12. Japan Hearing Instruments Manufacturers Association
13. Japan Hygiene Products Industry Association
14. Japan Industries Association of Physical Therapy Devices
15. Japan Medical Imaging and Radiological Systems Industries Association
16. Japan Medical Industry Association
17. Japan Medical-Optical Equipment Industrial Association
18. Japan Ophthalmic Instruments Association
19. Medical Technology Association of Japan

(Note: random order)
The Japan Fair Trade Council of the Medical Device Industry (JFTC)

- JFTC is established for administration of “The Fair Competition Code of the Medical Devices Industry in Japan (FCC)”.
- FCC, as voluntary ethics rule, focuses on “Restriction on Premium Offers in the Medical Devices Industry” and was established in 1998.
- Also JFTC is authorized by the Consumer Affairs Agency and the Japan Fair Trade Commission (Japanese Government).
- So “The Fair Competition Code of the Medical Devices Industry in Japan” has regal grounds. This is the difference from other JFMDA’s voluntary ethics rules/guidelines.
- At present, 12 medical devices related associations are the member of JFTC. (Those 12 associations are the member of JFMDA, too.)
- JFTC has the following 3 committees to administrate FCC.
  - Planning & Public Relations Committee
  - Guidance & Examination Committee
  - Regulations & Standard Committee
FCC is authorized under the Fair Trade Commission on November 16, 1998 Notification No.19.
FCC was enforced in April 1999 as “Voluntary Ethics Rule for Restrictions on Premium Offer in the Medical Devices Industry”.
FCC aims to prevent unfair inducement of customers through restrictions on unjustifiable premium offers in the medical devices manufacturing and distributing industry. And to ensure fair competition and order within the industry.
FCC restricts the following activities as unjustifiable premium offers.

- Cash & Cash equivalent: NG!
- Free-of-Charge Medical Devices: NG!
- Free-of-charge benefit & Labor: NG!
Key Points to Consider

- JFMDA has promoted high compliance & ethics standards for 30 years!

- This helped improve our reputation and trust with doctors, patients, media and other stakeholders!

Thank you!!
Session One: The view from industry leaders operating in the APEC region

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Part II:
A Multi-Stakeholder Response to Strengthen Ethical Business Practices
Session Two: The Role of Industry & Implementing Voluntary Industry Codes

Moderator: Mr. Iván Ornelas Díaz, Director of International Relations, Ministry of Economy (Mexico) & Co-Chair, Expert Working Group, The Mexico City Principles

Discussants (5 minutes each / 30 minutes for Q&A and Discussion):
1. Dr. Lee Kyeong-Ho, Chairman, Korea Pharmaceutical Manufacturers Association
2. Ms. Wang Tongyan, Vice President, China Pharmaceutical Industry Association
3. Ms. Faye Sumner, CEO, 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)
推行医药伦理准则  营造健康产业环境
Implementing Pharmaceutical Ethics Guidelines
Creating Healthy Industrial Environment

王彤焱  副会长 - 中国化学制药工业协会
Wang Tongyan  Vice President - CPIA

APEC Business Ethics for SMEs Forum
Biopharmaceutical Sector
1-3 September 2014  |  Nanjing, China
Content

- **CPIA化药协会介绍**
  Introduction of CPIA

- **《医药企业伦理准则》实施意义**
  Meaning for implementing "Pharmaceutical Industry Principles of Ethics"

- **CPIA工作及成果**
  CPIA Key achievements

- **CPIA的其他活动和推进**
  CPIA other initiatives in China
China Pharmaceutical Industry Association (CPIA) was approved as national 4A level industry association by Ministry of Civil Affairs in September 1988

- 313 members
- Main business incomes of pharmaceutical companies account for more than 65% of the whole pharmaceutical industry
- Profits account for about 60%
CPIA推行《医药企业伦理准则》原因
Meaning for implementing "Pharmaceutical Industry Principles of Ethics"

- 中国医药市场和制药企业快速发展
  Fast development of healthcare market and pharmaceutical industry
- 建立完善的市场法制环境
  To establish a perfect legal market environment
- 建立规范的市场经营行为
  To regulate market business behavior
- 实现行业可持续发展
  To realize the sustainable development of the industry
CPIA的工作及取得成果
CPIA Key Achievements

参加APEC组织推行《墨西哥城原则》的培训
Participating the "Mexico City Principles" training by APEX

- 2012-7 CPIA参加“关于生物制药业志愿实施企业伦理准则草案研讨会”
  CPIA attended the "Draft seminar about the biopharmaceutical industry voluntarily implementing corporate ethics guidelines"

- 2013-8 CPIA参加“生物制药行业、医疗器械行业、建筑工程行业商业道德自愿行动准则培训班”
  CPIA attended the “Training course for the bio-pharmaceutical industry, Medical device and pharmaceutical industry, and construction industry voluntarily implementing operative norm of business ethics"
CPIA Key Achievements

Actively engaged in introducing "Mexico City Principles" into China

- 2013-8  CPIA将《墨西哥城原则》引进中国
  CPIA introduced “Mexico City Principles” into China

- 2013-11  CPIA推出《医药企业伦理准则(草案)》
  CPIA introduced the "pharmaceutical Industry principle of Ethics (draft)"

- CPIA发布《伦理准则》并推进实施
  CPIA issued the "Principle of Ethics" and drive the implementation
CPIA 成功召开两次全国专题会议
CPIA Successfully Held Two National Conferences

2013-10-29 “中国医药企业伦理准则发布大会”
“China Pharmaceutical Industry Principle of Ethics Launch Conference”

2014-05-27 “医药企业伦理准则中国论坛”
“China Forum of Pharmaceutical Industry Principles of Ethics”
CPIA开展信用评价和交流活动
Credit Rating Evaluation and more cooperation

《伦理准则》的推进实施与行业信用等级评价相结合
Combining the implementation of the "Principles of Ethics" with the credit rating evaluation in industry

- 2007  CPIA 获得行业企业信用评价资质
  CPIIP was approved to work for Credit Rating Evaluation

- 2008 启动信用评价工作
  CPIA started pharmaceutical industry Credit Rating Evaluation

- 2013 80余家医药企业获得A级以上信用等级
  Over 80 pharmaceutical industry enterprises obtained A level

国际交流与合
International Communication and Cooperation
Code of Practice

Faye Sumner
Chief Executive Officer
Medical Technology Association of NZ

APEC Business Ethics for SMEs Forum
Medical Device Sector
1-3 September 2014 │ Nanjing, China
Certificate of Adoption

Required:

- Written Policies & Procedures
- Compliance Officer /Committee
- Training & Education
- Lines of Communication
- Auditing & Monitoring
- Corrective Action
Certificate of Adoption

Suggested Use:

- Marketing materials
- Business cards
- Displays at meetings / conferences
- Company stationery
Session Three: The Role of Healthcare Providers and Professional Organizations and Best Practices in Ethical Collaboration with Industry

Moderator: 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

Discussants (5 minutes each / 40 minutes for Q&A and Discussion):

1. **Kin-ping Tsang**, Chairman, International Alliance of Patient Organizations (Hong Kong, China)
2. **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 Loefler**, Second Vice President, Australian Orthopaedic Association
The Global Patients Movement: The value of patient engagement and the need for collaboration

King-Pin Tsang
IAPO Chair

APEC Business Ethics for SMEs Forum
Biopharmaceutical Sector
1-3 September 2014 │ Nanjing, China
IAPO’s Mission

Our mission is to help build patient-centred healthcare in every country by:

1. Realizing active partnerships with patients’ organizations, maximizing their impact through capacity building

2. Advocating internationally with a strong patients’ voice on relevant aspects of healthcare policy, with the aim of influencing international, regional and national health agendas and policies

3. Building cross-sector alliances and working collaboratively with like-minded medical and health professionals, policy makers, academics, researchers and industry representatives
What is patient-centred healthcare?

The essence of patient-centred healthcare is that the healthcare system is designed and delivered so that it can answer the needs of patients

1. Patient-Centred Healthcare Principles
2. Respect and support for the individual patient, their wants, preferences, values, needs and rights
3. Choice and empowerment
4. Patient engagement in health policy
5. Access and support
6. Information that is accurate, relevant and comprehensive

*Principles defined in IAPO’s Declaration on Patient-Centred Healthcare: www.patientsorganizations.org/declaration
Globalization and Healthcare

- Public health issues are global
- The health industry is increasingly multinational
- Healthcare policies are debated and developed internationally
- Progress in science, medicine and technology is international
- Other important stakeholders in healthcare are organized and influential internationally
Global Issues for Patients’ Organizations: IAPO’s Policy Priorities

1. The massive issues of access to treatment and care
2. Lack of meaningful patient involvement in health policy decision-making
3. The need for an international concerted effort to address patient safety
4. The need for quality health information and communication
Patient Group – Industry Collaborations

Benefits
✓ Skills/expertise sharing
✓ Greater understanding of respective needs
✓ Access to information & data
✓ Funding, resources & in-kind support

Challenges (and in some cases risks)
✓ Potential loss of independence (on both sides!)
✓ Differing expectations and aims
✓ Perceived threat to public image and credibility

Benefits and challenges are not exclusive to patient group-industry collaborations
Consensus Framework for Ethical Collaboration

- putting patients first;
- supporting ethical research and innovation;
- ensuring independence and ethical conduct; and
- promoting transparency and accountability.
Session Four: The Role of Government and Proactive Support to Encourage Ethical Business Practices in the Medical Device and Biopharmaceutical Sectors

Moderator: Dato’ Hafsah Hashim, Chief Executive Officer, SME Corporation Malaysia & Co-Chair, Expert Working Group, The Kuala Lumpur Principles

Discussants (5 minutes each / 30 minutes for Q&A and Discussion):
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)
Lunch: “The Kitchen”
(by lobby)

PLEASE RETURN AND READY TO RESUME BY 14:00
Session Four: Views from China

Moderator: 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

Discussants (5 minutes each / 40 minutes for Q&A and Discussion):
1. Ms. Zheng Hong, Executive Chairman, China Pharmaceutical Industry Association
2. Mr. Joseph Cho, President, R&D-based Pharmaceutical Association Committee
3. Mr. Zhao Yisu, General Secretary, China Association for Medical Devices Industry
推行《医药企业伦理准则》建议坚持的原则
Principles for the implementation of “Principles of Ethics”

郑 鸿 执行会长 - 中国化学制药工业协会
Zheng Hong  President - CPIA

APEC Business Ethics for SMEs Forum
Biopharmaceutical Sector
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中国《医药企业伦理准则》
"Pharmaceutical Industry Principles of Ethics" - China

- 《墨西哥城原则》是积极推动市场法制化、合规化的具有可操作性的重要文件
  "Mexico City Principles“ is the operational important documents that actively promote market legal system and market compliance

- 中国医药行业九家协会共同推出了《医药企业伦理准则》
  The nine associations worked together to issue the “pharmaceutical industry principles of ethics” in China
推行《医药企业伦理准则》需要坚持的原则

**Principles for the implementation of “Principles of Ethics”**

- 坚持患者至上，确保患者能够获得安全有效的使用品
  Adhere to the patient first, and ensure the patients could have access to safe and effective drugs

- 各利益相关方在相互合作、交流的基础上，围绕《医药企业伦理准则》的各条规定，致力于在自己的行业范围内推行实践，共同营造健康、道德、合规的市场环境
  Different stakeholders, on the basis of cooperation and communication, execute the “Principles of Ethics” in their own industry within the scope of their practice, to create a healthy, ethical, compliant market environment

- 科学界定医药代表的职责，规范其行为
  Scientifically define the responsibilities of the medical representatives and regulate their behaviors
坚持患者利益至上
Adhere to the patient first

- 药企责任
  Corporate responsibility

- 医疗人员责任
  Medical staff responsibility

- 政府相关部门责任
  Relevant government departments responsibility
执行与监督认同一致统一原则
The consensus of execution and supervision identity

- 利益相关方沟通，取得认同
  Stakeholders obtained consensus based on communication

- 政府有关部门与利益相关方沟通取得认同
  Relevant government departments communicate with different stakeholders to obtain consensus

- 执行和监督认同一致统一原则
  The consensus of execution and supervision identity
Scientifically define the responsibilities of the medical representatives, and regulate their behaviors.
中国医疗器械行业协会

诚信体系建设工作介绍

中国医疗器械行业协会

2014年9月 南京
目录

第一部分  中国医疗器械行业发展现状

第二部分  协会所做的工作

第三部分  问题及建议
第一部分

中国医疗器械行业发展现状
行业发展现状

国际现状

- 2012年全球医疗器械市场产值超过4000亿美元，占医药市场42%，发达国家药械产值比达1:1

- 近年成为发达国家提升生物医药产业和高端装备制造业的重要抓手，受到高度重视
行业发展现状

2013年全国医疗器械产值

工信部统计规模以上企业：

- 卫生材料按医疗器械纳入监管，因此样本医疗器械企业产值合计应达到2500亿元

行业协会推算全行业产值：超过4000亿元

<table>
<thead>
<tr>
<th>行业</th>
<th>主营业务收入(亿元)</th>
<th>同比(%)</th>
</tr>
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<tbody>
<tr>
<td>医疗仪器设备及器械制造</td>
<td>1888.6</td>
<td>17.2</td>
</tr>
<tr>
<td>卫生材料及医药用品制造</td>
<td>1398.2</td>
<td>21.8</td>
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卫生材料按医疗器械纳入监管，因此样本医疗器械企业产值合计应达到2500亿元

行业协会推算全行业产值：超过4000亿元
行业发展现状

生产、经营企业情况

2013年

- 生产企业 15961 家
  - I 类 4587 家，II 类 8649 家，III 类 2725 家
- 经营企业 16 万家。

数据来源：国家药监局
行业发展现状

我国三大医疗器械生产区

- 珠江三角洲——广东、深圳
- 长江三角洲——江苏、浙江、上海
- 京津环渤海湾——京、津、鲁、冀、辽
行业发展现状

我国医疗器械产业发展的特点

- 区域发展态势良好
- 贸易呈顺差，但进口增速明显强于出口
- 研发投入加大
- 产业总体水平在国际上处于中等偏下水平
- 外资品牌、合资品牌在高端市场上占有优势
第二部分
协会所做的工作
2010年9月，与美国先进医疗技术协会（AdvaMed）共同签订《关于推进中国医疗器械市场道德准则行为的谅解备忘录》。
国际活动

2010年9月，协会参加了在日本举行的“亚太经济体医疗器械行业职业道德原则”研讨会。
国际活动

2011年，协会与美国先进医疗技术协会（AdvaMed）共同起草了《中国医疗器械行业协会专业医务人士道德行为准则》。
2011年4月，创新联盟理事长、协会副会长姜峰博士参加了APEC医疗器械行业会议，与10余个APEC成员国代表共同讨论了《医疗器械行业道德准则吉隆坡原则。
2013年8月26-30日，协会受邀参加“2013亚太经合组织医药产业伦理准则会议”，会议推进了各成员国医药产业伦理准则的制定与实施
2008年3月，协会成为第二批行业信用评价试点单位之一。
政府相关工作

- 2011年8月、2012年5月，参加商务部市场秩序司和国资委行业办组织召开的2011年行业信用建设工作会议，推动企业诚信体系建设。
2011年9月，协会邀请专家对《吉隆坡原则》的背景、内容及要求向重点会员企业进行了解读。
协会在2013年3月17日召开的五届三次理事会会上审议通过了信用体系评价工作方案。
协会工作

- 2013年3月18-19日，协会在会员年会同期举办了中国医疗器械行业诚信体系建设论坛

- 2013年4月，由协会作为发起单位之一在第69届CMEF开幕式上发起诚信体系建设倡议启动仪式
第三部分
问题及建议
问题及建议

➢ 政府方面

➢ 协会方面

➢ 企业方面

➢ 社会环境方面
Part III:
The Nanjing Declaration
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.