



Asia-Pacific
Economic Cooperation

Business Ethics for APEC SMEs: Promoting SME Innovation and Access to Global Markets through Training in Business Practices in the Medical Device Sector

Gifu, Japan – September 27, 2010
Nagaragawa Convention Center, Fifth Floor

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| 8:30 – 9:00 | REGISTRATION |
| 9:00 – 9:15 | Overview: The “Business Ethics for APEC SMEs” Initiative and APEC Commitments to Fight Corruption
<i>Lynn Costa, Senior Trade Development Advisor, US Department of Commerce</i> |
| 9:15 – 10:00 | Welcome: APEC Host Economy Japan
<i>Takashi Omote, Director, International Affairs Office, SME Agency, Ministry of Economy, Trade and Industry, Japan</i> |
| 10:00 – 10:45 | The Business Case for Ethical Practices
<i>Phil Nichols, Associate Professor of Legal Studies and Business Ethics, Wharton – The University of Pennsylvania</i> |
| 10:45 – 11:00 | BREAK |
| 11:00 – 11:30 | Unique Ethical Issues in Medical Technology Collaboration
<i>Chris White, General Counsel, AdvaMed (US medical technology industry association)</i> |
| 11:30 – 12:30 | Business Ethics Requirements: What Companies Should Know and Enforcement Trends in the Medical Technology Sector |
| 11:30 – 11:50 | China
<i>Mr. Li Yang, Deputy Director General, Department of Corruption Prevention, Ministry of Supervision, People’s Republic of China</i> |
| 11:50 – 12:10 | UK
<i>Gerallt Owen, Partner and Head of International Regulatory and Corporate Crime Practice, Crowell & Moring LLP – London office</i> |
| 12:10 – 12:30 | US
<i>Kathleen Hamann, Anti-Corruption Policy Counsel, Fraud Section, US Department of Justice (via teleconference)</i> |
| | Discussion continued after lunch |
| 12:30 – 1:15 | LUNCH |



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- 1:15 – 2:00 Business Ethics Requirements (continued)**
- 1:15 – 1:30 **Commentary on Chinese, US and UK requirements: General observations and common themes**
Katherine Wang, Sidley Austin LLP – Beijing office
- 1:30 – 2:00 **Q&A for Mr. Li Yang (China), Ms. Kathleen Hamann (US), Mr. Gerallt Owen (UK), and Ms. Katherine Wang**
Moderated by Lynn Costa, Senior Trade Development Advisor, US Department of Commerce
- 2:00 – 3:00 Panel Discussion: Role of Industry Codes of Ethics**
- *Faye Sumner, CEO, Medical Technology Association of New Zealand*
 - *Masaaki Naito, Nihon Kohden and Chairperson of the International Policy Committee of the Japan Federation of Medical Devices Associations*
 - *Chris White, General Counsel, AdvaMed (US medical technology industry association)*
 - *Sujata Dayal, Biomet and Member of Eucomed (European medical technology industry association)*
- Moderator: Katherine Wang, Sidley Austin LLP – Beijing office*
- 3:00 – 3:15 BREAK**
- 3:15 – 4:15 Panel Discussion: Ethical Challenges in Practice
How do Medical Device Companies Operationalize Legal, Ethical and Code Standards?**
- *Jessie Yap, General Counsel, Asia Pacific, Covidien*
 - *Masaaki Naito, Nihon Kohden and Chairperson of the International Policy Committee of the Japan Federation of Medical Devices Associations*
 - *Lori Reber, Vice President, Office of Ethics & Compliance, International and Emerging Markets, Smith & Nephew*
- Moderator: Ron Oleynik, Holland & Knight, Beijing & Washington DC offices*
- 4:15 – 5:00 Looking Ahead: Next Steps to Strengthening Ethical Standards in the Asia-Pacific Medical Technology Industry**
Carolyn Brugera, Vice President & General Counsel, Micrus Endovascular Corporation
- 5:30 – 6:30 RECEPTION**
Gifu Miyako Hotel (Second Floor Ballroom)
- 6:30 DINNER**