



**Asia-Pacific
Economic Cooperation**

**WORKSHOP TO ALIGN VOLUNTARY CODES OF
BUSINESS ETHICS FOR THE BIOPHARMACEUTICAL SECTOR**

**Grand Formosa Regent Taipei
Taipei, Chinese Taipei
July 10-11, 2012**

July 10, 2012	Workshop Program
8:30-9:00	Registration <i>(VIP Room 1 – 4th Floor)</i>
9:00-9:30	<p style="text-align: center;">General Session: Opening Remarks (Day One) <i>(VIP Room 1 – 4th Floor)</i></p> <p>Introduction:</p> <ul style="list-style-type: none"> ▪ Ms. Lynn Costa, Senior Trade Development Advisor International Trade Administration, United States Department of Commerce <p>Keynote Remarks:</p> <ul style="list-style-type: none"> ▪ Dr. Robert S.Q. Lai, Chairman, APEC SME Working Group and Director-General, SME Administration, Ministry of Economic Affairs, Chinese Taipei ▪ Mr. Shi-Jeng Yang, Deputy Director-General Agency Against Corruption (AAC), Ministry of Justice, Chinese Taipei
9:30-9:45	<p style="text-align: center;">General Session: Review of the Legal and Business Case for Biopharmaceutical Sector Code of Ethics <i>(VIP Room 1 – 4th Floor)</i></p> <p>Keynote Remarks:</p> <ul style="list-style-type: none"> ▪ Mr. Shaharuddin Khalid, Deputy Commissioner Malaysian Anti-Corruption Commission (MACC)
9:45-10:15	<p style="text-align: center;">General Session: Review of the Mexico City Principles – A Voluntary Regional Approach Designed to Ensure Successful Code Adoption <i>(VIP Room 1 – 4th Floor)</i></p> <p>Keynote Remarks:</p> <ul style="list-style-type: none"> ▪ Mr. Neil Pratt, Assistant General Counsel Pharmaceutical Research & Manufacturers of America (PhRMA) ▪ Mr. Ivan Ornelas Diaz, Co-Chair, APEC Expert Working Group to Develop an APEC Voluntary Code of ethics for the Biopharmaceutical Sector & Director of International Relations, Ministry of Economy, Mexico
10:15-10:30	Coffee Break <i>(Outside VIP Room 1 – 4th Floor)</i>



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<p>10:30-11:30</p> <p>10:30-10:35</p> <p>10:35-10:40</p> <p>10:40-10:45</p> <p>10:45-11:30</p>	<p style="text-align: center;">Panel Discussion: Lessons Learned in Biopharmaceutical Sector Voluntary Code Implementation and SME Challenges <i>(VIP Room 1 – 4th Floor)</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ AUSTRALIA: Mr. Michael Schwager, Head of Division, Industry and Small Business Policy, Department of Innovation, Industry, Science and Research ▪ HONG KONG, CHINA: Ms. Sabrina Chan, Executive Director Hong Kong Association of the Pharmaceutical Industry (HKAPI) ▪ THE PHILIPPINES: Mr. Reiner Gloor, Executive Director Pharmaceutical and Healthcare Association of the Philippines (PHAP) <p>Interactive Q&A and Discussion</p> <p>Key Panel & Interactive Discussion Questions:</p> <ul style="list-style-type: none"> ➤ What are the opportunities and challenges your association has faced during implementation of a code of business ethics? ➤ How has your association worked with other key stakeholders to improve the ethical business environment in your local economy? ➤ What are the challenges facing small and medium enterprises in this process as well as best practice solutions to address them?
<p>11:30-12:30</p> <p>11:30-11:35</p> <p>11:35-11:40</p> <p>11:40-11:45</p> <p>11:45-12:30</p>	<p style="text-align: center;">Panel Discussion: Unique Legal, Cultural, and Industry Factors Prevailing in Developing Local Voluntary Codes <i>(VIP Room 1 – 4th Floor)</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ INDONESIA: Mr. Johannes Setijono, Chairman Indonesia Pharmaceutical Association (GP Farmasi Indonesia) ▪ PERU: Mr. Mario Mongilardi, President COMSALUD –Lima Chamber of Commerce ▪ THE PHILIPPINES: Mr. Tomas Marcelo G. Agana III, President Philippine Chamber of the Pharmaceutical Industry (PCPI) <p>Interactive Q&A and Discussion</p> <p>Key Panel & Interactive Discussion Questions:</p> <ul style="list-style-type: none"> ➤ What are the unique legal, cultural, and industry factors – both opportunities and constraints – that impact code of ethics development and implementation in your local economy? ➤ How has your association responded to these unique factors and where do constraints still remain? ➤ What are best practice solutions to these constraints?
<p>12:30-13:30</p>	<p style="text-align: center;">Lunch Break</p>



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13:30-17:00	<p style="text-align: center;">Breakout Session: Aligning Voluntary Codes with The Mexico City Principles <i>(VIP Room 1 – 4th Floor)</i></p> <p>Remarks:</p> <ul style="list-style-type: none"> ▪ Mr. Neil Pratt, Assistant General Counsel Pharmaceutical Research & Manufacturers of America (PhRMA) <p>Key Discussion Themes:</p> <ul style="list-style-type: none"> ➢ Overview of local association's operating environment, including existing codes of ethics (e.g. medical, hospital, and distributors), existing government guidelines and regulations, and voluntary industry action in other sectors. ➢ Maturity and independence of local association ➢ Biopharmaceutical industry presence and business arrangements in the economy ➢ Current local economy anti-bribery law and policy
17:00-17:30	<p>General Session: Report Out from Breakout Sessions <i>(VIP Room 1 – 4th Floor)</i></p>
18:30-20:00	<p style="text-align: center;">Breakout Team Dinners <i>(Location Organized by Mentors)</i></p> <p>NOTE: Dinner expenses will not be covered and APEC travel funding-eligible participants are kindly requested to utilize their per diem allowance.</p>
July 11, 2012	Workshop Program
9:00-9:15	<p style="text-align: center;">General Session: Opening Remarks (Day Two) <i>(VIP Room 8/9/10 – 4th Floor)</i></p> <p>Remarks:</p> <ul style="list-style-type: none"> ▪ Ms. Lynn Costa, Senior Trade Development Advisor International Trade Administration, United States Department of Commerce
9:15-12:00	<p style="text-align: center;">Breakout Session: Aligning Voluntary Codes with The Mexico City Principles <i>(VIP Room 8/9/10 – 4th Floor)</i></p> <p>Key Discussion Themes:</p> <ul style="list-style-type: none"> ➢ Detailed review of The Mexico City Principles ➢ Identify governance and stakeholder process to develop, customize and adopt/update a code of business ethics ➢ Develop association plan of action, timeline, and resource needs
12:00-12:30	<p>General Session: Report Out from Breakout Sessions <i>(VIP Room 8/9/10 – 4th Floor)</i></p>
12:30-13:30	Lunch Break



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13:30-16:30	<p>Breakout Session: Aligning Voluntary Codes with The Mexico City Principles <i>(VIP Room 8/9/10 – 4th Floor)</i></p> <p>Key Discussion Themes:</p> <ul style="list-style-type: none">➤ Detailed review of The Mexico City Principles➤ Identify governance and stakeholder process to develop, customize and adopt/update a code of business ethics➤ Develop association plan of action, timeline, and resource needs
16:30-17:00	<p>General Session: Report Out from Breakout Sessions <i>(VIP Room 8/9/10 – 4th Floor)</i></p>
17:00-17:30	<p>General Session: Closing Remarks on Next Steps and Tracking Progress <i>(VIP Room 8/9/10 – 4th Floor)</i></p> <p>Remarks:</p> <ul style="list-style-type: none">▪ Ms. Lynn Costa, Senior Trade Development Advisor International Trade Administration, United States Department of Commerce
18:00-20:00	<p>APEC Reception Dinner <i>(VIP Room 5/6/7 – 4th Floor)</i></p>