



## **2019** APEC Business Ethics for SMEs Forum

9-10 SEPTEMBER



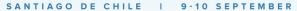
## DAY TWO: PLENARY SESSION TUESDAY, 10 SEPTEMBER 2019 | SHERATON HOTEL SANTIAGO

TIME	PLENARY PROGRAM (SAN CRISTOBAL ROOM)
7:30 – 8:30	Badge Collection, Headsets, and Tea/Coffee Service
8:30 – 8:45	Welcome Remarks
	Mr. Patrick Kirwan, U.S. Delegate, APEC SME Working Group
	Consensus Frameworks: Platforms for a Culture of Ethics and Integrity
	Ms. Diane Biagianti, Chief Responsibility Officer, Edwards Lifesciences (United States)
8:45 – 9:30	Chile Consensus Framework Signing Ceremony and Remarks
	Keynote Remarks: To Be Confirmed (Chile)
	Closing: Mr. Gastón Fernández, Head of Regulatory Affairs Division,     Undersecretariat of Intl Economic Affairs, Ministry of Foreign Affairs (Chile)
9:30 – 9:45	2019 APEC Business Ethics for SMEs Lighthouse Award
	Presented by Mr. Adrian Cosenza, Chair, Australian Ethical Healthcare Alliance
9:45 – 10:00	Official Plenary Photograph
10:00 – 10:30	Implementing Consensus Frameworks: Updates from the Region
10:30 – 10:45	Morning Tea/Coffee Break
10:45 – 11:10	APEC Visionaries: The Implications of Technological Disruption on Ethical Business Conduct in the APEC Region
	Dr. Julien Durand, Chair, IFPMA Working Group on Future Health Technologies (Switzerland)
11:10 – 11:35	APEC Visionaries: Ethical Business Conduct and Return on Investment – What "Tone at the Top" Means for Small and Medium Enterprises
	Mr. Ken Reali, President and CEO, Clinical Innovations (United States)
11:35 – 12:00	APEC Visionaries: Fostering Ethical Collaboration between Healthcare Professionals and the Medical Device and Biopharmaceutical Industries
	Dr. Jeff Blackmer, Vice President for International Health,     Canadian Medical Association
12:00-13:00	Lunch (Pedro de Valdivia Room)





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13:00 – 13:45	Industry Assessment: Progress, Challenges, and Recommendations for the Region and Strategies to Measure the Positive Impact of Ethical Practices
	Ms. Nancy Travis, Vice President, International Compliance and Governance,     The Advanced Medical Technology Association (United States)
	Mr. Thomas Cueni, Director General, The International Federation of Pharmaceutical Manufacturers and Associations (Global / Based in Switzerland)
13:45 – 14:45	Government Strategies to Encourage Ethical Business Conduct
	Mr. Ricardo Miranda Zúñiga, Legal Advisor, ChileCompra, Ministry of Finance
	Ms. Faye Sumner, Chief Executive Officer,     Medical Technology Association of New Zealand
	Ms. Sabrina Chan, Senior Executive Director, Hong Kong Association of the Pharmaceutical Industry
	Moderator: Ms. Claudia Ortega Forner, Public Prosecutor's Office (Chile)
14:45 – 15:00	Afternoon Tea/Coffee Break
15:00 – 16:00	The Future of the Nanjing Declaration
	Facilitator: Ms. Tricia Van Orden, Overseer, Business Ethics for APEC SMEs Initiative (United States)
16:00 – 16:30	Closing Summation and Looking Ahead
	Ms. Tricia Van Orden, Overseer, Business Ethics for APEC SMEs Initiative (United States)