

APEC SME Leaders in Ethics and Integrity Program (LEIP)

Presented by: *The Business Ethics for APEC SMEs Initiative*

WHAT IS APEC SME LEIP?

The *Business Ethics for APEC SMEs Initiative* is the world's largest public-private partnership to strengthen ethical business practices in the biopharmaceutical sector.

The Initiative connects nearly 2,000 stakeholders to: 1) identify best practices, 2) build capacity, and 3) monitor and evaluate so that SMEs in the APEC region strengthen competitiveness and enhance health systems in which economies, businesses, patient care, and innovation is strengthened.

The APEC SME LEIP is a capacity building program of the *Business Ethics for APEC SMEs Initiative* as the primary mechanism advancing SME adherence to the APEC Principles.

Affirmed by expert feedback, this approach focuses on providing a platform for SME leaders (for example, CEOs or GMs) – building their championship for ethical business conduct – as the greatest intervention the Initiative could undertake to strengthen member company adherence to high-standard ethical business conduct (sometimes referred to as “tone-at-the-top”).



WHO IS THE APEC SME LEIP COHORT FOR?

Company leaders (CEOs/GMs) of small and medium sized enterprises in the biopharmaceutical sector who have implemented a business ethics and integrity program or those who are considering implementing an ethics and integrity program.

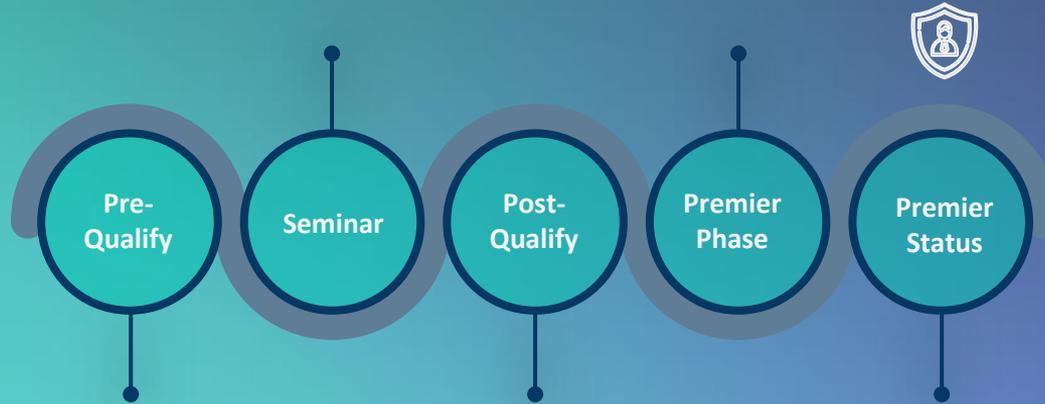


WHY JOIN?

The APEC SME LEIP is a cohort tailored to help SME leaders in the biopharmaceutical sector save resources and develop relationships both locally and internationally to advance a principles-based approach to doing business ethically. Premier status includes international recognition of your membership, elevated exposure to funders and partners, invitations to international Forums and speaking opportunities.

APEC SME LEIP COHORT

- Half day roundtable with industry leaders / experts on developing an ethics and integrity program, for your SME
- Access to networking session and content
- SME leaders complete check list and submit to APEC Initiative Secretariat



- Survey to assess the level of ethical business practices
- Survey completion and qualification initiates invitation to LEIP Seminar

- Post seminar survey to assess learnings
- Qualify to apply for premier status

- Steps validated by APEC Initiative / Basel Institute

Premier Status Benefits:

- Listed on APEC Initiative website
- APEC SME LEIP logo
- Invited to international Forum
- Speaking opportunity

THE OPPORTUNITY

4 MAY

JOIN US

- Irvine, CA @ UCI Beall Applied Innovation (TBC) | 4 May 2020 | Inaugural APEC SME LEIP Seminar