

CODE IMPLEMENTATION WORKSHOP (7 SEPTEMBER)

BIOPHARMACEUTICAL SECTOR

The Sheraton Hanoi, Song Hong 1 & 2 Room

TIME	PROGRAM
7:00-8:00	<p>Registration & Confirm Table Location – Song Hong 1 & 2 Room, The Sheraton Hanoi <i>NOTE: Registration closes at 8:00. Attendees should identify room and table location.</i></p>
8:00-8:30	<p>Welcome Coffee / Tea – Song Hong Foyer</p>
8:30-9:00	<p>Opening Session</p> <p><i>Introductory Remarks: Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative & Senior Advisor to U.S. Deputy Assistant Secretary of Commerce for Asia</i></p> <ul style="list-style-type: none"> • <i><u>Brief Participant Introductions:</u> Name, Position, Organization, & Economy</i> • <i><u>Official Photograph of Workshop</u></i>
9:00-10:00	<p>Driving Code Implementation: Governance, Alignment, & Member Adherence</p> <ul style="list-style-type: none"> • <i><u>Facilitator:</u> Mr. Andrew Blasi, C&M International</i> • <i><u>Discussants:</u></i> <ul style="list-style-type: none"> - Ms. Chrisoula Nikidis, Industry Co-Chair, APEC Biopharmaceutical WG on Ethics - Ms. Rocio Delgado, Government Co-Chair, APEC Biopharmaceutical WG on Ethics - Dr. Kenneth Hartigan-Go, HCP Co-Chair, APEC Biopharmaceutical WG on Ethics - Mr. Russell Williams, Patient Co-Chair, APEC Biopharmaceutical WG on Ethics • <i><u>Scene-Setter:</u> Since 2012, APEC economies have seen the number of biopharmaceutical industry association codes of ethics or formalized commitments more than double across the region, expanding high-standard practices to nearly 10,000 sector enterprises. This interactive session with participants will bring together the Co-Chairs of the APEC Biopharmaceutical Working Group on Ethics to discussion the following questions:</i> <ul style="list-style-type: none"> ○ <i>What does success in driving code implementation look like to you?</i> ○ <i>What is my responsibility to ensure success in driving code implementation?</i>
10:00-11:00	<p>Multi-Stakeholder Collaboration in Viet Nam to Strengthen Ethical Business Practices</p> <ul style="list-style-type: none"> • <i><u>Moderator:</u> Mr. Russell Williams, Diabetes Canada</i> • <i><u>Discussants:</u></i> <ul style="list-style-type: none"> ○ <i>Mr. Tran Duc Chinh, Chairman cum General Secretary, Vietnam Pharmaceutical Companies Association (VNPCA)</i> ○ <i>Dr. Tibor Novak, Vice Chairman, Pharma Group Vietnam</i> ○ <i>Ms. Barbara Dinh, Vice Chairman, Pharma Group Vietnam</i>

2017 APEC Business Ethics for SMEs Forum

Hà Nội, Việt Nam | September 7–8, 2017

<p>11:00-12:30</p>	<p>Breakout Session One (Course A) Advancing Code of Ethics Implementation <i>Location: Ballroom – Song Hong 1 & 2</i> <i>Setup: Roundtables</i></p> <ul style="list-style-type: none"> • One Capacity-Building Module <ul style="list-style-type: none"> ○ Internal Considerations 	<p>Breakout Session One (Course B) Advancing Code of Ethics Implementation <i>Location: Song Lo / Thao Room</i> <i>Setup: Hollow-square table</i></p> <ul style="list-style-type: none"> • Two Capacity-Building Modules <ul style="list-style-type: none"> ○ Undertaking a Status Assessment ○ Designing a Training Program
<p>12:30-13:30 Lunch Break – Sheraton’s Oven D’or Lobby Restaurant (Voucher Provided)</p>		
<p>13:30-15:00</p>	<p>Breakout Session Two (Course A) Advancing Code of Ethics Implementation <i>Location: Ballroom – Song Hong 1 & 2</i> <i>Setup: Roundtables</i></p> <ul style="list-style-type: none"> • One Capacity-Building Module <ul style="list-style-type: none"> ○ External Considerations 	<p>Breakout Session Two (Course B) Advancing Code of Ethics Implementation <i>Location: Song Lo / Thao Room</i> <i>Setup: Hollow-square table</i></p> <ul style="list-style-type: none"> • One Capacity-Building Module <ul style="list-style-type: none"> ○ Evolving Code Implementation
<p>15:00-15:30 Networking Coffee / Tea Break – Song Hong Ballroom Foyer</p>		
<p>15:30-17:00</p>	<p>Interactive, Multi-Stakeholder Case Studies <i>Location: Ballroom – Song Hong 1 & 2</i></p> <ul style="list-style-type: none"> • <u>Facilitator:</u> Laura Giussani, Eli Lilly • <u>Objective:</u> Undertake two interactive case studies. The first will focus on interactions between industry associations and enterprises with health care professional groups, patient organizations and/or governments to collectively strengthen ethical business practices. The second will focus on strengthening ethical business practices for third party sales and marketing intermediaries, such as distributors. 	
<p>17:00-17:15</p>	<p>Closing Session</p> <p><u>Closing Summation:</u> Chrisoula Nikidis, Innovative Medicines Canada</p> <p><u>Guidance for Plenary Dialogue (8 September):</u> Andrew Blasi, C&M International</p>	
<p>17:30-19:00</p>	<p>Biopharmaceutical Sector Reception – Lake Side Garden, Sheraton Hanoi <i>Supported by: The Pharma Group, European Chamber of Commerce in Viet Nam</i></p>	