



**Asia-Pacific
Economic Cooperation**



2015 APEC Business Ethics for SMEs Forum
Sofitel Philippine Plaza | Manila, Philippines | 19-20 August 2015

BIOPHARMACEUTICAL SECTOR WORKSHOP – 19 AUGUST 2015

Visayas Room, Sofitel Philippine Plaza, CCP Complex Roxas Boulevard, Pasay City, 1300 – Manila

TIME	PROGRAM
07:30-08:30	Registration – Visayas Room, Sofitel Philippine Plaza <i>Note: All attendees should arrive by 08:15</i>
08:30-09:30	Opening Session <u>Welcome Remarks:</u> Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative & Senior Trade Policy and APEC Advisor, U.S. Department of Commerce <u>Participant Introductions and Status Updates by Associations:</u> 2-3 minute verbal update provided by representatives from APEC biopharmaceutical industry associations. All other attendees state name, title and organization.
09:30-10:30	Session One: Association Leadership in Strengthening Ethical Practices <ul style="list-style-type: none"> • <u>Objective:</u> This session shall provide reasoning to associations and their members to reject notions that embracing high-standard practices puts them at a competitive disadvantage. This session will demonstrate that embracing low-standards puts organizations at serious risk. The session should also detail the value-added service associations provide to their members by having a high-standard code. • <u>Panel Session Members:</u> <ul style="list-style-type: none"> ○ Moderator: Ms. Maria “Maru” Quindimil (The Philippines) ○ Ms. Deborah Monk, Medicines Australia (Australia) ○ Ms. Chrisoula Nikidis, Rx&D (Canada) ○ Mr. Pan Guang Cheng, Standing Vice President, CPIA (China) ○ Mr. Darodjatun Sanusi, GP Farmasi (Indonesia) ○ Ms. Claudia Perez, ANAFAM (Mexico) • <u>Session Exercise:</u> Breakout Team Deliberations
10:30-11:30	Session Two: Best Practices for Low Cost Implementation of Codes of Ethics <ul style="list-style-type: none"> • <u>Objective:</u> This session shall provide reasoning to reject notions that implementing ethical practices is too costly or time consuming for organizations of any size. • <u>Scene-Setting Remarks:</u> <ul style="list-style-type: none"> ○ SME Perspective: Mr. Butch Sales, Vizcarra Pharma (The Philippines) ○ Association Perspective: Ms. Sabrina Chan, HKAPI (Hong Kong, China) • <u>Exercise Facilitator:</u> Ms. Karen Eryou, UCB (China) • <u>Session Exercise:</u> Rotating Breakout Roundtables
11:30-13:00	Lunch Break – Luzon Room, Sofitel Philippine Plaza



<p>13:00-15:30</p>	<p>Code Implementation Workshop</p> <ul style="list-style-type: none"> - <i>Thermometer Game (60 Mins)</i> Lead: Chris Nikidis, Rx&D (Canada) - <i>Interactions with HCPs (60 Mins)</i> Lead: Neil Pratt, PhRMA (United States) - <i>Interactions with Third Parties (30 Mins)</i> Lead: YS Kwon, Johnson & Johnson (Korea)
<p>15:30-16:00</p>	<p>Coffee & Networking Break</p>
<p>16:00-17:00</p>	<p>Session Three: Multi-Stakeholder Partnership to Strengthen Ethical Business Practices <i>Objective: Hold an interactive panel discussion and present case studies on how APEC governments, healthcare professionals and other stakeholders can partner with industry to proactively support high-standards ethics in the biopharmaceutical sector.</i></p> <ul style="list-style-type: none"> • Panel Session Members: <ul style="list-style-type: none"> ○ Moderator: Russell Williams, President, Rx&D (Canada) & Co-Chair, APEC Biopharmaceutical Working Group on Ethics ○ Dr. Kenneth Hartigan-Go, Undersecretary of Health (Philippines) ○ Dr. Masami Ishii, Executive Board Member, Japan Medical Association / Treasurer, World Medical Association / Secretary General, Confederation of Medical Associations in Asia and Oceania (Japan) ○ Dr. Chairat Shayakul, Rational Drug Use Subcommittee, National Drug System Development Committee (Thailand) ○ Mr. KP Tsang, Chair, Intl Alliance of Patients' Organizations (Hong Kong, China) • Facilitated, Interactive Discussion
<p>17:00-17:30</p>	<p>Closing Session and Workshop Group Photograph</p> <p><i>Closing Remarks: Russell Williams, President, Rx&D (Canada) & Co-Chair, APEC Biopharmaceutical Working Group on Ethics</i></p> <p><i>Review of Plenary Session Procedures: Andrew Blasi, C&M International (United States)</i></p> <p><i>Workshop Group Photograph</i></p>
<p>18:00-20:00</p>	<p>APEC Business Ethics Forum – Biopharmaceutical Sector Reception Location: Boracay Room, Sofitel Philippine Plaza</p>