



**Asia-Pacific  
Economic Cooperation**



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

**BIOGRAPHIES**

**BIOPHARMACEUTICAL SECTOR WORKSHOP – 19 AUGUST 2015**

**PROGRAM**

**Opening Session**



**PROJECT OVERSEER: Ms. Lynn Costa** is Project Overseer of the Business Ethics for APEC SMEs Initiative and Senior Trade Policy and APEC Advisor for the U.S. Department of Commerce based in Washington, DC. Lynn has overseen the development and implementation of the APEC Kuala Lumpur Principles, APEC Mexico City Principles, and APEC Hanoi Principles since their launch in 2011 and endorsement by APEC Ministers and Leaders in 2012. Under her leadership, the initiative has engaged over 1,000 stakeholders spanning all 21 APEC member economies and far beyond. As the largest collection action in the Asia-Pacific region to strengthen ethical business practices on a sector-specific basis, Lynn has managed the utilization of nearly \$3.5 million in APEC and in-kind public and private sector contributions to support the development and implementation of more than 30 codes of ethics expanding best practices to more than 16,000 enterprises.

**Session One: Association Leadership in Strengthening Ethical Practices**



**MODERATOR: Ms. Maru Quindimil** is Senior Director APAC at GEC Risk Advisory LLC. She is the former Executive Director, Regional Compliance Officer, Asia for Merck Sharp & Dohme, Asia Ltd., led regional Compliance groups for 8 years. In 2015 she was internationally recognized by the World Women Congress Leadership organization for her outstanding contributions in the region with the “Women Leadership Achievement Award.” Throughout a career that has spanned 25 years, Maru has applied her background in pharmaceutical and pharmacological research into the commercial pharmaceutical sector where she led the development, launch and market growth of several new products across a diverse range of geographic sectors. Maru has led APEC Pharmaceutical sector meetings for the implementation of Pharmaceutical codes of conduct. Maru has degrees in Biochemistry and Pharmacy from Universidad de Buenos Aires, Argentina; MBA from Instituto de Altos Estudios Empresariales from Universidad Austral, Argentina, Human Resources Master degree from Centro Estudios Financieros, Spain and graduated from Strategic Leadership Program from Institute of Leadership, Otago University, New Zealand.



**PANELIST: Ms. Deborah Monk** holds a Bachelor of Pharmacy from the University of Sydney and a Diploma in Hospital Pharmacy. She also holds a Bachelor of Arts from Macquarie University and is currently studying for the Masters in Public Policy degree at the University of Sydney. Deborah started her working life as a clinical pharmacist in the Pharmacy Department at a major teaching hospital in Sydney. Deborah is currently the Director of Compliance at Medicines Australia. Deborah’s previous roles at Medicines Australia include Director of Scientific and Technical Affairs and Director of Innovation and Industry Policy. She was appointed as Director, Compliance in June 2013. Medicines Australia promotes the interests of the industry by encouraging a favourable investment environment, working on behalf of its members in an advocacy and consultative capacity with government and non-government organisations in Australia and overseas. Deborah’s



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primary responsibility within Medicines Australia is to manage the Ethical Conduct Program.



**PANELIST: Ms. Chrisoula Nikidis** is a member of the Rx&D team and the Executive Director of Ethics and Compliance responsible for the *Code of Ethical Practices* and related issues. Her key responsibilities include maintaining and updating the *Code*, managing the *Code* education program, answering *Code* related questions, offering guidance on the application of the Code while providing expertise on industry practices. Included in her responsibilities is advice and support to the President of Rx&D in matters that pertain to the International Federation of Pharmaceutical Manufacturers Association (IFPMA) and the Code Compliance Network. Prior to joining Rx&D, Chrisoula Nikidis was RFP Solutions' Senior Advisor for Bid Evaluations where she worked on assisting government officials with the proposal evaluation process and provided procurement related strategic advice. While residing in Montreal, Chrisoula worked as a Legislative Assistant on behalf of Quebec Member of the National Assembly, Geoffrey Kelley.



**PANELIST: Mr. Pan Guang Cheng** is executive vice president of China Pharmaceutical Industry Association since he joined CPIA in January 2010. Pan has successively held positions as following in the past years: from September 2001 to January 2010, secretary of the Board, China National Pharmaceutical Group Corporation. From September 1998 to September 2001, deputy general manager of China National Medical Device Co., LTD. From September 1994 to September 1998, director of Policy and Regulation Department, the State Pharmaceutical Administration. From September 1979 to September 1994, deputy director of Personnel Division, the State Pharmaceutical Administration; From September 1977 to September 1979, head of department, director of Medical Devices Bureau of the Ministry of Health. Pan was born in Nov. 25, 1949, he graduated as an engineer from Shanghai University in 1979.

**PANELIST: Mr. Darodjatun Sanusi** is Executive Director of G.P. Farmasi, the largest biopharmaceutical industry association in Indonesia with several thousand member companies. Mr. Sanusi also serves as a Member of the APEC Biopharmaceutical Working Group on Ethics. He represented G.P. Farmasi at the 2012 APEC Workshop to Align Code of Business Ethics in the Biopharmaceutical Sector located in Taipei.



**PANELIST: Ms. Claudia Perez** is an Internal Audit Manager at RIMSA (Representaciones e Investigaciones Médicas SA de CV) with broad experience on internal control assessments, auditing based in processes and risk assessment. She has designed and implemented diverse policies and procedures related to authorization limits, segregation of duties, safeguard of information and information confidentiality. She has mainly worked for Companies of the Pharma Industry, Chemical, manufacture and service companies. She has experience on the Implementation of Corporate Governance practices such as designing and introduction of the Code of Ethics and Conduct at RIMSA and work. She designed and executed the corresponding diffusion campaign in 2012. She has served as Compliance Officer at RIMSA since 2012 (in addition to Internal Audit) and represents RIMSA at The Council of Ethics of the Pharma Industry. She is also a Member of the Ethics Committee at RIMSA in charge of special investigations derived from complaints and reports. She also has experience in fraud detection and investigation in finance and accounting areas at manufacturing and services Companies.



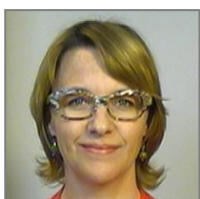
### Session Two: Best Practices for Low Cost Implementation of Codes of Ethics



**REMARKS: Mr. Butch Sales** is the President/CEO of Vizcarra Pharmaceutical Inc. since 1994, and was involved in its incorporation and establishment in 1988. Additionally, Butch is also the President of S. C. Vizcarra Inc.; and President of Amalingan Development Corporation, a real estate company. Prior to his joining the Vizcarra Group in 1983, Butch was an Audit Manager of SGV and Co. where he started his career in public accounting in 1971. He has worked with clients including some of the largest multinational and local companies in a variety of industries including manufacturing, public utility, oil manufacturing and distribution, construction, insurance, and education. He also sits in the board of other companies, including a non-profit institution involved in alternative education. Butch attended the Management Development Program of the Asian Institute of Management in 1981. He is a certified public accountant since 1971 after having graduated from San Beda College in 1970 with a bachelor's degree on Commercial Science in Accounting and Auditing.



**REMARKS: Ms. Sabrina Chan** is the Executive Director of the Hong Kong Association of the Pharmaceutical Industry (HKAPI). Since her tenure from Aug. 2004, she has worked industriously to pursue the mission of HKAPI, which is to ensure patients' expedient access to innovative and effective medicine to enhance better health and quality of life. In order to achieve that goal, Sabrina has developed a partnership approach to work with different stakeholders, local and abroad. Locally in Hong Kong, she works closely with various government departments, pharmacists, doctors, academics, patients as well as consumer group. She has also developed strong relationships with numerous foreign international associations and organizations, including the International Federation of Pharmaceutical Manufacturers Association. Sabrina studied Communications (major in Journalism) in Hong Kong as the first tertiary education, received a Master of Arts in Intl Studies from the University of Sheffield in UK, and an LLB from the University of Tsinghua of China.



**FACILITATOR: Ms. Karen Eryou** is Senior Director, Corporate Compliance, APAC for UCB. She has over 15 years of international work experience in the pharmaceutical industry including Clinical Operations, Quality Assurance, Auditing and Inspections, as well as Medical Affairs. She has focused on business practices, ethics and compliance topics for the past 8 years. Since 2011 Karen has been based in Shanghai where she has built the compliance function for UCB. Following the development and implementation of a comprehensive compliance program for the China team she now leads the compliance program for the Asia-Pacific region.

### Code Implementation Workshop



**FACILITATOR: Mr. Neil Pratt** serves as Assistant General Counsel for the Pharmaceutical Research and Manufacturers of America (PhRMA), an association representing the leading research-based pharmaceutical and biotechnology companies in the United States. In this role, Mr. Pratt provides legal counsel in support of PhRMA's international advocacy and activities. Prior to joining PhRMA in August 2010, Mr. Pratt provided trade and legal counsel to the Society of the Plastics Industry, and counseled numerous corporations and foreign governments as an Associate in the International Trade and Dispute Resolution group at Sidley Austin, LLP. Mr. Pratt is a 2000 graduate (*cum laude*) of the George Washington University Law School and a 1998 graduate of the University of Oxford, England (B.A. Jurisprudence).



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**FACILITATOR: Mr. Young Sang “YS” Kwon** is the Health Care Compliance (HCC) Asia Pacific Regional Sector Lead for Johnson & Johnson’s Pharmaceutical Group. He assumed this role in February 2014. In 2013, YS was the HCC Asia Pacific Regional Sector Lead for Johnson & Johnson’s Medical Device & Diagnostics Group, and before that he was the cross-sector HCC Cluster Lead for North Asia in 2012. YS joined Johnson & Johnson in March 2012. Prior to Johnson & Johnson, YS was with LINA Korea, Cigna’s Korean subsidiary, where he oversaw the legal and compliance functions there. Before Cigna, YS worked at Kim & Chang, a law firm in Seoul, Korea, where he advised clients in trademark and copyright law. YS received his Bachelor of Arts degree from the Hankuk University of Foreign Studies majoring in English Education with minor in Economics in 1993. He received his Juris Doctor and MBA at Syracuse University College of Law and Syracuse University School of Management in 1997.

### **Session Three: Multi-Stakeholder Partnership to Strengthen Ethical Business Practices**



**Mr. Russell Williams** is the President of Canada’s Research-Based Pharmaceutical Companies (Rx&D), an association of over fifty innovative life sciences companies. Reporting to the Executive and Board of Directors, Russell is responsible for overall corporate leadership, strategic direction, achieving priority objectives, public presence for the industry, issue management, compliance, as well as the management of human and financial resources. His leadership working with all governments at the Federal and Provincial levels, both at the political and administrative levels, as well as key stakeholders in the health, research, patient and economic sectors is aimed at creating a better environment for improved life science research and healthcare sustainability. Russell also chairs the international Code Compliance Network for the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), as well as being a member of the Council of the IFPMA. He is and continues to be a well-known champion and advocate for many causes which included better patient care, improved emergency services, increased research and development, individual rights, language and constitutional policy, as well as reform for handicapped services.



**Dr. Kenneth Y. Hartigan-Go** is currently the Undersecretary of Health, Office for Health Regulations, of the Department of Health, Philippines. Previously, he served as Director General of the FDA Philippines, and has had over 10 years’ experience in management positions, as Executive Director of a major health foundation which focuses on health leadership and management, community health partnerships, health governance and health policy. He has over 20 years’ experience as a clinician, and professor in health sciences and in development management. He has experience as a facilitator of public-private partnerships, bringing together industry, business leaders and government for roundtable consultations on health policy.



**Dr. Masami Ishii** graduated from School of Medicine, Hirosaki University in March, 1975 and its Graduate School of Medicine in 1979. He worked for the neurosurgery department of School of Medicine, Hirosaki University as an assistant and the neurosurgery department of Iwaki Kyoritsu Hospital as a medical director. After that, he opened Ishii Hospital of Neurosurgery & Ophthalmology in 1985. He took office of the President of the Iwaki Medical Association in 2002, and has served as Vice-President of the Fukushima Medical Association. He was elected as the Executive Board Member of the Japan Medical Association in April 2006, and re-elected forth. He is also serving Treasurer of the World Medical Association, Secretary General of the Confederation of Medical Associations in Asia and Oceania and Editor-in-Chief of the JMA Journal, the official English-language Journal of the JMA.



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**Dr. Chairat Shayakul** is a current professor in Medicine in Mahidol University, has been active in the field of promoting appropriate medicinal use in Thailand in the last 7 years. His recent activities have been focused on rational drug use in the hospital, constructing governance in the drug system and promotion, endorsing problem based teaching and learning in pharmacotherapy, and soft skills training for medical and residents in medical ethics and professionalism. As the deputy secretary of Consortium of Thai Medical Schools, Chairat is the core team member to develop and implement central RDU curriculum in the undergraduate course, and to revise current ethical criteria for medicinal drug promotion at all levels. He is also one of the administrative team to conduct 'Rational Drug Use (RDU) Hospital Project' of which more than 70 hospitals all over the country volunteer to be pioneer in application. The project has been launched early this year with the setup of 6 key strategies, so called 'PLEASE' for Thai hospitals to systematically pursue. Altogether, intra-hospital drug systems will be further developed, settled and geared others to rational drug use in the same direction.



**Mr. Tsang Kin Ping** is a retired business executive and patient suffering from Retinitis Pigmentosa and has been actively volunteering in Hong Kong and international patients' groups in the past decades. Mr. Tsang has founded Retina Hong Kong, a self-help organization of patients suffering from retinal degenerative diseases with fellow patients in March, 1995, and has been serving President of the Association since then. He is member of Management Committee of Retina International and Board Member of AMD Alliance International. Mr. Tsang was elected to Governing Board of International Alliance of Patients' Organizations (IAPO) in 2008. He took the Chair of IAPO from August, 2013 to July, 2015, and serving as Board Member till 2017. His main advocating issues are access to treatment, patient safety, drug safety, medical ethics and patient engagement in healthcare sector. Mr. Tsang is also President of Hong Kong Alliance for Rare Diseases (HKARD) and Board Member of Hong Kong Alliance of Patients' Organizations (HKAPO), and is serving a number of committees for Hong Kong SAR Government.

#### **Closing Session and Workshop Group Photograph**



**Andrew Blasi** is an Associate Director at C&M International, where he has supported the medical device and biopharmaceutical sector programs of the Business Ethics for APEC SMEs initiative since their launch in 2010. Andrew also supports the initiative's Project Overseer by managing comprehensive monitoring surveys on code of ethics adoption and implementation by over 75 medical device and biopharmaceutical industry associations across the APEC region. Prior to joining C&M International, Andrew worked for the US-ASEAN Business Council, the Congressional Liaison Office of the Australian Embassy in Washington and the U.S. House of Representatives Foreign Affairs Subcommittee on Europe. In 2008, he served as the Pamela Harriman Foreign Service Fellow to Ambassador Robert Tuttle at the U.S. Embassy in London. He holds a Bachelor of Business Administration degree from the College of William and Mary in Virginia.