



2016 APEC Business Ethics for SMEs Forum

The Westin Lima | Lima, Peru | 5-6 September 2016

BIOPHARMACEUTICAL SECTOR WORKSHOP – 5 SEPTEMBER 2016

The Westin Hotel & Convention Center, Las Begonias 450, San Isidro, Lima – Peru

TIME	PROGRAM
07:30-08:30	<p>Registration – Limatambo Two, The Westin Lima <i>Note: Coffee and light refreshments in Terraza Merino Reyna. Attendees seated by 08:15.</i></p>
08:30-09:15	<p>Opening Session</p> <p><i>Introductory Remarks: Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative & Senior Trade Policy and APEC Advisor, U.S. Department of Commerce</i></p> <p><i>Participant Introductions and Status Updates by Associations: Brief verbal introductions (name, title, organization) and updates by lead representatives from associations.</i></p>
09:15-9:30	<p>Presentation: Progress and Emerging Trends in Ethical Business Practices</p> <ul style="list-style-type: none"> • <i>Objective: Showcase progress within and beyond the APEC region to strengthen ethical business practices in the biopharmaceutical sector, with focus on the Asia-Pacific and the Americas. Provide perspective on key challenge areas and emerging trends in ethical business practices for the biopharmaceutical sector.</i> • <i>Speaker: Mr. Russell Williams, Immediate Past Co-Chair, APEC Biopharm. WG on Ethics</i>
09:30-11:00	<p>Session One: Communicating the Value of High-Standard Ethics in Enterprises & Successful Strategies for Low Cost Implementation of your Code of Ethics</p> <ul style="list-style-type: none"> • <i>Objective: Ensure enterprises understand the importance of embracing high-standard, self-regulatory ethical practices that exceed legal requirements. Communicating and embracing a culture of ethical behavior from the top-down in your organization to provide long-term protection, customer trust and economic opportunity. Also share strategies on how to implement high-standard codes at little or no cost. Provide practical evidence and examples to eliminate perceptions that implementing ethical practices is too costly or time consuming for biopharmaceutical enterprises.</i> • <i>Scene-Setting Remarks (2-3 Minutes):</i> <ul style="list-style-type: none"> ○ <i>Enterprise Perspective: Mr. Beau Agana, President, Pharex HealthCorp (Philippines)</i> ○ <i>Enterprise Perspective: Dr. José Roberto C. Pereira, Business Development and Innovation Director, Biolab, Inc. (Brazil)</i> ○ <i>Association Perspective: Dr. Xu Ming, Vice President, CCCMHPIE (China)</i> ○ <i>Association Perspective: Dr. Juan Francisco Millán Soberanes, CETIFARMA (Mexico)</i> • <i>Facilitator: Karen Eryou, Sen. Director, Corp. Compliance (APAC), UCB Pharma (China)</i> • <i>Session Exercise: Rotating Roundtables on Key Topics: Tool Kits, Communications, Handling Objections, Government Relations, Reputation, and Next Steps for Code Implementation</i>



<p>11:00-12:00</p>	<p>Session Two: Leading Multi-Stakeholder Perspectives in Peru</p> <ul style="list-style-type: none"> • <u>Objective:</u> Provide multi-stakeholder perspective in Peru on progress and emerging trends in ethical business practices for the biopharmaceutical sector. Provide added perspective from Peru on how best to communicate the value of high-standard ethical practices to all stakeholders as well as best practices in low cost implementation of high-standard codes of ethics. • <u>Structure:</u> Brief Introductions / Interactive Discussion (No PPT or Prepared Remarks) • <u>Moderator:</u> Ms. Kathleen Hamann, Partner, Pierce Atwood / Former International Policy Counsel, U.S. Department of Justice • <u>Discussants:</u> <ul style="list-style-type: none"> - Mr. Gabriel Apestegui Castro, Director, ADIFAN (Industry Association) - Ms. Maria Aste, President, ALAFARPE (Industry Association) - Mr. Carlos Leigh Vigil, Executive President, ALAFAL (Industry Association) - Dr. Alberto Gayoso Villafior, College of Physicians of Peru (Health Care Profs.) - Dra. Amelia Villar López, Dean, College of Pharmacists (Health Care Professionals) - Ms. Karla Ruiz de Castilla Yabar, Chief Executive Officer, Esperantra (Patients) - Mr. Julio Cesar Cruz Requenes, President, PROSA (Patients) - Dr. Ruben Espinoza, Director-General, DIGEMID, Ministry of Health (Government)
<p>12:00-13:00</p>	<p>Networking Lunch Break - Limatambo Three, The Westin Lima</p>
<p>13:00-15:30</p>	<p>Session Three: Interactive Case Exercises</p> <ul style="list-style-type: none"> • <u>Objective:</u> <ul style="list-style-type: none"> ○ Undertake interactive case studies designed to help: <ul style="list-style-type: none"> A. stakeholders implement their own code of ethics and/or the provisions of their association's code of ethics aligned with the APEC Mexico City Principles; and B. industry associations and enterprises, health care professional groups, patient organizations and governments collectively strengthen ethical interactions.
<p>15:30-16:00</p>	<p>Networking Coffee Break – Terraza Merino Reyna <i>Note: Breakout teams are encouraged to identify each other during the break</i></p>
<p>16:00-17:00</p>	<p>Session Four: Breakout Sessions</p> <ul style="list-style-type: none"> • <u>Objective:</u> Expert mentors are paired with participants in small groups to support the adoption/implementation of codes of ethics and/or consensus frameworks. Pairing arrangements will be made in advance of the workshop for all confirmed participants.
<p>17:00-17:30</p>	<p>Closing Session & Workshop Group Photograph <u>Closing Remarks:</u> Mr. Alejandro Torrendell, Regional General Counsel, LatAm, Merck KGaA <u>Guidance for Plenary Session:</u> Andrew Blasi, C&M International <u>Official Workshop Group Photograph</u></p>